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International Conference And Call for Papers

SOCIAL SCIENCE

"Development of Science through Strengthening the Publication in Indexed Journals"

Bali, August 11 - 12, 2017

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PREFACE

First of all, I would like to say thankful for the God for his blessing on the 14th International Conference on Development of Science through Strengthening of Publication in Indexed Journals held in Dwijendra University on August 10-11, 2017. I am pleased to appreciate to the keynote speakers attending in this conference, such as Mr. Dr. M. Dimyati as Director General of Research and Development Strengthening, Ministry of Research, Technology and Higher Education, Republic of Indonesia, and Mr. Dr. Drs. M.S. Chandra Jaya, M.Hum. as the Chairman of Dwijendra Yayasan. In this occasion, I also send my thanks to Prof. Dr. I Nengah Dasi Astawa, M.Si. as Coordinator of *Kopertis* Region 8, and Dr. Achmad Fatoni Rodli, M.Pd. as the Chairman of P-ADRI.

The presence of invited speakers, namely Prof. Laurance Tamatea from Charles Darwin University (Australia), Prof. Takahiro Osawa from Yamaguci University (Japan), Smith. N. Ndila from Landi Institute, Dr. Tom Olijhoek as Editor in Chief DOAJ (Netherlands), Judith Barnsby, Managing Editor DOAJ (United Kindom), and Leena Shah, DOAJ Ambassadors (India) are very significantly for all participant to get fruitful knowledge. The ideas and experiences of them are being good documentation which is incorporated into this proceeding covering six subthemes. These are formal science, natural science, humaniora, applied science, religion, and social science.

This proceeding might have significant benefits for the readers in enhancing their knowledge related to their interests. Besides, the paper included in this proceeding could bring new inspiration for the readers to have research and strengthen the results of research. I hope this might encourage the researchers to intensify research activities conducted by themselves and collaborative research between or among researchers. Doing research is one of the most important for the lecturers in the higher education institution, such as university, institute and others. The existence of higher education institutions would be acknowledged by the people when they produce research and socialize results of research in the community.

In term of globalization, I also appreciate this international conference which has already completed proceedings with its International Standard Book Number (ISBN). This is one of the efforts of committee supported by DPP of P-ADRI starting from the preparation until implementation and processing of this proceeding. More than 170 papers are included in the proceeding, which are written by the lectures and experts with different disciplines. This proceeding is not only printed but also could be accessed to the web (on line system). Therefore, it could be published into the world and acknowledged by the people. This is a part of the program *World Class University* and *World Class Research Institution*.

Hope this proceeding provides additional information and knowledge for the researchers and the people relating the application of technologies and social engineering. Thank you very much for the contributors of this proceeding.

Denpasar, 11 August 2017
Rector of Dwijendra University

Dr. Putu Dyatmikawati, SH.M.Hum.

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SENSE AND NON-SENSE IN JOURNAL QUALITY ASSESSMENT SYSTEMS

Dr. Antonius Olyhoek
Editor in Chief DOAJ

Abstract

Open access has is quickly becoming the default scientific publishing system in the Western Haemisphere and already more than 30% of all english language STM papers is published in open access. Especially in the Global South implementation of Open Access is severely hampered by a set of common misbeliefs, especially the ideas that open access is linked to low quality science, is too expensive, it is too difficult to convert existing journals to open access, there are no good business models and others.

In this presentation I will concentrate on the major culprit namely the wrongs of existing quality assessment systems. The idea of low quality for Open Access journals is enforced by the widespread use of Impact Factors for quality assessment of journals. Many governments emply lists of good quality journals based on Impact factors. I will discuss why impact facors should not be used to assess the quality of journals or even of scientists publishing in these journals. I will also highlight the not well known pitfalls of those basic quality assessment systems as peer review and citation analysis. All this will serve to make it clear that the scientific enterprise , the business of scientific publishing and the evaluation sytems in use are in great need of of fundamental revision and reorientation. I will show that Open Access and on a broader level Open Science can provide a road to a new way of doing, evaluating and applying scienitific work, a way that bases on fair judgments, real societal needs and broad citizen participation on all levels.

Keywords:open access, open science, barriers, impact,global south, transition, quality assessment, impact, peer review, citation analysis

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INCREASING THE ADOPTION OF BEST PRACTICE IN OPEN ACCESS PUBLISHING!

Judith Barnsby, Managing Editor, DOAJ, UK

The Directory of Open Access Journals (DOAJ) is a community-curated directory of over 9500 online open access journals from around the world. To be listed in DOAJ, a journal must meet a set of basic criteria, including: all content must be immediately available in open access with no embargo; editorial oversight via an editorial board and peer review;
clear copyright and licensing information. The open access journals with the highest levels of openness, accessibility, discoverability, reuse policies and authors rights are awarded the DOAJ Seal for best practice. However, only a small proportion of the journals currently indexed in the DOAJ database have achieved the award of the DOAJ Seal. How can the awareness of best practice in open access publishing be increased, and the adoption of best practice policies adopted more widely? What are the barriers to best practice, especially for low-cost journals and in lower-income countries? With a special focus on Indonesia, it is possible to identify some effective solutions that can be easily implemented by most Indonesian journals. Further improvement may require additional effort in education programmes, as well as support for
journals from institutions or government.

Keywords: Directory, open access, DOAJ, indexed, education

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AN INSIDE PERSPECTIVE ON THE DOAJ AMBASSADOR PROGRAM FOR THE GLOBAL SOUTH, 2016

- Leena Shah,
DOAJ Ambassador for India

Abstract

To focus on the improvement of open access (OA) journals in the global south, DOAJ launched an IDRC funded Ambassador Program from June 2016 – April 2017. The objective of this program was to increase the knowledge and use of best practices for publishing OA journals, use of DOAJ and raise awareness of the threat posed by questionable OA publishers in the developing world. Ambassadors were selected from eleven different regions/sub-regions representing different parts of China, India, Africa, Latin America and Middle East. These ambassadors were trained and tasked with increasing the coverage of OA journals in DOAJ from their region, raising awareness of OA and DOAJ among the academia and educating best practices in OA publishing to local OA journal publishers. The program has achieved in bringing about policy changes in some regions like Algeria which released a new government policy to publish OA and a recommendation that all Algerian journals become familiar with DOAJ criteria and apply for indexing in DOAJ. China's Weibo has provided DOAJ its own channel and reproduces the tweets in Chinese. Overall, Ambassadors have reached out to more than 3000 journals and 500 over publishers promoting best publishing practices and made more than 100 presentations at conferences and workshops. The Ambassadors at the end of the project continue to work with DOAJ as volunteers. DOAJ is continuing and extending the Ambassador program by actively seeking Ambassadors in other countries – with Indonesia, Japan and South Korea in the pipeline.

Keywords: DOAJ, ambassador, publisher, government policy, reproducer

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APPLICATION OF SATELLITE OCEANOGRAPHY IN INDONESIA

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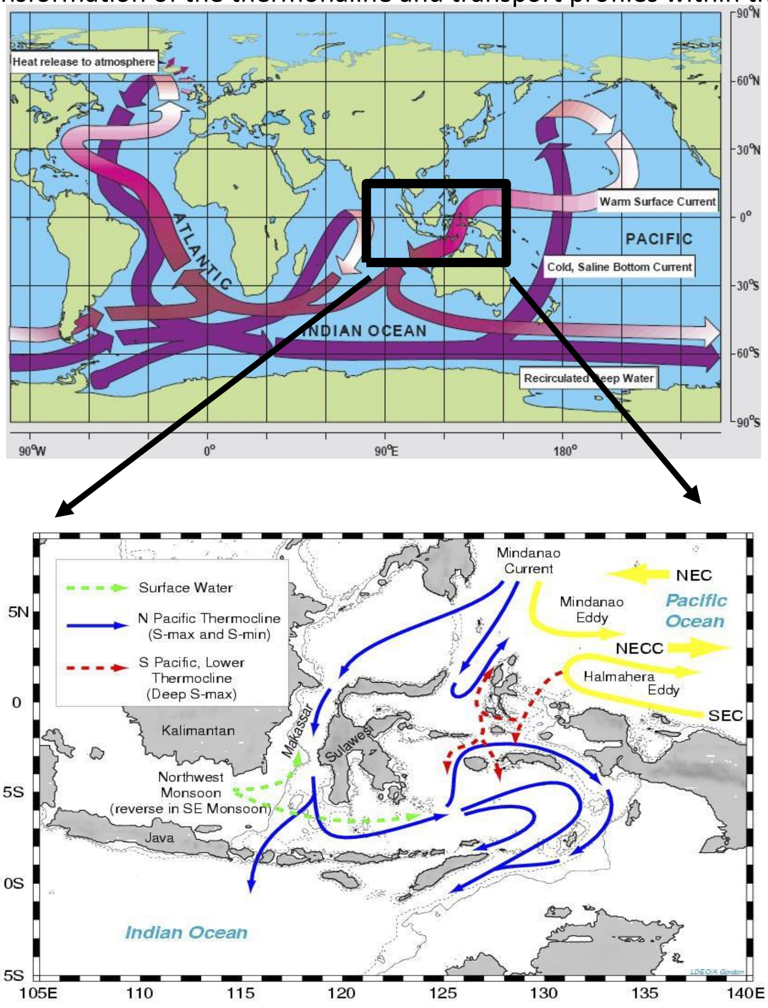
The Indonesian seas represent the only pathway that connects different ocean basins in the tropics, and therefore play a pivotal role in the coupled ocean and climate system. Here, water flows from the Pacific to the Indian Ocean through a series of narrow straits. The through flow is characterized by strong velocities at water depths of about 100 m, with more minor contributions from surface flow than previously thought. This mixing results in the net upwelling of thermocline water in the Indonesian seas, which in turn lowers sea surface temperatures in this region by about 0.5 °C, with implications for precipitation and air-sea heat flux. Moreover, the depth and velocity of the core of the Indonesian through flow has varied with the El Niño/Southern Oscillation and Indian Ocean Dipole on internal to decadal timescales. Specifically, the through flow slows and shoals during El Niño events. Changes in the Indonesian through flow alter surface and subsurface heat content and sea level in the Indian Ocean between 10 and 15° S.

1. ITF (Indonesia Through flow)

ITF links two oceans and in so doing provides a pathway for modifying the stratification within each of these oceans as well as sea-air fluxes that impact on such climate phenomena as ENSO and the Asian Monsoon. The complex geography of the region, with multiple narrow constrictions connecting a series of large, deep basins, leads to a circuitous ITF pathway within the Indonesia seas. En-route the Pacific inflow waters are modified before export to the Indian Ocean due to mixing, upwelling and air-sea fluxes. While a number of measurement programs have recently been undertaken in the Indonesian region, a serious shortcoming is their lack of temporal coherence: the data cover different time periods and depths in the different passages of the complex pathways linking the Pacific and Indian Oceans. This has lead to ambiguity of the mean and variable nature of the ITF, and of the transformation of the thermohaline and transport profiles within the interior seas.



The thermohaline circulation brings warm, tropical waters northwards towards to the Arctic and send cold, polar waters southward.

Figure 1 (up) Conveyor belt, (below) The Indonesian Throughflow (ITF)

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2. Ocean remote sensing

An electromagnetic signal of a particular kind leaves the sea carrying information about one of the primary observable quantities which are the color, the radiant temperature, the roughness, and the height of the sea. This signal must pass through the atmosphere where it may be changed, and where noise may be added to it, before it is received by the sensor which detects particular properties of the radiation and converts each measurement into a digital signal to be coded and sent to the ground. The sensor geometry restricts each individual observation to a particular instantaneous field of view (IFOV).In order to convert the numbers received at the ground station into scientific measurements of useful precision and quantifiable accuracy, the remote-sensing process represented in the left-hand side of Figure 1 must be inverted digitally using the knowledge and information identified on the right-hand side.

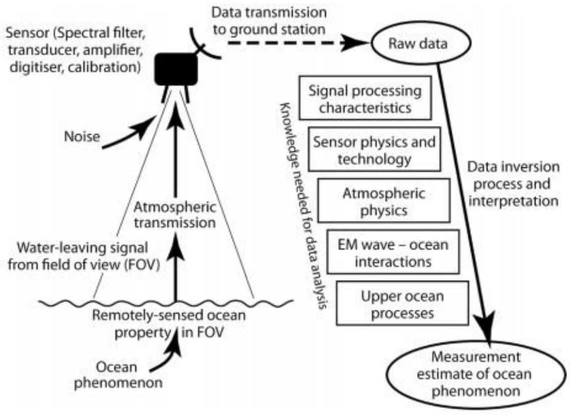

Figure 1 Schematic of information flow in ocean remote sensing(Robinson 2004)

It is also important to recognize that in general the direct measurements made by a satellite sensor, even after applying atmospheric corrections when necessary, are not themselves oceanographic parameters. A part from the example of sea surface temperature, the primary quantity observed by most sensors requires a further stage of interpretation to generate derived parameters that are useful for oceanographers, as summarized by the bottom row of Figure 2.

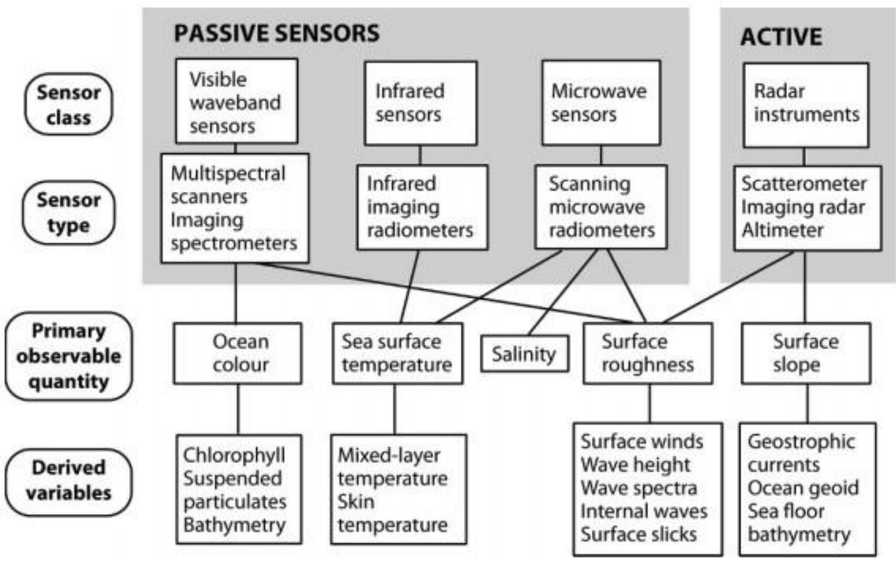

Figure 2 Schematic illustrating the different remote-sensing methods and classes of sensors(Robinson 2004)

3. Sensor type for observing the ocean

3.1. Ocean color radiometers

The term ocean color is used loosely in remote sensing to refer to both the magnitude and the spectral composition of the light leaving the water. In practice it is the spectral radiance at the top of the atmosphere that is measured from a satellite. Interpreting ocean color: The color of the sea is not of itself an ocean variable of particular interest for most marine scientists. However, the factors which influence ocean color, such as the presence of phytoplankton, the concentration of pigments associated with primary production or dissolved organic material, and the concentration of suspended particulates are all of considerable oceanographic importance. Measurements of these properties can be derived from the color.

3.2. Thermal infrared radiometry for measuring sea surface temperature

Infrared and microwave radiometers can be used directly to measure the radiation temperature of surfaces. Given knowledge about the emissivity of the sea surface this can be used to estimate the physical temperature of the water. For infrared measurements there is a close relationship between emitted infrared radiation and sea surface temperature (SST). SST data products; The most widely used were those derived from AVHRR, such as multichannel sea surface temperature (MCSST) (Walton et al., 1998) or Pathfinder SST (Vazquez et al., 1998), which is a reprocessing of the archived pixel-level AVHRR data with algorithms incorporating the best knowledge of sensor calibration drift and making full use of the available drifting buoy dataset (Kilpatrick et al., 2001)

3.3. Microwave radiometry

Since the mid-1980s a series of Special Sensor Microwave Imagers (SSM/I) have flown on a U.S. defence satellite program, delivering mainly meteorological products (Wentz, 1997), and used by oceanographers to detect sea ice or for wind speed measurements. However, serious consideration of microwave measurements of SST from space started only when a sensor having a 10.7 GHz channel was flown on the Japanese-U.S. Tropical Rainfall Measuring Mission. Called the TRMM microwave imager (TMI) it has a spatial resolution of 0.5˚ (about 50 km) and because it oversamples it is capable of mapping mesoscale eddies quite effectively using a grid scale of 25 km. It lacks the preferred SST waveband of 6.6 GHz, but its 10.7 GHz channel is sensitive to SST in tropical water temperatures. It covers only latitudes lower than 40˚.

3.4. Altimetry for measuring surface slope, currents, and wave height

A satellite altimeter is a nadir-viewing radar which emits regular pulses and records the travel time, the magnitude, and the shape of each return signal after reflection from the Earth’s surface. Travel time is the essential altimetry measurement, leading to determination of the ocean surface topography at length scales longer than about 100 km. Ocean surface topography contains information about ocean dynamical and geophysical phenomena.

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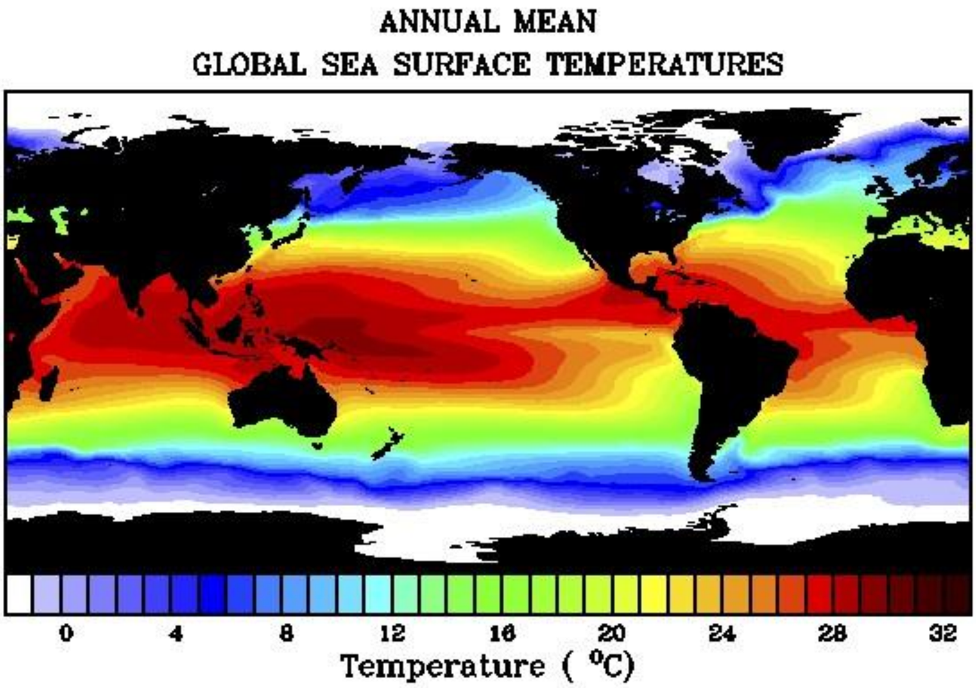

Figure 3 Annual mean global sea surface temperature

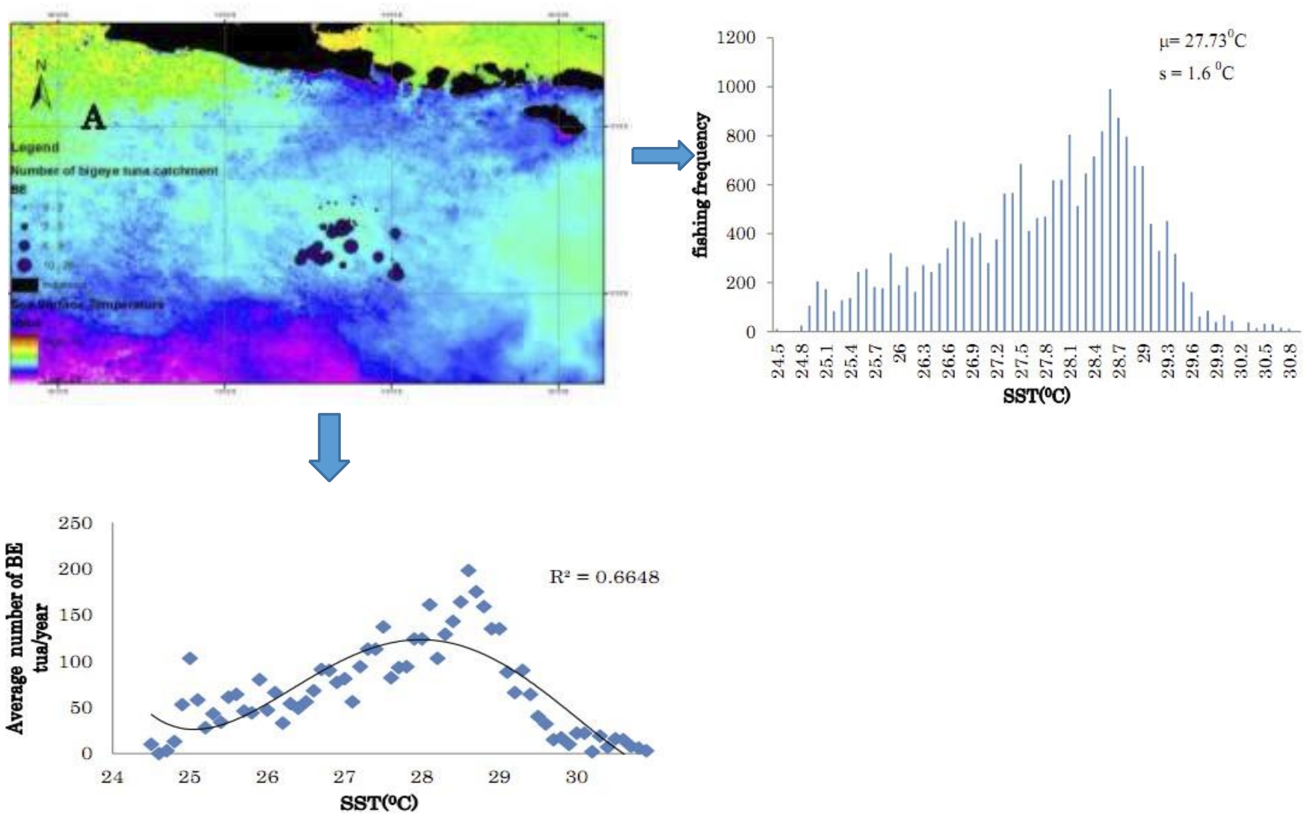

Figure 4 Fisheries study by applying SST data

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SUSTAINABLE DYNAMICS: A FRAMEWORK FOR CREATIVE COLLABORATIONS FOR SUSTAINABLE DEVELOPMENT IN BALI, INDONESIA

Kim Dyan A. Calderon and Hai Dai Nguyen
Yayasan Global Banjar Internasional (WOW Bali)

Abstract

Communities respond to sustainable development in diverse ways. Using local wisdom and resources and accessing global networks, community members work together to sustain their economic and social wellbeing, and regenerate their natural ecosystems. The Sustainable Dynamics Model captures the processes with which interdependent actors and stakeholders leverage each other's forces and capabilities to achieve their visions of a sustainable community. This exploratory study that aims to introduce and define the Sustainable Dynamics Model emanated from an observational case study of a sustainable community-based ecotourism project through the Asian Productivity Organization Workshop on Agrotourism Development and Marketing in Bali, Indonesia. Later on, it evolved into interdisciplinary action research seeking to integrate sustainability solutions initiated by various stakeholders to the local community's vision of a global *banjar* (community). Focus group discussion and workshops, interviews and case studies propelled the gathering of information on the processes of implementing these solutions from local and international stakeholders. The main lesson that emerged from these local initiatives is that achieving social, economic and ecological balance within the community depends on the dynamics of the actors and stakeholders participating in the collaboration. Developing a sustainable community requires human-level (*self*) transformation: personal wellness and creative autonomy leading towards the creation of opportunities for social, economic, and environmental transformation.

Key words: sustainable development; sustainable dynamics framework; creative collaborations; action research; sustainable solutions; community-based sustainability initiatives; Bali, Indonesia

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THE IMPOSTER SYNDROME: DISCIPLINE CHANGE AND THE PUBLISHING IMPERATIVE

Laurence Tamatea
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Abstract

While an imposter is someone who pretends to be something which they are not, the imposter syndrome is experienced by those who are already qualified to be or do something, which they feel that they cannot do or are not qualified to do. This is a paper about the imposter syndrome as it relates to this academic's experience of slowly moving from the field of education sociology to that of software development, or programming for want of a better word. In this move from one's established area of expertise where the author has a track record of publications, to another where one is very much still a learner there is much to reflect upon in terms of the imperative to publish in recognised international peer reviewed journals. In this paper, I highlight some of those reflections as the basis for engaging discussion around how we might variously begin to overcome our own experiences of the imposter syndrome and fulfil the publishing imperative.

Key words: Syndrome, software development, publication, journal

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EFFECTIVE LEADERSHIP FOR MAKING GOOD JOB SATISFACTION

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Abstract

Effective leadership employed could make good performance of organization due to it is an important key component of all organizations. Successful organizations are the result of effective leadership and organizational culture. Organizational culture refers to the beliefs and values that have existed in an organization for a long time, and to the beliefs of the staff and the foreseen value of their work that will influence their attitudes and behavior. The culture within an organization is very important, playing a large role in whether it is a happy and healthy environment in which to work. In communicating and promoting the organizational ethos to employees, their acknowledgement and acceptance of it can influence their work behavior and attitudes. When the interaction between the leadership and employees is good, the latter will make a greater contribution to team communication and collaboration, and will also be encouraged to accomplish the mission and objectives assigned by the organization, thereby enhancing job satisfaction.

Key words: Organization, leadership, management, satisfaction

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REVITALIZING THE VALUES OF ETHICAL POLITICS IN INDONESIA

By. Dr. Hj. Heriyani Agustina, MM., M.Si
(*Lecturer at Faculty of Social and Political Sciencies Unswagati Cirebon*)

Abstract

Political situation in Indonesia has changed significantly from authoritarian to democracy era ever since the reformation occured in the middle of 1998. However, the development of the democracy in the country is dominated by individual or group interest to get the power. The politicians often ignore the values of ethical politics to get the power. In consequence, the values are nowadays marginalized massively and worried. The ignorance in accordance with the values has changed the nation's strong restistance in the nature of Indonesian society into negative political performances, hatred, contemptible, discourteous, ambitious, and tend to taking down to each other which endorse conflict between groups. The abandonment of the values of ethical politics can be endangered the national identity and this could threaten the country's sovereignty. Therefore, revitalizing the fundamentals of ethical values in accordance with the noble values of Pancasila is a must in the current condition. It is dedicated in the way to think, attitude, and political acts that possibly make changes the noble values of the nation. Based on national consensus, Pancasila was established as the state philosophy, the way of life of the nation and the patterns of nationalism of Indonesia since its independence on17th August 1945. The essence of Pancasila, which are believed to be the identity of the Indonesian people and the guidance in running their national life, cannot be replaced by any other ideology that does not fit the soul and character of Indonesia. Thus, revitalizing the values of Pancasila can be done by individual members of the public, by groups or organizations in the community, by the government and by any other state institutions. Practicing the values of Pancasila consistently in daily life for the individual citizen can be done by restoring the values into their mindset as well as by asking them to react to and do things in accordance with the five values of Pancasila including every political decision.

Key Words: Political ethics, the values of Pancasila, revitalizing the values of ethical politics

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REVITALIZATION OF POLITICAL ETHIC VALUES IN INDONESIA

Those changes have changed political life in Indonesia become more democratic after more than thirty years were limited by repressive and authoritative new order regime. But in its development, political life in Indonesia is erased by individual and group interests. There are many political elite that did anything to get their ambition and power. People's support is only a political commodity in president, governor, and people representative's election. In order to get their ambition and power, those political elite often ignore ethic values. They are far from wise politician personality, consider and obey political ethic values. Therefore, political ethic values are marginalized and ignored.

Political ethic values ignorance create political practice that is dirty, cruel, mean, impolite, mock each other, tell lies and try to make others down. President himself who is the symbol of the country also become the victim of the blasphemy, while Indonesians are known as very polite and have good manner. Moreover, the alignments of press and media to one political party make the political situation hotter. The news published by press are also proven effective to change country's politics and policy, so that press become political power in political infrastructure that has great effect to political supra structure. Whether it is known or not, press also has its role to heat political situation in Indonesia.

Political ethic values ignorance in Indonesia now is become alarming, so it causes the disharmonic political life. This cannot be ignored because it may caused nation's disintegrated. This disintegrated symptom can be seen in Jakarta Governor's election which is surrounded by religion humiliation done by incumbent governor. This integrated started from the capital city and spread fast to all Indonesia.

Political ethic values is one thing that is expected to create harmonic situation within the politician and social politic power and also group by prioritize nation's interest over the individual or group's interests. That's why political ethic values in Indonesia should be revitalize by putting them back as the guideline in thinking, acting and doing in political life.

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This paper will discuss political ethic values in theoretical perspective, the urgency of political ethic values in Indonesia, and revitalization of political ethic values that is done in reformation era to create harmonic political life in Indonesia. This paper will identify the obstacles faced in revitalizing political ethic values in Indonesia and the solution to handle them.

DISCUSSION

Political Ethic Values

Ethic etimology is derived from Greek word "ethos" which means character decency or tradition. While in terminology it means one of philosophy branches that discuss human behavior or attitude with its relation of good-bad. The thing that is consider good or bad is human behavior related to attitude, behavior, movements, words and so on. While motive, character, and instinct is hard to be judged. Only attitude or behavior that is conducted consciously can be judged, while the unconscious ones cannot be judged as good or bad (Sunoto, 1982).

Ethic can be divided into descriptive and normative ethic. Descriptive ethic only describe, explain and tell, no judging, it doesn't tell what to do, the example is history ethic. While normative ethic has given the judgement of good or bad, things you should do or not. This normative ethic can be divided into general and specific ethic. General ethic discuss general principles, such as the meaning and understanding of values, actions motives, instinct, etc. While specific ethic is the action of the general principles above such as society ethic, ethic at work, etc. Other ethic division is individual and social ethic. Individual ethic talks about human attitude or behavior as individual, such as humans life goal. While social ethic talks about human attitude and behavior in his/her relation with others, such as the good/bad in family, society, and country's life. (Sunoto, 1982).

One of the social ethics is political ethic that talk about the good and bad things in politics. According to Budiarjo (2008) politics itself means things related to power, decision making, public policy, and allocation or distribution. The politic goal is to achieve a better society, but the definition of politic itself has two opposite sides that is the best and the worst form. According to Peter Merkl (Budiarjo, 2008), politic at its best is a noble quest for a good order and justice. While politics at its worst is a selfish grab for power, glory and riches. According to those opinions above, the worst form of politics is what is shown in political life in Indonesia recently as the result of the ignorance of political ethic values.

Substantially, political ethic definition cannot be separated from human as subject and political actor. Political ethic related to the moral discussion because moral is always refers to human as ethic subjects. That's why moral duty is differentiated from other obligations. Moral obligations are duties done by humans beyond their conscious, if we do the duty because of the external order, so it cannot be called moral obligations. For example, when a coach asked his student to attend the training, and the student did that, the student didn't do the moral obligation. But when someone returned the money he found because he wanted to, so he did the moral obligation. That's why actualization of political ethic should be based on the dignity of humans as human (Magnis-Suseno, 1987).

Political ethic become relevant these days and will always be because human life is always marked by never ending conflict between good and evil. Ethic bases on ratio to decide the quality of moral policy, it's also called philosophy system that is asked human practice related to responsibility and duty. Political ethic function is limited to theoretical mindset to ask and describe political legitimacy, responsibly, rationally, objective and argumentative. That's why political ethic duty is subsidiary which means to help the discussion of ideology problems can be understood and responded by all people who understand the problem. Political ethic can give guidelines, orientation and normative rules for those who want to mark the quality of order and political life with the human dignity as the measurement (Magnis-Suseno, 1988).

Political ethi indirectly get involved in political practice. Duty of political practice is to help the discussion of ideology problems can be done objectively. Political ethic can give orientation guidelines and normative guidance for those who want to mark the quality of political order and life with human dignity as the measurement or ask the moral legitimacy as political decision. One decision becomes political decision if it is taken by considering society interests as a whole. Political ethic principles that become moral orientation points for a nation is the dream of rule of law, society democratic participation, human rights guarantee based on human and social culture structure of each society and social justice (Syarbaini, 2003).

Political ethic always teaches good values such as honesty, trust, modelizing, sportivity, work ethic, tolerance, shame, responsibility, keeping honor and dignity, well manner, humble, not a hypocrite, not doing public lies, not manipulate, put nation's interests first, and other good behaviors. Political ethic values should become the base for everyone in doing political stuff.

Definition of values itself according to *Dictionary of Sociology and Related Science* is the ability to be trusted in a thing, so it can make human satissfied. It is the nature of a thing that make someone or a group interested. So basically values are nature or quality in an object, and not the object itself. If an object has value, so it means there's nature or quality in that object. In the value itself there's dreams, hopes, desires and obligations (Kaelan, 2004).

If we talk about values, we actually talk about ideal things, dreams, hopes, desires and obligation. Talking about values means talking about *das Sollen*, not *das Sein*, we come into ideal world and not real world. Between those two, *das Sollen* and *das Sein*, between the ideal world and real world, they are connected each other. It means *das Sollen* should turn into *das Sein*, ideal become real, and normative thing should be realized into daily activity that is fact (Kaelan, 2004).

Urgency of Political Ethic Values in Indonesia

Political ethic is related to ideal things and indirectly get involve into political practice, but when political ethic teaches good values that become basis in thinking, acting, and doing politic. That's why implementation of political ethic values will create harmonic political life, while the ignorance of political ethic values will create conflict and non harmonic political life.

The ignorance of political ethic values is shown in the early reformation era when Indonesia was in the democratic euphoria after more tha thirty years is limited by

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authoritative and repressive new order regime. This is marked by the power of House of People Assembly/Representatives getting stronger. House of People Assembly/Representatives that at first is only as the “stamp”of the government under the authorative new order regime pressure, has changed into an institution who has power. Former president B.J. habibie no longer ruled the country because House of People Assembly/Representatives turned down his report. Former president Gus Dur also no longer ruled Indonesia because of impeachment by House of People Assembly/Representatives as legislative institutions that seem show force, not to tell that is revenge to executive instituion.

Same thing also happened in local area. Local House of Representatives was only a “stamp” of local government, has changed into legislative institution that has bigger authority. The big authority of Local House of Representatives ask for victims which is head of the county forced to be down by Local House of Representatives. It caused many conflicts in local area, so Laws no 22/1999 changed into laws no 32/2004 and changed again into laws no. 23/2014. But the change of those laws was not able to reduce political conflict significantly. The ignorance of political ethic values still occured even it is raising these days.

Press during new order is limited, in reformation era turn into more free, even in some cases seemed very free and uncontrolled. Press as social control tools has changed into the fourth democratic pillar after legislative, executive, and yudicative institutions. Press often make news that clearly tell the bad things of political life in Indonesia. Moreover, after internet based social media exist, press become more free and brave like in liberal countries. Social media these days become tools to discredit, gossip and take down political rivals. This clearly ignores political ethic values. Even the president himself become the victim, while indonesian people are known as polite and have good manner suitable with eastern traditions.

The ignorance of political ethic values has created dirty, cruel, rough, impolite political practices, blasphemy, tell lies and take others down. The ignorance of political ethic values costs much, it cause nation’s disintegration that the symptoms getting clearer these days. This is clearly seen in Jakarta Governor’s election that is enlived by religion humiliation done by incumbent governor Basuki Tjahaja Purnama (Ahok) who is now become a convict.

Negative effect of political ethic values ignorance is already anticipated by House of People Assembly in 2001 or three years after reformation era started. At that time, House of People Assembly issued Tap MPR no VI/MPR/2001 about Nation Life Ethic.

In Tap MPR no VI/MPR/2001 it is said that since multidimensional crisis occured, serious threat to nation unity and the decrease in nation life ethic practice emerge. It can be seen from continuous social conflicts, the decreasing of politeness and good manner in social interactions, declining of honesty and trust in nation life, ignorance of laws and rules, etc. that is caused by many factors from our country or other country.

Factors come from our country, for example:

1. The weakness of religion understanding and practices and wrong and narrow misunderstanding of religion values, and non harmonic interactions between religious people.
2. Government centralization system in the past caused authority accumulation in cental government and ignorance of local interests and the emerge of local area fanatism.
3. Understanding and appreciation of diversity in nation life that doesn't develop.
4. The occurance of economic injustice in broad scope and in a long time, pass the edge of the society patience socially come from public policy and the emerge of economic practices against morality and ethic.
5. Lack of idol in manner and behavior as a leader and nation figure.
6. Laws maintenace doesn't run optimal, and the weakness of social control to manage misbehavior of ethic that naturally exist in the society.
7. There's limitation of local, district and national culture ability in responsing negative effect of foreign culture.
8. Increasing prostitution, porn media, gamble, and drug abuse, distribution and smugling.

While factors come from other country for example:

1. Globalization life effect that spread wider with competition among nations more cruel.
2. Intencity of global power intervention getting stronger in formulating national policy.

In Tap MPR no VI/MPR/2001 it is confirmed that obstruction factors and threat cause Indonesian people experience declining and inability in actualizing potential they have to achieve unity, develop independence, harmony and progress. That's why we need efforts to remind citizens and support revitalization of ethic and moral that society already have so it become one of basic points in nation's life.

By observing various condition in the past, present, and future, we need main points of nation life ethic that refers to the dreams of unity, independence, superiority, and environment sustainability that is supported by religious and nation culture's values. Ethic main points in nation life prioritize honesty, trust, idolizing, sportivity, discipline, work ethic, independence, tolerance, shame, reponsibility, keeping the dignity as citizens. Nation life ethic consists of social and culture ethic, politics and govenment ethic, economic and business ethic, justice law enforcement ethic, scientific ethic, and environmental ethic.

Political ethic is one of important aspects in nation life ethic. In Tap MPR no VI/MPR/2001 it is confirmed that political ethic is meant to develop democratic political situation which is characterized by openess, responsibility, perceptive of society aspiration, respect the difference, honest in competition, willingness to accept better opinion, and uphold human rights and the balance of rights and obligations in nation life. Political ethic is expected to create harmonic situation among social politics practitioner and power and among groups interests to get nation and country's progress by prioritizing public interests over individual and group interests. Political ethic consists of mission to every official and political elite to be honest, trustworthy, sportive, ready to serve, open minded, good to be idolized, humble, and ready to retire from public position if they are proven doing mistakes and morally his policy againsts lawa an society justice. This ethic is formed in polite manner in tolerance political practices, not pretending, not arrogant, far from hypocite manner and not telling public lies, not manipulative and other bad actions.

Revitalization of Political Ethic Values in Indonesia in Reformation era

In Tap MPR no VI/MPR/2001 it is confirmed that nation life ethic is a formulation that comes from religion values, especially the universal ones, and values of nation culture reflected in Pancasila as a guidline in thinking, acting, and manner in nation life. Therefore, values of nation culture reflected in Pancasila is one of resources from nation life ethic in Indonesia. That rules also said that in nation life ethic practice we need efforts to remind citizens and push revitalization of ethic and moral that already exist in society, so it become one of basic guidline in nation life. The sentence "revitalization of ethic and moral that already exist in society" in Tap MPR shows the urgency of revitalization of political ethic values suitable with Pancasila, besides the ethic values from religious values in Indonesia.

Pancasila is Indonesian spesific ideology. Pancasila spesification is Pancasila is not an ideology from above or other country that is forced to Indonesian people, but it is a formulation of values, dreams, and basic assumption of our society. So it is clear that Pancasila is not a moral competitor to Indonesian people moral (Magnis-Suseno, 2000).

For Indonesian people, Pancasila has position as the source of all law sources, so that all norms have to be based on Pancasila, including moral and ethic norms. Moral ethic related to human behavior as human to measure good or bad we are as human. In this context, Pancasila values have been described into moral and ethic norms, so that Pancasila is ethic system in society, nation, and country. So, Pancasila principles basically are not normative and practical direct guidance, but they are ethic system that turn into source of moral and law norms that should be described more in nation and country life, including political life.

Since Indonesian independence, Pancasila has been declared as country's basis, ideology and life guidance and personality of Indonesian people. The opening of 1945 constitution itself cannot be changed, so Pancasila values in the Opening of 1945 constitution cannot be changed and must not be replaced by other ideology that is not suitable with Pancasila as soul, life guidance, and personality of indonesian people. Pancasila values should be implemented consequencically and concistently by all Indonesian people in their daily life.

Pancasila is also the basis of nation life. The consequence is as long as Indonesian people has common desire to build the nation based on philosophy values of Pancasila, all policy in doing the renewal in the country in practising reform program, Pancasila is derivation point in political, social, economic, laws, and international relationship (Kaelan and Zuhdi, 2010).

During new order era, Pancasila has very special place. This is shown in policy in form of understanding and implementation of Pancasila that has been done massively through P4 for society, students, civil servants, and private employee. New order government also formed special institution BP7. But in reformation era, BP7 is dissolved based on TAP MPR no XVIII/MPR/1998. This BP7 dissolution caused P4 training is erased. This cause Pancasila and its good values sinking.

The ignorance of Pancasila values during reformation era is very ironic and tragic. Pancasila for Indonesian people is nation guidance, ideology, way of life, personality, and source of all law sources. But Pancasila in reformation era has been abandoned and become the acsessories. There’s no understanding and implementation of Pancasila values, people even don not remember the moral principles of Pancasila.

The ignorance of Pancasila happened because it is considered as new order product that should be left in reformation era. This is wrong assumption because Pancasila is notnew order product but national consensus product since early Indonesian independence. New order ‘mistake’ is force P4 training that is very indoctrinative. Other new order ‘mistake’ is Pancasila decree as the only basis in nation and country life in 1983 that has erased religious basis. The aim of this policy is actually good, to create political stability, so the development can run well. But this decree make hatred to government and also Pancasila continued. But after new order regime collapsed, hatred of Pancasila continues. It makes all things related to Pancasila in reformation is erased such as P4, BP7, Pancasila Day, etc.

The ignorance of Pancasila values also happened as result of 1945 contitution amandemen done in reformation era. As the result of this amandemen, political decision making process in House of Representatives mostly done by voting that is not suitable with deliberation values. The amandemen of 1945 constitution caused Indonesian economy tend to follow liberal economy, no longer society economy that is suitable with Pancasila values. A cooperative that used to be Indonesian economic pillar now drown by conglomeration as Indonesian economic power. Direct president and head of local government election make uproar and disharmony in political life, eventhough Indonesian people have done direct election for a long time. In this election, the ignorance of political ethic values occured.

Society now realize that the ignorance of Pancasila basis political ethic values create political practices that is dirty, cruel, mean, impolite, belesphamy, gossiping, and take others down. Society feel boring to see disharmony political life in Indonesia because it’s far from ethic values. This condition pushes society to go back to Pancasila values known as 36 Pancasila principles in new order era. In this reformation era, based on Tap MPR no I/MPR/2003, 36 Pancasila principles has been added to be 45 Pancasila principles, whic is:

1. A divinity that is an ultimate unity

(1) Indonesian people declare their trust and faith to one God.

(2) Indonesian people believe andhave faith in one God, based on their religion and faith according to a just and civilized humanity.

(3) Developing respect and coordination between adherent of religion and trust of one God.

(4) Developing harmony between adherent of religion and trust of one God.

(5) Religion and trust to one God is a problem related to personal relationship with God.

(6) Developing respect for freedom to do prayer of our own reliegion and belief.

(7) Never force a religion and belief to others.

2. A just and civilized humanity

(1) Acknowledge and treat human suit to their dignity as God's creation.

(2) Admit the same degree, same rights and obligations of every person, without differentiate ethnic group, heredity, religion, belief, gender, social status, skin color, etc.

(3) Developing loving each other attitude.

(4) Developing respect and tolerance.

(5) Developing non arbitrarily attitude.

(6) Uphold human values.

(7) Like to do social activity.

(8) Brave in fight for justice and right.

(9) Indonesian people consider that they are part of whole human world.

(10) Developing respect and coordination with other nation.

3. The national unity of Indonesia

(1) Able to put unity, and nation's interests and safety over individual and group interests.

(2) Able and willing to sacrifice for nation interestsif needed.

(3) Developing feeling of love to nation and country.

(4) Developing pride of being Indonesian citizens.

(5) Maintaining world harmony based on independence, eternal peace, and social justice.

(6) Developin Indonesian unity based on unity in diversity.

(7) Mordernize interactions for nation unity.

4. Democracy predicated on the inherent wisdom of unanimity arising from deliberation among popular representatives

(1) As citizens and society, every Indonesian has the same status, rights and obligations.

(2) Cannot force your own wish to others.

(3) Prioritize deliberation in decision making for public interests.
(4) Consensus is pervaded by spirit of kinship.
(5) Respect and uphold every decission as result of deliberation.
(6) With good willing and responsibility accept and do deliberation result.
(7) In deliberation public interests is priritized over individual and group interests.
(8) Deliberation is done with clear mind and suit to conscience.
(9) Decission making should be responsible morally to God, uphold human dignity, values, and justice prioritize unity for public interests.
(10) Giving trust to representatives to do deliberation.

5. Justice for all Indonesian people.

(1) Developing good manner that reflect kinship and mutual cooperation attitude and situation.
(2) Developing justice to others.
(3) Keeping balance between rights and obligations.
(4) Respect others' rights.
(5) Like to help others to be able to stand on his own feet.
(6) Not using property rights for business that blackmail others.
(7) Not using property rights for wasting things and luxury life style.
(8) Not using property rights againts or harm public interests.
(9) Like to work hard.
(10) Like to appreciate others' products that are useful for public wealth and progress.
(11) Like to do activity in order to create equal progress and social justice.

If we observe carefully, 45 Pancasila principles consists of universal good values. If the implementation of 45 Pancasila principles is done consequencely and consistenly into political ethic form, so it will create harminic political life. Unfortunately, revitalization of politcal ethic values in form of 45 Pancasila principles

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are not followed by government policy to put it in educational curriculum or doctrinate program through media.

Revitalization of political ethic values based on Pancasila is done during reformation era of president Susilo Bambang Yudhoyono. House of People Assembly in 2014 issued Four Nation Pillars which are Pancasila, 1945 constitution, Indonesian country, and unity in diversity (bhineka tunngal ika). Socialization of those four nation pillars wasn't done massively like P4 socialization in new order era because it was done in limited groups only.

Revitalization of Pancasila based political ethic values is also done in Jokowi era, for example make decree that June 1 is Pancasila Day and make it as national holiday. But this decree also cause pros and cons. The decree of Pancasila Day will lose its meaning if Pancasila values aren't done consequencely and consistenly in many aspects of life, including political life.

Other revitalization effort done by Jokowi government is forming UK PIP based on President Rules no 54/2017. But this UK PIP also make pros and cons. UK PIP is an istitution like BP7 in new order era but with limited authority. Besides that, many people think that not all UK PIP members are true Pancasila followers because many of them are contaminated by liberal and communist ideology that againsts Pancasila.

CLOSING

Revitalization of Pancasila based political ethic values is demand that cannot be avoided because the ignorance of political ethic become more massive these days. During reformation era revitalization efforts of Pancasila based poliical ethic values have been done through Tap MPR no VI/MPR/2001 aboutNation Life Ethic, addition from 36 to 45 Pancasila principles through Tap MPR no I/MPR/2003, decree of four nation pillars, and decreeof June 1 as Pancasila Day. But those efforts doesn't seems to get good results. The ignorance of political ethic values still occured, even more and more these days.

Other revitalization effort is the forming of UKP PIP that is hope can revive and enliven understanding ang implementation of Pancasila principles. But society don't hope much because UKP PIP authority is limited. Besides that, they worried that the institution is only a government tool to muffle some people or group who critize government and then given name as anti Pancasila. If this is happened, Pancasila is onl;y a tool for government to protect its power.

Regardless of many efforts done, revitalization of Pancasila based political ethic values will not affect much if it is not followed by fundamentalregulation chages. That's why revitalization of political ethic values should be started from doing re-amandemen of 1945 constitution that will be followed by many rules. These rules that will change political life in Indonesia. In this perspective, people's will to go back to the original 1945 constitution is a logic and rational thinking.

Eventually, it is realized that revitalization of Pancasila based political ethic values is noot a simple thing to do because we face many internal and external obstacles. The internal obstacles are that Indonesia doesn't have influencing "political teacher", weak leadership, lack of leader idol, weak nastionalism, various Indonesian people characteristics, weak law enforcement, non optimal political education, domination of individual/group interests over nation interests, negative side of press freedom, and information technology and communication effects. While the external obstacles are global power that wants to take over Indonesia, liberal and communist countries. Liberal influences has obsessed Indonesia in political, social and economy for along time. While communist influences start to rise these day, marked by the presence of PKI symbols in public.

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The Strengthening of Social Studies Learning through Ecopedagogy Approach in Banjarmasin's Secondary Schools

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Abstract. Social studies learning will be powerful if it has five principles in its application. They are meaningful learning, integrative, value-based, challenging, and active learning. It has implications on what the teacher should know, what to do, and what disposition they should have. This research aims to explore the potential of social studies teaching materials that related with ecopedagogy concept. This research uses the qualitative approach. Research subjects are students and teachers in Banjarmasin's secondary schools. Research objects are teaching materials and curriculum understanding. Data collected include the understanding of ecopedagogy approach in social studies. The data collected through interviews and documentary study. The data analysed with descriptive technique. The result showed that the understanding of ecopedagogy approach in social studies comprises attitudes: 1) respect for the earth, 2) care for life, and 3) adopt patterns of production, consumption, and reproduction. These attitudes communicated by teachers through social studies learning process in the classrooms. It still needs a role model by the school's environment..

Keywords**:** Ecopedagogy, Social Studies Learning, Education for Sustainable Development

I. INTRODUCTION

The development of ecopedagogy concept to support the realization of sustainable development and environmental vision has received serious attention in the school curriculum. Early understanding of the students on the environment through ecopedagogy-based learning is an alternative way in raising environmental concern and awareness. Ecopedagogy based learning is a process of learning or attempts to change the behavior and attitudes performed by learners or elements of society that aims to improve knowledge, skills and awareness of the community on environmental values and issues of environmental problems that ultimately can mobilize learners and society to take an active role in conservation and environmental safeguards for the benefit of present and future generations. In this context, its integration in various subjects becomes urgent to be implemented [1]

Contextualization of social studies learning can also build environmental concerns, understand the potential benefits of a region, and recognize local and national cultures, also to understand problems from the point of weakness or limitations. Students become motivated to find solutions and can play an active role in solving problems, both through ideas, ideas and behavior. Thus learners are expected to be the heir of a nation that is tough, responsible, creative, innovative, competitive and Indonesian cultures [2]. Social studies learning with ecopedagogy nuanced that powerful with the application of the five main principles of meaningful learning, integrative, value-based, challenging, and active learning is very supportive in the realization of learning with contextual and environmental vision.

The implementation of the Curriculum 2013 in the social studies learning particularly in Banjarmasin's secondary schools has been running in recent years. This curriculum provides a lot of improvisation space for teachers to develop more meaningful learning for students. In relation with internalizing environmental concern and awareness, it is necessary to explore the potential of social studies subject, which enables to support the realization of environmental literacy through the application of the concept of ecopedagogy in learning. This research aims to explore the potential of social studies teaching materials that related with ecopedagogy concept.

There are few perspectives about ecopedagogy. Misiaszek (2015) explained that Ecopedagogy is a critical approach to the teaching and learning of connections between environmental and social problems [3]. Antunes & Gadotti (2006) described ecopedagogy is not just another pedagogy among many other pedagogies. It not only has meaning as an alternative global project concerned with nature preservation (Natural Ecology) and the impact made by human societies on the natural environment (Social

Ecology), but also as a new model for sustainable civilization from the ecological point of view (Integral Ecology), which implies making changes on economic, social and cultural structures [4]. Another statement described ecopedagogy as perspectives that include the wisdom and the knowledge of traditional and local cultures from all over the globe that is devoted to preservation of natural life and not to its commercial modification or obliteration [5]

Why is ecopedagogy important for us? Omiyefa, Ajayi, and Adeyanju (2015) explained with an ecopedagogical approach, the learning environment is fostered where individual needs are met and every student has an opportunity to succeed [6]. Ecopedagogy embraces environmental education but also engages students in a philosophical reflection on the ends and purposes of knowledge by challenging them to develop concrete actions [7]. Not only for the student, ecopedagogy-based environmental education caused to change the environmental attitude of teachers [8]. Through green behavior as the implementation of ecopedagogy, it will minimize harm to the environment as much as possible, or even benefits it [9].

II. METHODS

This research uses the qualitative approach. The focus of this research is to dig the condition of social studies learning in Banjarmasin's secondary schools. The condition includes all aspects of learning from planning, process, and evaluation. There are two groups as this research subject. The first group is social studies teachers from various Banjarmasin's secondary schools at every grade from seventh to ninth. This group is the main focus of this research. The second group is students that generally have the same characteristics with the first group.

Research objects are teaching materials and curriculum understanding. Teaching materials include all the materials that used by social studies teachers in the learning process from tangible into intangible aspects. Curriculum understanding in this research specifically focuses on teachers understanding of Curriculum 2013 for social studies subject. Data collected include the understanding of ecopedagogy approach in social studies from teaching materials and curriculum understanding aspects. To simplify the research focus, the understanding of ecopedagogy approach in this research limited into green behavior indicators as follows:

TABLE I
GREEN BEHAVIOR INDICATORS

No	Keys Principles	Green Behaviour
1.	Respect for the Earth	a. Throw waste in its place b. Sort out organic and inorganic waste c. Planting and preserving trees at school d. Turning power off on unused space
2.	Care for Life	a. Choose organic foods b. Wear a mask while traveling on the highway c. Admonish a friend who is doing an action that is not environmentally friendly d. Avoid food products that contain preservatives
3.	Adopt Patterns of Production, Consumption, and Reproduction.	a. Avoiding the use of plastic bags b. Consuming goods that are environmentally friendly c. Using a plastic bottle that can be refilled as a drinking water d. Recycle the paper

Source: Supriatna, 2016 [10]

The data collected through interviews and documentary study. Interviews focused on teachers' experiences in social studies learning process from planning to evaluation. Beside their experiences in the learning process, we also asked them about their understanding of ecopedagogy and the implementation of this approach in their classroom. We also interviewed their students to triangulate the teachers' opinions and experiences in learning process. The students' opinion mostly focused on their experiences with teachers along social studies learning process. Documentary study focused on the content of social studies in Curriculum 2013's document. We analyzed the content to find the ecopedagogy concept that allegedly integrated into document's content. The data analyzed with descriptive technique. Description process based on the result of documentary study's result integrated with interviews result from research subjects.

III. RESULT AND DISCUSSION

The practice of social studies learning with ecopedagogy approach implies the importance of holistic integration of the approach in all aspects i.e. planning, process, and evaluation. The implementation of the pedagogical approach that practiced in schools refers to three key indicators of green behavior. Generally, social studies teachers in Banjarmasin are still not familiar with the terms of "ecopedagogy" and "green behavior". The understanding of ecopedagogy and green behavior is conceptually more directed towards to environmental education. As they are directed toward the concept of sustainable environmental education, there is a common perception that focuses on the importance of integrating this concept in social studies.

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Based on the interview, it has indicated that in the lesson planning, social studies teachers in Banjarmasin did not specify the green behavior indicator as the implementation of the ecopedagogy approach. Based on their opinion, the description of the ecopedagogy approach has been generalized in the Core Competencies and Basic Competencies from 7th through 9th grades. Our study on Curriculum 2013 indicates the compatibility with teachers' opinion. The concept of ecopedagogy has become part of the social studies curriculum in secondary school which is described in Core Competencies and Basic Competencies. As an illustration, it can be seen in the contents of the 2nd Core Competencies and the 1st Basic Competencies as follows:

TABLE III
CORE AND BASIC COMPETENCIES
THAT RELEVANT WITH ECOPEDAGOGY CONCEPT

Type	Grade	Competencies
Core 2nd	7th	Demonstrate honest behavior, discipline, responsibility, care (tolerance, mutual assistance), courteous, and confident in interacting effectively with the social and natural environment within the reach of the association and its existence.
	8th	Demonstrate honest behavior, discipline, responsibility, care (tolerance, mutual assistance), courteous, and confident in interacting effectively with the social and natural environment within the reach of the association and its existence.
	9th	Demonstrate honest behavior, discipline, responsibility, care (tolerance, mutual assistance), courteous, and confident in interacting effectively with the social and natural environment within the reach of the association and its existence.
Basic 1st	7th	Understanding the concept of space (location, distribution, potential, climate, the shape of the earth, geology, flora, and fauna) and interaction between space in Indonesia and its influence on human life in economic, social, cultural and educational aspects.
	8th	Understanding spatial changes and interactions among households in Indonesia and ASEAN countries caused by natural and human factors (technology, economy, land use, politics) and its impact on economic, social, cultural and political life sustainability.
	9th	Understanding spatial changes and interactions among Asian countries and other continents caused by natural, human factors and their impact on the survival of human life in economic, social, educational and political.

Source: Kemendikbud, 2016 [2]

Table 2 shows the relevance of Curriculum 2013 with the pedagogic concept. The descriptions of core competencies and basic competencies show the interrelationship of environmental issues with human survival that poured in the cognitive, affective, and psychomotor aspects. The goal of ecopedagogy in building humans with environmental vision [3], [4], and [5] has been reflected in Curriculum 2013, especially at social studies subjects.

The results of the interview also showed that social studies teachers in Banjarmasin have been applied the concept of green behavior in their learning process. Submission of concepts is integrated into the delivery of learning materials. Teachers convey the usefulness of the concept and encourage students to apply it in everyday life. Principles of green behavior such as Respect for The Earth, Care for Life, and Production Adoption Patterns, Consumption and Reproduction have been taught to students even though unstructured. Principles conveyed on relevant social studies content during the learning process. Their reason for not submitting them in a structured way is that these principles can be conveyed on so many materials so it won't be effective only to teach those principles in structured ways. The limitation of time does not allow them to describe it in detail. Students' mindset at secondary school level that is easier to teach them through giving real samples and the relevance of their principles to other subjects becomes the reason for unstructured integration process in social studies learning.

The way of learning that is relevant to ecopedagogy approach has been done by the teacher in the learning process. Utilization of the environment around the school and home environment as a source of learning is suspected to be very helpful in raising awareness of students about the lesson of preserving the environment. Social studies teachers claim to have used the environment as a learning resource. This utilization is adapted to the various teaching methods used in the learning method, classroom observation, and outdoor learning.

Some of the students that had been interviewed said that social studies teachers had conveyed the understanding of the environment. They have been introduced the benefits of maintaining the environment for everyday life. They are directed to implement good practices with an environmental vision both at the learning process and outside the learning process.

In the classroom learning evaluation activities, the concept of ecopedagogy is applied in the assignment or test questions that related with teaching materials. Social studies teachers also conduct an assessment of students' attitudes and behaviors that evolve in the environment. Assessment is not only done in the classroom but also when students interact in the school environment.

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The interesting discovery is the urgency of schools role in Banjarmasin in creating a school climate that builds students' concern and awareness of the environment. The existence of school rules that require students to maintain the cleanliness of the environment, carry out various environmental development activities, and school programs such as Adiwiyata Program proved to facilitate the improvement of students' environmental literacy. Social studies teachers' conclude that school climate with environmental vision is very helpful for them in creating learning process with ecopedagogy nuanced. Students are accustomed to seeing and behaving with environmental awareness through the establishment of environmental-friendly school climate. It also sometimes encourages students to be more curious and questioning things that lead to an understanding of the environment during the social studies learning process in the classroom. The creation of this atmosphere will make it easier for teachers to integrate and practice the environmentally-oriented behaviors for students in their life in the real world according to the basic urgency of the ecopedagogy approach [6], [7], [8], and [9].

IV. Conclusions

The understanding of ecopedagogy approach among social studies teacher in Banjarmasin's secondary schools implemented through planning, process, and evaluation of learning. The principles of green behavior as the reflection of ecopedagogy that include 1) respect for the earth, 2) care for life, and 3) adopt patterns of production, consumption, and reproduction, disseminated not only for teachers but also students. Social studies teachers have an important position to make students with eco-friendly minded. The strengthening of social studies learning through ecopedagogy approach can be more successful with the supporting of school climate. It still needs a role model by the school's environment by providing policies, programs, and facilitations with sustainability environmental vision.

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FAVORITE SCHOOL IN THE INDONESIAN EDUCATION SYSTEM: A LITERATURE REVIEW

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ABSTRACT

Education is basically to educate people. Quality education greatly contributes to the birth of human resources with competence and qualification of nationalist character. The role is carried by an institution called school. Schools as one of the educational institutions that have the task to change the attitudes, provide science and hone skills for learners in accordance with national standard education guidelines. The emergence of leading schools as the trend of education in the modern era, make a meaningful contribution to educate the nation's children.The problem in this research is how is the leading school in the education system in Indonesia in a literature review ? While, the purpose of research isto know the excellent schools in the education system in Indonesia in a literature review. Technique of data collection is using documentation recording technique and library technique, then the data is analyzed by qualitative descriptive.The results showed that, leading schools in demand by many people. Many leading schools gave birth to academic and non academic excellence. However, behind the name of the wearied, in the education process required considerable funds. Then the practice of education that tends to begin to be capitalist, and there is an indication that linking the quality of education with the support of cost. With such conditions has created a new relationship in the context of knowledge, which is not only a power relationship with knowledge, but also the relationship between profit and knowledge

Key words: Favorite School, Indonesian Education System.

1. INTRODUCTION

One of the most important national goals implemented in the development process in Indonesia is to educate the nation through the educational path. Education in this context contains the intention of conscious and planned business conducted by adults on immature children, so that learners can develop their potential optimally toward the maturation process, both in the realm of knowledge (cognitive), attitudes (affective) as well as skills (Psychomotor). This is in line with what is mandated by Law no. 20 of 2003 on the National Education System in Indonesia that education is a conscious and planned effort to create an atmosphere of learning and learning process so that learners actively develop their potential to have spiritual, self-control, personality, intelligence, noble character, and skills is needed by them , Society, nation, and country.

More operational provisions concerning the implementation of education are regulated in Government Regulation No.17 / 2010 on Management and Implementation of Education which stipulates that learning in school is able to develop the personality, intelligence, and noble character of the learner, as well as the skills needed by him / her. Departing from several provisions in the legislation, it can be said that ideally education is actually expected to form a smart human, faithful, personality and also become a civilized human being. Civilized man according to Tilaar (2003: 319) is a man who not only controls his culture, but also life based on ethical values, human values, and moral values. Because without ethical values, human values, and moral values then intelligence may be used for things that can destroy the civilization of humanity itself.In line with the formulation and the mandate, Widja (2009: 7) asserted that the process of education can be formulated as a process of cultural dimensions, in the sense as a means of cultural process or more fundamentally often termed as humanization process (humanitarian). Or with other languages can be said that the process of education, especially the learning process cannot be separated from human life in order to create a culture as well as its inheritance to the younger generation.In the context of modern civilization, the school as a formal education path occupies a very strategic role. Because the transfer of knowledge, attitudes, and skills for learners is mostly done in formal education, although in social interaction and education values do not ignore the other education path. In addition, the school as a place to gain knowledge should provide a wide space for learners to explore the process of exploration, elaboration, and confirmation of knowledge that ultimately leads people towards enlightenment, awareness, and behavioral change towards a better direction. This is in line with the view of Yusran Pora (2007: 22), that the school is a place for teachers and students to learn together, both observe what is happening around him, especially the observation of each other.

Based on the idea of the school as an educational institution, ideally it has the function to develop the ability and shape the character and civilization of a dignified nation in order to educate the nation's life. In addition to these functions, ideally the school should also have a social function, namely as the most effective agent to instill the values of life to individuals and through the process of socialization in schools, industrial development can be smoothened (Wirotomo in Widiastono (ed.), 2004: 252 -264).In order to realize the school's functioning, the government provides services and facilities and ensures quality education for every citizen without discrimination, including providing education funding of 20 percent of APBN and 20% of APBD. This is in line with one of the mandate of reform, namely the access of education equally by all Indonesian people, both for those who come from the top, middle class, and for those who come from the bottom. All societies should be able to enjoy quality education and teaching, so that the government in this context has a great responsibility for the possibility of the whole community obtaining education regardless of which class they come from. This is explicitly stipulated in Article 31 Paragraph (1) of the 1945 Constitution which states that every citizen is entitled to receive education, paragraph (3) states that the government seeks and organizes a national education system to increase faith and piety and noble morality in the framework of intellectual life (4) affirm that the state prioritizes the education budget of at least 20% of the state budget and revenues and from the regional budget and income to meet the needs of national education.To realize the future goals as mandated by the provisions of the above mentioned legislation, the government through the Ministry of National Education organizes a national education system through formal educational institutions with the label of public schools. While on the other hand, because the government is unable to facilitate all school-aged children to be accommodated in public schools, the private sector also co-founded educational institutions with the same purpose. The establishment of various types of schools with various levels was originally intended to provide opportunities for learners to get quality education at an affordable cost. As a normative reference to determine the quality of an educational institution can be seen from the application of eight national education standards in accordance with the provision of PP. 19 of 2005 on National Education Standards (SNP) optimally. However, in practice the fulfillment of the eight national education standards, it raises the school dichotomy, namely the emergence of superior school terms and non-flagship schools. With reference to the phenomenon, it can be understood that the existence of leading schools in the reform era today is getting stronger and have a place in the hearts of learners and their parents. For parents who succeed in sending their children to a school labeled with excellent schools, they (read: parents) will feel that they have achieved achievement and prestige that can boost their social status in society. Thus, it is not surprising that then leading schools become a war in the community to be able to send their children to school. Such matters are not solely intended for their children to get a quality education, but also intended to make the school the arena of contestation of socio-economic status symbols of parents. Whereas if it is deconstructed by a school labeled as a flagship, an effective school or whatever its name is, it is reflected in the logic of social Darwinism that emphasizes that people in society must compete, and in every victory triumph usually always belong to a superior man (Atmaja, 2008: 6 -7) The problem in this research is, how is the leading schools in the education system in Indonesia a literature review? While the purpose of the research is, to know the leading schools in the education system in Indonesia in a literature review.Then, this research uses qualitative research design. Qualitative analysis is defined as research that produces descriptive data in the form of words and / or phrases, including those that can be observed by emphasizing the development of concepts and understanding patterns that exist in the data.

Data collection techniques using document study techniques, and literature techniques. Arikunto (2002: 206) states that document studies are searching and obtaining data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, and so on. Meanwhile, the analysis of research data is done descriptively qualitative.

1. THE RESULT OF STUDY

The term that often used by experts in educational theory to refer to excellent schools is an effective school. The leading schools according to Fasli Jalal, Director General of Quality Improvement of Teachers and Education Personnel are; (1) schools that are able to provide optimal service to all children with different talent differences, interest in learning needs; (2) the school is able to significantly increase the capability of the students to become self-actualizing self-esteem, and (3) schools that are able to build strong, solid, and steady personality traits within students.While the school is effective according to Supardi (2013: 2-3) is a school that has the ability to empower every important component of the school, both internally and externally, and has a good, transparent and accountable management system in order to achieve the vision-mission-goal of school effectively And efficient. The good school criteria are as follows; (2) educational facilities and infrastructure are fulfilled and conducive to the learning process, (3) climate and atmosphere support for learning activities, (4) Teachers (5) improvisation of the curriculum so as to meet the needs of students who generally have high learning motivation than students of his age, (6) student hours are generally longer due to the demands of the curriculum and the needs of student learning , (7) the learning process is more qualified and can be accounted for students and guardians of students, and (8) purple schools beneficial to the environment.the excellent school in the context of this study is a school that is able to provide optimal service to all children with different talents, interests, and learning needs of students, so that graduates have higher quality, better or more clever from other graduate schools. Then in the practice of education, excellent schools have generated many qualified resources, both academically and non academically. Achievements of excellence can be seen in many ways, for example the ultimate test scores are dominated by learners from excellent schools, as well as in the arts and sports fields, including various titles labeled Olympiad. From this reality, many excellent schools are hunted and attracted by students and parents.

The study of leading schools is closely related to education politics or government policy in education. The government as a state organizer has the authority to organize and manage education from basic education to higher education. Such arrangements and management include, among other things, the standardization policy on education content and processes, standards of educators and education personnel, infrastructure standards, financial standards, output standards (graduate competencies), education management standards and education assessment standards. It includes curriculum policies, new admissions, student learning outcomes, student competency tests, and more.According to ideological theory, the practice of education in schools as a cultural process (enculturation and acculturation) cannot be separated from the relationship of hegemonic concepts, ideology, and culture. Here, the practice of school education as a cultural process shows an antagonistic complexity in power relations and the struggle between classes with dominant culture and dominated classes (Giroux, 1981). Ideology, can serve as a historical awareness that gives a perspective to society how objective principles must be enforced for the sake of the survival of society itself (Althusser, 2008). On the other hand, ideology also becomes a false consciousness because it becomes a tool for the ruling class to maintain its status quo / hegemony (Ritzer, 1992). But social reality also shows the existence of political action in power relations that enable the culture of society to transform.Ideology is defined by Lefebvre, as quoted by Ritzer (1992: 70), is a system of ideas that are integrated and are outside the human self but have a coercive power. Having a coercive power here can be interpreted as defining the human point of view of the system of moral knowledge, beliefs, values and actions, and social relationships that form the social system in society. Then, in the process of education in schools, ideologies should be developed that provide a knife of analysis of how schools nourish and produce ideologies and how individuals and groups in concrete relationships in schools negotiate, persist, or accept the ideology itself. This means analyzing ways that hide dominance at the school institution level. It also suggests to examine how the dominant ideology is implied in, among other things: the form and content of classroom materials, school organization, daily social relations in the classroom, the principles that structure the election and the organization of the curriculum, the attitude of the school staff , As well as the discourse and practice of those who have the power to represented their logic. Furthermore, in the thinking of this critical education theory, explaining the role of schools rests on the synthesis of thinking on the relationship of the problem of how the social structure is reproduced and how the class's dominance is preserved in society. According to Weber (1958), modern society developed into a specialist organization and modern government into a bureaucracy carried out by experts. For the sake of the sustainability of such a society, more education functions to produce specialists than those who are trained. Therefore, modern schools play a role in teaching the knowledge, values and norms, and skills to produce specialists with positions of high prestige. This is called status culture. These specialists, especially those sitting in the bureaucracy, not only then control the lives of the people, but also control the schools to maintain their dominance over the working classes including their control over gender groups, racial groups, ethnic minorities, and even in the age group .

The critical education encourages an effort to create a mind-boggling mindset about the social reality that is happening in society. Critical education supports one movement and paradigm movement based on the power of anti-establishment thinking. What is expected in the concept of education is the existence of educational products that are biased against the dominant tyranny and the dominance of the status quo that does not want changes in people's lives. Society must be subject to government policy despite great pressure on people's life and so on. In other words, critical education is of high will to form a social and national life that teaches idealism values fighting for the interests of the nation and society above personal or group interests (Yamin, 2013: 137).

Education by Paulo Frierre (2002) in his research which has been publishedon the title "*Politics of Education, Culture, Power and Liberation*", sees education as an effort to restore human function to become a human being who is protected from various forms of oppression and stupidity. Humans as center of education so that education is placed as a means of liberation to bring human beings into dignified beings. From the study conducted by Freire it can be understood that his ideas have revived the discourse of educational discourse that has been plunged into crisis. Furthermore, according to Freire, in this context has grown with a naïve awareness of propaganda guidelines that if the quality of education wants to be improved, then the only way to do is increase the cost of education.In certain respects Freire's ideas can show that the practice of educational administration tends to begin to be capitalist, and there is an indication that linking the quality of education with the support of costs. This is closely related to the prevailing common logic in a society that says that no high quality goods are high and otherwise no goods with high quality are cheap. The general logic of such societies if analogized with the practice of education in Indonesia, then more or less reads that there is no cheap schools of high quality and vice versa no quality schools are paid cheaply, whereas in practice education is not always like that. Furthermore Piliang (2004), states that the expansion of the capitalist system into the world of education has created on his study shows that the interlinked logic of education with the logic of capitalism makes educational institutions then transformed into a capitalist machine, the machine for profit. Education in Indonesia is now also suspected to have become the image engine of capitalism, the machine that creates images (institutions, individuals, knowledge) in accordance with the image of capitalism itself.

As what Piliang said above, academically illustrates that education is indeed built on the values of objectivity, scholarly (scientific), and wisdom (virtue), as a basis in the search for knowledge, now loaded by commercial values, as a reflection of alignments education on the rule of capital. Education as the passage of the quest for knowledge and truth that now is used as a passage of the quest for profit. In such conditions have created a new relationship in the context of knowledge, which is not only a power relation with knowledge (knowledge is power), but also with the knowledge of the relationship between the profit (profit is knowledge). The study conducted Piliang, especially in relation to the image of education as an engine of capitalism. Or in other languages can at least be said that this study will help to reveal how the ideology of capitalism was played behind the use of the label model schools to attract people to send their children to school concerned. Similarly, it can be seen how the role of parents in capitals play they have, so as to make the school as a playground in which there is always a chance to compete with each other and exchange the capital.Another study conducted by Lumingkewas (2005) case study approach on education policy capitalization in Manado, North Sulawesi. In these studies Lumingkewas find something of it first, the case of primary education by putting the school as a place to invest human and asset investment, can increase the added value of the school in the eyes of the public. Second, a study of five primary schools featured in Manado also found that the reasons parents choose the best school as a place to educate their sons and daughters is academic quality, safety, and comfort, service, and construction discipline, ethics, morality, and religious value given. The cost of higher education is not a problem for the parents to send their children in the best school like that. As the third finding, the study also revealed that the main obstacle to developing the quality of school education including school fees due to the quality of the teaching profession, as well as a means of learning needs to be improved. The next obstacle is covering a wide range of cultural and social perceptions, impressions and views of parents of students to the meaning and significance of education for the children. The last obstacle is the problem of geographical difficulties which school to expand and develop the school building because of limited available land. According to Suda (2009),he has described a variety of problems experienced by the school management in the process of learning in schools. Although the government has issued Law No.20 / 2003 on National Education System, where Article 11 (1) of the law insists that the government and local governments are required to provide services and facilities, and ensure the quality education for every citizen countries without discrimination, but in reality many children in this country who do not enjoy the rights provided by law. While paragraph (2) of the same article stressed that the government and local authorities must ensure the availability of funds for implementation of education for every citizen aged seven to fifteen years. But in reality there are many parents are willing to spend money in an amount not less to send their children to schools only to a superior social status.

According to Yamin (2013), said that the issue of decentralization of education which has implications for the high cost to the public to enjoy education for their sons and daughters. This book confirms that post-release of education autonomy policy from elementary, middle and even higher education, resulted in very expensive cost of education, because the role and responsibility of government to provide aid and education fund to education institutions . The autonomy of education that the government is enacting, as well as the neglect of education to the market. The government does not want to be responsible for it. This is the reality of current education which further leads to the commercialization of education. Departing from the idea, then the choice of parents to send their children to school, school or any of the labeling used, the emphasis is not solely on efforts to educate their sons but also to determine their social status in society. Appearance of students who mostly go to school using excessive facilities, proving that the current school, by the parents of students is not only used as an arena to obtain various knowledge that can educate the lives of their children, but also used as an arena to show Its economic capabilities through the use of modernity symbols, such as luxury cars, branded hand phones, and various other modernity symbols. It is said that because in almost the same time span, the existence of excellent schools in some areas, which put the quality of education as a labeling is often questioned and even criticized by various parties. Starting from the acceptance of new students who are not transparent even allegedly using the domains of domains of power and money, to technical problems, related to the quality of graduation that does not guarantee can be accepted in higher education institutions are also leading categories. In the context of admission of new students many local political elites who come to play to be able to entrust his child or his family to get in school. Thus excellent schools are often identified with expensive schools, elite schools or other similar titles, so those who can enter the school are only the children of the rich or those close to the vortex of power.

In relation to that, government policy in the field of education today can be said to have led to elitist policies, so the cost of education becomes very expensive. This is in line with the statement of Yamin (2013: 113) which says that the current reality proves that education is no longer cheap goods that can be reached by people of all classes. But education has become the luxury of the bourgeoisie and is very difficult to reach by the lower middle class. Whereas in an ideal text every citizen is guaranteed the right to enjoy quality education without discrimination (article 31 (1) of the 1945 Constitution). This happens, due to the issuance of government policy on education autonomy ranging from elementary to high school level even up to higher education level. It also resulted in the education of expensive goods because the role and responsibility of the government to provide budgets and assistance of education funds to educational institutions just released. The entry of learners from elite families to these best schools, provides a new image in terms of lifestyle and luxurious appearances characterized by the number of students with private cars to school. This is in line with the view of Atmadja, (2008: 8) which says that the excellent schools are images that serve as lifestyle spokespersons in the context of self-identity as well as social status. Further according to Atmadja, lifestyle must be displayed in the public space so that others know it. This idea is also in line with the spectacle of spectacle culture characterized by various spectator activities (Piliang, 2006). With regard to it, the leading schools are not only related to the desire to meet the needs of their children's education, but also related to the activity of spectacle. That is, parents prefer to choose a superior school compared to non-pre-eminent schools for their sons and daughters despite paying more, because parents want to show their self-image and lifestyle in the context of complete social status with the symbols of modernity.

2. CLOSING

The excellent schools are related toexcellent program, competent, and nationalist character, so many students choose anexcellent schools as a places of study for reasons of academic quality, security, and comfort, service and discipline, ethics, morals and religious values which are given. However, pre-eminent schools in educational practices tend to start to be capitalist, and there is an indication that linking the quality of education with cost support. Capitalization of education occurs by placing schools as a place to instill human investment and assets, can increase the added value of schools in the eyes of the community. This happens because the post-release of education autonomy policy from the level of primary, secondary and even higher education, resulting in the cost of education becomes very expensive, because the roles and responsibilities of government to provide service and education funds to educational institutions just released . The autonomy of education that the government is enacting, as well as the neglect of education to the society. The government does not want to responsible for it. This is the reality of current education which further leads to the commercialization of education.

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THE EXISTENCE OF PRINCIPAL ACHIEVEMENT MOTIVATION IN IMPROVING THE PERFORMANCE OF TEACHER AT DWIJENDRA HIGH SHOOL DENPASAR

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Abstract

The existence of a Principal plays an important role in managing academic education. One of the valued components that need to take into attention is specially teacher performance. Teacher performance will determine the success of learners, especially in the relation to the learning process. Achievement motivation of the principal should not be ignored because it is used to encourage teachers in improving their performance. The performance of teacher will hold a big impact on goals of education in general and teaching in particular.

Based on the reason above, the problems in this research are how is the existence of Principal to achievement motivation in improving the performance of teachers at Dwijendra high school Denpasar and what are the constraints faced by the principle in improving the performance of teachers at Dwijendra High School Denpasar ?. The method of data collection used in this study is a questionnaire and interview. Data analysis techniques used in this research is descriptive qualitative.

The results of this study showed that, the existence of principal to achievement motivation in improving teacher performance has been running well, which always provided solutions to problems solving faced by teachers in the learning activities, creative, innovative, evaluative and responsible. While the constraints faced by the head of the school in improving teacher performance was the individual and social psychological factors.

Keywords: achievement motivation, role of the principal, teacher performance.

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I. INTRODUCTION

Education in Indonesia has not been as what we expected. The institutions have not been able to produce the professional resources. Even the national education is considered to have failed to build a national human character (Muslich, 2007: 65). The problem in Education which faced by Indonesia is low of quality of education at every levels and educational unit. It has been realized that many factors influence the quality of learning both internal and external factors. Internal factors are factors from within self such as intelligence, talents, interests and motivation, while external factors are factors from outside self such as family, school and society environment.

The existences of principal as managerial hold an important role in motivating the teachers and encourage them in the learning process to achievement motivation which can improve the performance of teachers. Therefore, the role of the teacher have major impact in developing the potential of learners in order to have the spiritual strength to motivate themselves, in order to realize a successful outcome in the learning process.

Achievement motivation is internal process activates, guides, and maintains the human behavior from time to time. Individuals are motivated for different reasons and different intensity. In accordance to the Law No. 20 of the National Education System 2003 article 3 that the national education serves to develop the ability of students' potentials to become a man of faith, and devoted to Almighty God, noble, healthy, knowledgeable, skilled creative, independent, and become democratic and accountable citizens. To achieve this goal, it takes performance of teacher optimally. The performance of teachers is an important component in the education system in general. The teacher performance determines the success of learners, especially in relation to the learning process. The performance of teachers is an important factor influences the creation to process and the quality of educational outcomes. Natawijaya (2003: 5) states that, the performance is the outcome of teachers in performing their duties, both in quality and quantity. To have the qualified students, the teacher is expected to contribute optimally to realize competence in providing services to students with a variety of approaches and techniques services that learners need. Teacher as facilitators should be able in this aspect to master the subject of material taught, master of professional of teacher training and education, master of the ways to adjust their selves and personality to carry out its duties, in addition the teacher should be a growing individual and dynamic. This is consistent with the Law, No. 20 year 2000, concerning the national education system that educator and education staff are obliged to create the meaningful atmosphere in education environment such as fun, creative, dynamic, committed professionally to

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improve the quality of education, and exemplify and keep the good name of the institution, profession and position of trust given appropriately. Teachers should be able to manage the components of learning such as curriculum, learning resources, facilities and infrastructure, as well as learning climate. Teachers should also be able to create an active, creative, effective, and fun learning.

In learning, critical thinking, systematic, logical, and creative is indispensable in achieving attainment of life that want to be achieved. The Research and Development Agency (Research and Education Ministry 2003: 2) proposes two agenda improvements among others, the improvement of teachers and learning facilities. Improving teacher quality is important to improve the transfer of knowledge to the students. While the improvement of learning facility needs to be considered in order to avoid cheating too wide between the qualities of Indonesia education students with other countries. According to Gibson cited by (Ilyah 1999: 57), to achieve good performance, there are three groups of variables that influence the performance. First, the individual variable includes the ability and skills, family background, social level, experience, age, ethnicity, and type. Second, organizational variable includes resources, leadership, rewards, structure, and job design. A third, psychological variable includes perceptions, attitudes, personality, and learning, motivation.

Work motivation is directed behavior in organizational objectives which have the activities in leading to the goal (True and Rosidah, 2003: 101). As the operations resulting in the distribution and maintenance of teacher behavior, motivation can be as a factor affecting the performance of teachers. This is according to Mangkunegoro (2001: 133) states that one of the factors that affect a person's performance is motivation. Teachers will not be motivated to achieve an optimal level of performance, unless the leadership considering the high hopes of a completely realistic and attainable. If teachers are encouraged to strive to achieve the goals they cannot be achieved, presumably they will stop trying and establishing the lower results than they are able to produce (Livingston in Thoha, 2001: 49). The importance in providing guidance to the young generation in the future leaders of the nation is the teachers' task to bring the future full of scintillating. Teachers do not only convey information, but they also can display the self performance as a good teacher and could be as a role model for students both in the classroom and outside classroom. Teachers hold an important role in education, so that teachers should be able to take advantage of that role in the business development of attitudes and students' personality. In this case, teachers becomes one factor to determine the success or failure of achieving goals, namely to develop their own students potential and personality. Here teachers are required to develop the ability to cultivate the affective aspects of students, which is something that is hard to measure quickly.

The phenomenon showed that there are still many students who are less concerned about the social environment due to the impact of the mass media (especially electronics, such as television, internet and others). Thus causing the students to be individuals and lack of awareness about the environment, lack of attitudes toward mutual help, lack of courtesy, friendliness, and found that numerous of quarrels among students still often happens that covered in the media mass both, print media and electronic ones. The phenomenon showed that there are still many students less motivated to learn, so it does not correspond to the expected things. Mostly, the problem faced is that less optimal performance of teachers, including learning problems, students' saturation due to a monotonous way of teaching. Lack of teacher performance in delivering material is still rudimentary or mechanistic where students are less involved directly in the practice, lack of teachers' knowledge in responding to students' activity in learning process are still common. With the reference to the above problems, it is necessary to be reviewed and studied in depth in order to provide a clear point of view about the factors of role in influencing the performance of teachers.

Motivation is a skill in directing employees and organizations in order to work successfully, so that the wishes of the employee and organizational goals can be achieved (Hasibuan, 2003: 16). Motivation is defined as a person's condition which encourages the desire to carry out activities in order to achieve certain objectives (Handoko, 2001: 252). According to Heidjrachman and Husnan (2001: 197) Motivation is a process to influence someone to do something that we want. Motivation is a process to influence others to do something desired by providing the possibility to obtain remuneration. Motivation can be defined as a behavior characterized by the forms of activity through psychological processes, both of which are influenced by intrinsic and extrinsic factors, which can carry out to achieve what he or she wanted (Sri, 2005: 143). Motivation is interpreted also as strength of the resources to drive and control the human behavior. Motivation is the effort to encourage persons to take a desired action by a reason of propulsive force to do something, because person's behavior tends direct on the goals and it will be supported by the desire to achieve certain goals. In a work context, motivation is one important factor in encouraging an employee to work.

Based on the above explanation can be concluded that achievement motivation is teachers' condition to improve their performance, where the achievement motivation is influenced by intrinsic and extrinsic factors to perform certain activities in order to achieve certain goals. In this side, the principles need to motivate teachers to behave properly in certain condition so that it can influence to work according to the organizational goal.

Achievement motivation effects on teacher performance, from new or novice teachers become skilled and experienced teachers. Teachers will carry out the assigned work well. Generally, the assigned work which is not done or perform well, certainly there are causes behind that reason. Perhaps because the teacher does not have the ability to complete the work assigned, or perhaps because the teachers do not have an encouragement (motivation) to work well. In this case the responsibility of educational leaders is to provide encouragement (motivation) to his subordinates so that they are able to work in accordance with the directives given. If in some schools found that there are hints that achievement motivation goes down, thus the school principles should find the causes and it should encounter the way how to solve that problem immediately. By the existence of high achievement motivation, the work activity will be done more quickly, reducing the degree of error or reducing the level of absenteeism.

According to Mangkunegoro (2000: 19), the performance is defined as a result of the quality and quantity of work accomplished by individuals in carrying out their duties in accordance with the responsibilities given to her or him. Another opinion was stated by Simamora (2001: 327) that the performance is the level at which stage the teacher reaches the job requirements.

The level of teachers' success in completing the work is called in the term of level of performance. Performance is not an individual characteristic, such as talent or ability, but it is the embodiment of talent or ability itself. Performance is the result of work accomplished by teacher in the school in order to achieve the school's goal. The teachers' performance will sign from their responsibility in carrying out the mandate, a profession to which it aspires, as well as its moral. This will be reflected in the compliance, commitment, and loyalty in developing the potential of learners and promote the school. Teachers who have the high performance level are teachers who work productivity equal to or above the prescribed standards, meanwhile, teachers who have the low performance level; they are the individuals who are not productive. Performance is the result of a job function or activity which involves a series of three aspects, namely clarity of the task or job become responsible, clarity of results expected from a job or function, clarity of time needed to complete a job, therefore the results which are expected to be realized.

School is a place of educational activities, teaching and training. In the relation to the development of education can be a physic and non-physic. Physical development can be buildings and infrastructure, while the non-physical may be the development of human resources. In relation to human resources, competent human resources cannot be separated from the leadership which is applied in an organization. Leadership is a process which contains elements of influences others,

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having a good cooperation and leads to one thing and common purpose within an organization. Leadership has a central role in the dynamics of organizational life. Leadership is a role as activator all of human resources and other resources within the organization, (Sedarmayanti, 2010: 50).

The ability of a Principal in leading a school will be very influential in developing the teacher's performance motivation. As proposed by (Suhardan, 2010: 86), that the leadership learning is an activity of Principal who drive a daily activity to influence people to do an academic activities in the school well, are the teacher and educational staff.

With the reference of the above conditions, the researcher puts the main point in this study are, how is the existence of the principal achievement motivation in improving the performance of teachers at Dwijendra High School Denpasar? and what are the constraints faced by a principle when leading the school to improve the performance of teachers at Dwijendra High School Denpasar?

III. RESEARCH METHOD

The type of this research is descriptive qualitative empirical approaches. The research variables are the principal achievement motivation, and teacher performance. The indicators of achievement motivation are their strong feelings for the purpose, responsible, evaluative, creative and innovative, having ideals and eager to have challenges, meanwhile the indicators of the teachers performance is the learning preparation and planning, performance of using learning media, engage students in a variety of learning experiences, and having the soul of leadership skill. The subject of this study is the principal and teachers at Dwijendra the high school Denpasar in academic year 2016/2017, with the determination of respondent purposive.

Data collection methods used in this study are questionnaires and interviews. Questionnaires are as a primary method and interviews as a complement. The form of questionnaire used is two choices which are positive and negative selection or dichotomy. Interview is a way to obtain data by conducting a question and answer directly and systematically to complete the unclear data in the questionnaire. Data analysis techniques used in this research is descriptive qualitative research systematically by describing, and then taking a conclusion.

IV. FINDINGS

To improve the performance of teachers in the learning process at Dwijendra High School Denpasar, the role of the school principal is very important which is able to lead wisely and focused and lead to the achievement of the objectives in order to improve the quality his school organization itself. The Principal in carrying out the role as a principal has been running very well, namely as (1) educator, (2) managers, (3) administrator, (4) supervisor, (5) leader, (6) climator, (7) and entrepreneurship. Existence of Principal achievement motivation in improving the performance of the teachers have been able to run well, because it has been done by the principal in accordance with the results of the study such as, coaching discipline and give examples and build a strong sense, responsible in accordance with the tasks that have been charged, evaluative in the learning process, show up on time and obey the rules of the school, creative and innovative, providing motivation for subordinates who are doing well. The provision of this motivation is a form of praise and supports the teachers in doing their job well, additionally, by administering the trust in the form academic occupation. The term of award by giving bonuses to teachers who excel, gratitude, accepted ideas or opinions, create a good perception in the school with their discussions and payroll that can foster a good relationship between the principal, teachers and employees.

It is clear that as a school Principal is a very important role in improving the performance of teachers, for example by regulating, supervising and get closer to teachers, so that it is able to achieve results goal in line with what is expected. The efforts are also doing as a school principal here is that a lot of policies applied to the performance of teachers at Dwijendra High School. The core of these policies leads to discipline administrative and education in the learning process, for example in the preparation of lesson planning, and the use of instructional media.

Now it is recognized that it has been applied a new curriculum which is called curriculum 2013. Teachers are required to learn a lot. With authentic assessments, teacher should be able to adjust to the curriculum which is already set by involving students in a variety of learning process experience, and develop the soul of the teachers' leadership. Therefore, this way is able to improve the performance and able to compete by the time to curriculum changes set by national government.

V.CONCLUSION

Based on the results of this research as described above, it can be concluded as follows: (1) The existence of principal achievement motivation in

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improving the performance of teachers at Dwijendra High School Denpasar has been running well which is always to try to build a sense of strong togetherness among all school staff such as providing solutions to the problems faced by teachers in the learning activities, responsible, evaluative, creative and innovative, so that achievement motivation is able to improve the teachers' performance. (2) The obstacles faced by the principal in improving achievement motivation are an individual factor and social psychological.

VI. Suggestion

Based on the research findings found, the researcher would like to convey some suggestions for the school organization as follows: (1) The school principal should be able to motivate teachers for the ongoing basis as well as teachers should be able to grow the intrinsic achievement motivation in improving their professional performance as a teacher. (2) It needs to take into serious concern about the obstacles faced in improving teacher's achievement motivation.

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EFFECT ON THE CONCEPT OF SELF PERCEPTION TEACHERS CLIMATE AND COOPERATION AMONG THE TEACHERS CAREER DEVELOPMENT

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ABSTRACT

Teachers are educators professional, consequently, in carrying out its duties and responsibilities, teachers are required to have high morale to be able to develop his career, have a willingness to cooperate with peers, and have the self-concept is clear, because only with Accordingly allows tasks and responsibilities can be carried out with the best and the teachers to develop his career. Based on the description above, the problems to be studied whether the concept of self and cooperative climate has an influence on the career development of teachers. This study investigates the relationship between: (1) Perception of teachers on self-concept and career development of teachers, (2) the climate of cooperation between teachers with career development of teachers and (3) the teacher's perception of the concept of self and the climate of cooperation between teachers collectively equal to the career development of teachers. This research was conducted against teachers in the District Payangan, the sample was taken at random sample of 36 teachers. Data were collected through questionnaires, processed by using correlation and regression techniques. The results showed that teachers' understanding of the concept of self and the ability of teachers to work together among teachers, parents and school leaders oranng have mengaruh positive on the career development of teachers. This means that the teacher is able to understand the concept of self and the better cooperation in carrying out its duties increasingly able teachers to develop his career.

Keywords: Self-concept, cooperation and teacher career

I. INTRODUCTION

A. Background

Law of the Republic of Indonesia Number 20 of 2003 on National Education System in Article 3 states that the purpose of national education is the "development of students' potentials to become a man of faith and fear of God Almighty, noble, healthy, knowledgeable, skilled, creative , independent, and become citizens of a democratic and responsible ". Responding to the Act, the development of the curriculum in 2013, emphasizes the cultivation of the attitude, the attitude of religious, faithful and devoted to God Almighty. Social attitude that is noble, healthy, independent, and democratic and accountable. Knowledge is knowledge and skills that is capable and creative. The change of emphasis on the learning process before either SBC or competency-based curriculum that emphasizes knowledge. (Muh. Noah, 2013).

Indonesian nation requires human resources quality control of various types of skills, professional expertise, science and technology, is able to realize the idea, ideas, thoughts, and attitudes best behavior as a citizen of Indonesia that is consistent, and has a high achievement in realizing the ideals Indonesia to form a gold genersi Indonesian nation. With the human resources required that Indonesian people are able to continue and move the sectors development more effective and efficient and able to compete on the world market.

The essence of education is in the process of teaching and learning, and the learning process, teachers especially primary and secondary education has a very important role. Therefore, development of teaching and learning activities into one national education development program. At the level of primary and secondary school learning strategies developed are learning strategy which is oriented to the activity and independence of the scientific approach, students are required to make observations, formulate a first approximation, to experiment, and draw conclusions.

In primary schools, teachers teach all subjects in the curriculum, the learning model thematic integrated for primary school teachers are classroom teachers, while for secondary school teachers of using pendekatn iquiri, and judging outentik consequence was a teacher must prepare lesson plans , implementing the learning, evaluating and providing follow-up to the learning outcomes of their students. Therefore, in carrying out their duties and responsibilities, teachers are required to have high morale to be able to develop his career, have a willingness to cooperate with peers, and have the self-concept is clear, because only with Accordingly allows tasks and responsibilities can be implemented with the best and the teachers to develop his career.

The real reality on the ground often complain of teachers in performing tasks call noble acted. Moreover, with the introduction of the curriculum in 2013 with a variety of learning paradigm change teachers find it difficult to apply. Though true curriculum in 2013 to ease the burden of teachers by reducing administrative tasks and then transferred to the learning task. The complaint will not occur when a teacher understand the duties and obligations with full confidence and followed in accordance with the procedures specified learning.

B. Problem Formulation

Based on the identification and restriction of the problems mentioned above, the problem in this study can be formulated as follows:

1. Is there a relationship between self-concept of teachers with teachers' career development?
2. Is there a relationship between the climate of cooperation with the career development of teachers?
3. Is there a relationship between self-concept of teachers and the climate of cooperation jointly affect the career development of teachers?

C. Objective

The general objective of this research is to get an overview. relationship and the strength of the relationship between the teacher's perception of self-concept and the climate of cooperation among fellow teachers with career development of teachers. Furthermore, the results of this research is expected to help efforts to improve policies related to improving the quality of education through increased career development of teachers.

While specifically the purpose of this study was to obtain empirical data on: (1) Perception of teachers on self-concept and career development of teachers, (2) the climate of cooperation between teachers with career development of teachers and (3) the teacher's perception of the concept of self and work climate cooperation between teachers together with the career development of teachers.

D. Usability Research

The results of this study are expected to provide inputs to the development efforts of teachers in the District Puhu Village neighborhood Payangan Gianyar mainly in order to enhance their career development and its relation to the concept of self and climate cooperation among teachers.

In addition, the results of this research is also expected to be one of the inputs for:

1. Other researchers who want to study the career development of teachers .Especially related to career development, and climate cooperation.
2. The Ministry of National Education and its agents in determining appropriate policies for pemibinaan and career development of teachers.
3. The local government, in this case the Department of Education and Culture of the Gianyar regency to be more selective and more transparent in its assessment to the teacher.
4. The principal and teachers of primary and secondary schools, especially in efforts to improve career development and career development of teachers in achieving better education in primary and secondary schools

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4. The principal and teachers of primary and secondary schools, especially in efforts to improve career development and career development of teachers in achieving better education in primary and secondary schools

E. Research Hypothesis

From the foregoing description we propose the following research hypothesis:

1. There is a positive relationship between self-concept and career development of teachers. In other words, the higher the teacher's perception of the concept of the higher self-confidence and the spirit of the teacher to teacher career development.
2. There is a positive relationship between the climate of cooperation among teachers with career development of teachers. In other words, the higher the climate of cooperation among the better teacher career development of teachers.
3. There is a positive relationship together between self-concept and the climate of cooperation with the career development of teachers.

II. DESCRIPTION THEORETICAL

1. The concept of self

Formed from a collection of one's personal introduction to the judgment against him and against him. According Agustiani (2006: 138), self-concept is the picture of a person about himself, which is formed through experience gained from interaction with the environment. Confirmed also bring the concept of self is not an innate factors, but rather evolved from experience continuous and differentiated. The opinion of the self-concept is the result of the interaction of man with the environment both physical environment and social environment. While Surya Subrata (1983: 298) argues, "the concept of self is a mental picture of someone about himself, or the assessment of a person against himself. Thus, the concept of self-confidence can also dartikan as a person against his own ability in executing a task or action ". Surya Subrata more emphasis on the ability of self confidence in itself, to act and carry out the task.

Pudjiyogyanti, (1995: 2) "Conceptions about him is the first basic personality stands above. He is also a principal factor in personal and social adjustment. Then formed from the personal collection of the introduction of the judgment against him and against him. ". The concept itself is the views and feelings of ourselves. The views in the form of perceptions may be psychological, social and physical. For the self-concept includes what we think and what we feel about ourselves.

Some of the above opinion can be concluded that self-concept is a holistic view of yourself both on the characteristics of the personality, values of life, the principle of life, morality, weaknesses and potentials formed from experience and interaction with others, which can help a person or individual in actualize themselves freely and responsibly in achieving a goal as to what to expect. Guuru performance in achieving self-knowledge through self-concept is useful for students to recognize and know all the weaknesses and advantages so that students themselves can do the adjustment themselves by evaluating both itself and the social environment.

2. Climate Cooperation Between Teacher

Experts berbendapat statically Organization is an organization / place where people / members assembled in the organization structure. Meanwhile, in the sense of a dynamic organization is the harmonious cooperation relationship among members in it to achieve a common goal. (Siagian, 2010; 254).

Life together in a container organization there are several possibilities that could happen, among others, cooperation, competition, adjustment and konplik. School as an educational organization composed of various elements, among others, principals, teachers, employees and students themselves in their daily lives will interact to achieve common goals. In the process of the interaction will be an adjustment to foster cooperation among sub-elements of the cooperation that the synergy of all the elements will form the climate, the situation, the atmosphere of the school.

In the process of achieving the objectives of the school, each component would like to contribute our best, differences and the competition will be an achievement for teachers to be the best. For such principals as a regulator in the structure of the need to create a conducive climate of cooperation so that competition does not lead to konplik, but be healthy competition to improve teacher performance. Based on the above, the interaction Siagian the opinion of the elements are interrelated and affect the climate in the organization of cooperation in the organization, especially the principals and teachers as a manager and implementation of education in schools. School is an institution organization that consisted of principals, teachers, administrators and students interact and work together toward a common goal.

Thus the interaction or cooperation between teacher behavior is an important part of the climate of the school. Climate cooperation each school will be different from one another. This is because every school has special characteristics that are different from others and influence the behavior of people at the school. Cooperative climate in the school, especially the cooperation between teachers suspected of having a major influence on the career development of teachers in the school organization. This means that the climate is a set of qualities perceived working environment of workers, either directly or indirectly, which is typical of an identifier at school.

Based on the description above, the writer concludes that the climate of cooperation among the teachers referred to in this paper are conducive atmosphere cooperative relationship that allows teachers to work in peace, mutual help and respect each other. As for cooperation conducive atmosphere that will appear in indicators as follows: a) familiarity interpersonal relationship, b) respect for the opinions and work of others, c) transparency in carrying out the task, and d) the acceptance of a joint decision

3. The nature of Career Development

In the era of globalization, strategically meaningful teaching profession, because it bears a duty and true to the process of humanity, pemanusiaan, pencerdasan, acculturation, and the builders of the nation's character. Essence and existence recognized the strategic significance of the teaching profession in the reality of the history of education in Indonesia. (PSDMPK-PMP Agency, 2010). However, in reality, the teaching profession is still in maknai ambivalently both by the public and government as well as the teacher was sediri. Communities want that teachers should be able to provide the best education for their children to become the next generation of useful later on. But the perception and appreciation of the teaching profession is still very low, sometimes even still under-emphasized. Semasih no other choice does not necessarily want to choose and make the teaching profession as a primary choice. Currently, recognition of teachers as a profession and professionals are becoming apparent.

The recognition of the position of teachers as professionals functioning lift the dignity and role of the teacher as an agent of learning to improve the quality of national education. Actuality duties and functions with the teaching profession based on the following principles: (1) have the talent, interest, call the soul, and idealism; (2) a commitment to improve the quality of education, faith, piety and noble character; (3) has the academic qualifications and educational background in accordance with the task; (4) have the necessary competence in accordance with the task; (5) has the responsibility for the implementation of the tasks of professionalism; (6) earn income determined in accordance with job performance; (7) have the opportunity to develop in a sustainable manner with the professionalism of lifelong learning; (8) have legal protection in carrying out the task of professionalism; and (9) have a professional organization that has the authority to regulate matters relating to the duties of professionalism of teachers.

Persons with the teaching profession has experienced a broadening of perspectives and pemaknaannya. In the Government Regulation (PP) No. 74 Year 2008 regarding Teachers, teacher designations include: (1) teachers - good teachers, subject teachers / subjects, as well as guidance and counseling teacher or counselor; (2) teachers with additional duties as principal; and (3) the teacher in supervisory positions. Thus, the expected synergies in professional development and teacher professional career in the future.

It has long been growing public awareness that there is no teacher, no formal education. Has emerged the awareness that there is no quality education without the presence of professional teachers with sufficient quantities. On the other hand, a professional teacher nearly helpless without the support of a professional teaching force anyway. Parallel with that, came pranggapan, do not dream of presenting a professional teacher, except the requirements of education, welfare, protection, and pemartabatan, and implementation of the ethics of their profession is assured.

Development activities and professional development can be carried out by government institutions, training institutions (training provider), non-governmental organizers, or the education unit. At the unit level of education, this program can be done by teacher coaches, core teacher, classroom teacher coordinator, and the like designated from the best teachers and assigned by the principal. Needs analysis, formulation of goals and objectives, program design, implementation and services, and evaluation of training programs can be determined independently by the organizers or modify / adopt similar programs.

Evaluation and career development of teachers consists of three domains, namely the assignment, promotion, and sale. As part of career development, promotion is the right teacher. Within the framework of the promotion and development, the promotion comes as areas of career development. Pengkat hike is done through two channels. First, a promotion with a collection system of credit points. Secondly, a promotion for job performance or exceptional dedication.

Coaching and professional development of teachers in every branch of activity should be accompanied by efforts to reward, protection, welfare, and pemartabatan teachers. Therefore, the issues relevant to the future management of teachers, require the formulation of systemic and systematic mainly supply systems, recruitment, appointment and placement, distribution systems, certification, qualification, performance appraisals, competency testing, appreciation and protection, welfare, career development, continuing professional development, supervision of professional ethics, as well as the management of teachers in special areas.

III. RESEARCH METHODOLOGY

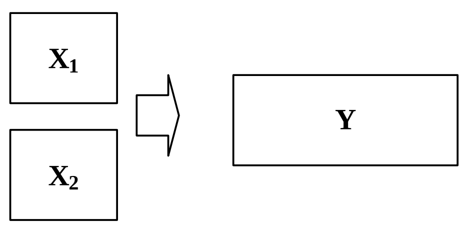
3.1 Place and Time Research

This research was conducted against teachers in elementary schools in the region Puhu Village, District Payangan - Gianyar. Number of SD in the district this Payangan many as six elementary, two junior high schools, one high school and one vocational school N Tourism. There are 144 teachers, each of the 46 teachers teaching in primary schools and the remaining 98 teachers teach at the high school and high school. Of the 36 people the number of elementary school teachers as respondents.

The research activities carried out in stages during the 3 (three) months, namely March 2015 until June 2015.

3.2 Research Methods

This research was conducted using a survey method, because the data of the variables that were examined came from a sample selected from a population, and using questionnaires, as a means of collecting data. In addition, the use of survey methods in this study, because the survey method to determine the status and strength of the relationship between two or more variables that are the focus of research assessment.



Keterangan :

X1 = *Consept of Self*

X2 =*Teachers Climits and Cooperation*

1. Technique Sample Return

The population is the primary teachers in the village Puhu District of Payangan. Number 5 (Five) primary school in the village of Puhu, 1 (One) SMP and SMA and SMK Tourism The sampling was done by random .. The number of

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respondents as many as 36 teachers who become the subject of research and from the amount distributed proportionally 10 elementary school teachers and 8 teachers junior high, high school and vocational 18.

2. Research Instruments

This is a research survey, so the data collection tool is a questionnaire. A questionnaire is a set of written questions contain factual questions, the past behavior now to questions about perception and attitudes.

Instruments used in this research assembled by researchers, so before being used to collect data in advance do test / calibration. The purpose of these trials is to obtain a quality instrument, which can measure precisely the (valid), and fixed (reliable).

In this study, there are three variables that were examined, namely (1) The concept of self (X1) and (2) the climate of cooperation between teachers (X2), and (3) the career development of teachers (Y). Instruments arranged in the form of questions followed by 4 pieces of alternative answers, ie always, often, sometimes, and never. Statement (steam) which are arranged in the form of positive and negative, that has consequences for scoring. If the statement is positive, then the scoring is as follows: always = 4, often = 3, sometimes = 2, and never = 1, while on the negative statement, scoring is done by always = 1, often = 2, sometimes -sometimes = 3, and never 4.

Based on the results of testing and calibration of the instrument above, it can be concluded about the instruments of this study as follows:

1. Variable career development of teachers in this study was measured using a questionnaire, consisting of 25 items with good quality. Each item is accompanied by four alternative answers, ie always, often, sometimes, never, so that the range of scores ranging from 25 to 100.

2. Variable concept in this study was measured using a questionnaire, consisting of 25 items with good quality, each item is followed by four alternative answers, so the scores for this variable ranged from 25 to 100.

3. Climate Variables cooperation among teachers in this study was measured using a questionnaire, consisting of 25 items with good quality. Each item is followed by four alternative answers, so the range of scores for this variable ranged between 25 to 100

3. Data Analysis

Data analysis included three stages of activities: (1) descriptive analysis, (2) testing requirements analysis, and (3) research hypothesis testing.

Descriptive analysis, descriptive analysis was conducted to present the data in each variable magnitudes descriptive statistics, such as average (mean), the mean (median), the most frequent (mode), standard deviation (standard deviation). using Bartlett test. (Sudjana, 1989).

Hypothesis testing. Hypothesis testing is done by regression analysis and singular and plural korelsi followed by partial correlation.

Statistical hypotheses

1: Ho: Py1 = 0 Hol: Py1> 0

2.: Ho: Py2 = 0 Ha: Py2> 0

3.: Ho: Py.12 = 0 Ha: Py. 12> 0

IV. RESULTS AND DISCUSSION

Based on the results of hypothesis testing, it turned out all statistical hypothesis (Ho) in this study can be rejected at a significance level of 0.05. This means that there is a positive correlation significantly between, (1) The concept itself with the development of career teachers (2) the climate of cooperation among teachers with career development of teachers, (3) the perception of self-concept of teachers and the climate together among teachers together with development teacher career. Some of the discussion and interpretation of the above results in more depth noted in the description below.

First, from the first hypothesis test results can be concluded that there is a positive relationship between self-concept of teachers with teachers' career development. This conclusion shows that the better the teacher's perception about teachers getting better self-concept and self-confidence as well in developing a career.Squared correlation coefficient between the two variables is the coefficient determinansi (r1y1) amounted to 26.01 percent. When interpreted shows that when not controlling for career development of teachers, then 26.01 percent of the variation teacher's self-concept can be explained by the climate of cooperation among teachers.

The relationship between the climate of cooperation between teachers (X2) to the career development of teachers (Y) indicated by the regression line equation y = 45.99 + 0,55X2. Equation regression line shows the significance of the regression above can be interpreted that the change of one unit score cooperative climate between teachers will be followed by changes in teacher career development score of 0.55 units in the same direction with a constant (intercept) of 45.99. The second partial correlation showed a significant meaningfulness in the form of regression equation above. The results of this analysis also shows that these variables are variables that contribute to the career development of teachers.Thus, it is another alternative that can be done to optimize the career development of teachers is to create favorable conditions that enable collaboration among teachers can be fulfilled optimally.

Second, the results of testing the third hypothesis can be concluded that the teacher's perception of self-concept (X1¬), the climate of cooperation between teachers (X2), together have a positive relationship with the career development of teachers.Forms of relations between the two independent variables with the dependent variable is Y = 29.78 + 0,32X1 + 0,55X2. This equation significantly, so that it can be interpreted that: first, a change of 1 unit in the variable teacher's perception of self-concept, while the climate variables of cooperation between teachers considered to be fixed, then the change will be followed by changes in the career development of teachers, of 0.32 units; second, a change of 1 unit on the climate of cooperation among teachers, while the teachers' perceptions of self-concept is considered fixed, then the change will be followed by changes in the career development of teachers of 0.55 units.

Third, changes in the career development of teachers referred to in the first and second point above occurs in the same direction with the intercept (constant) of 29.78.Multiple correlation coefficient between the two independent variables with the dependent variable (Ry.12) of 0.3364; which implies that 33.64 percent of the variation can be explained teacher career development jointly by the two independent variables, namely the teacher's perception of self-concept and the climate of cooperation among teachers. The amount of the contribution of each independent variable on the career development of teachers amounted to 15.11 percent, and the climate of cooperation among teachers 18.92 percent.Based on these results, it is to enhance the career development of teachers can be done by improving their perception of the concept of self and create a climate conducive to a good cooperation and a fellow teacher.

V. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

Based on the analysis in the previous chapter, some conclusions can be drawn as follows: First, there is a significant positive correlation between self-concept (X1) and the climate of cooperation among teachers (X2) with the career development of primary school teachers (Y). The relations between the two variables is shown by the regression equation Y = 45.99 + 0.55 X2. The regression equation was significant (F-count = 22.36> F-table = 7.10), and linear (F-count = 1.22 <F-table = 1.85).

The strength of the relationship between climate cooperation between teachers (X2) with the career development of primary school teachers (Y). Indicated by the product moment correlation coefficient (ry2) of 0.55 (α = 0.01) .Koefisien determination of both variables (r2y2) of 28.02, which means that 28.02 percent of the variation can be explained teacher career development of cooperation in climate among them.

When controlling for the variables of teachers of self-concept (X1), the partial correlation coefficient between the climate of cooperation between teachers (X2) with the career development of teachers in primary schools (Y) ry2.1 of 0.40 (α = 0.01). These results show the self-concept of 15:11%, (2) the climate of cooperation among professors 18.92%.

B. Suggestions

Based on the conclusions mentioned above, some suggestions can be submitted as follows:

First, increasing and improving teacher quality through through education, training and research development so that teachers are increasingly confident and able to understand the power and ability itself, to be able to develop his career well.

Secondly, improve teachers' understanding of the concept of self, especially related to leadership and management, to foster and develop themselves foster a good climate of cooperation between fellow teachers, employees and students. so that principals have the knowledge, ability and willingness to manage education programs in schools and more creative in developing school management strategies and better able to solve problems faced to achieve the educational goals.

Third, the results of this study need to be followed up with another study involving more other variables and using more samples. Thus will be obtained more conclusive answers about the factors related to the career development of teachers.

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The Spirit of Nationality of Students from the Border Areas of Indonesia - Timor Leste

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Abstract. The spirit of nationality of a national citizen is needed in maintaining the frame of NKRI. Indonesia in the form of an archipelago with an area that stretches from the west to the east to the north to the south causes Indonesia to have a strategic position. One side will be an advantage in supporting the life of the nation, and on the other hand will be a challenge in maintaining the integrity of the State. It will also relate to the border areas between Indonesia and other neighboring countries, one with Timor Leste. This research was conducted on students who came from the border area of Indonesia with Timor Leste at Dwijendra University which amounted to 20 people. Data were collected by interview, questionnaire, literature review, and documentation. The result is that there are four challenges faced in the spirit of nationality of students from border areas, namely economic factors, means of transportation, historical similarities, and the quality and quantity of infrastructure. The student's nationality spirit remains high and makes these challenges a motivation to bind the quality of life
Keywords: Nationality spirit, Border Area

I. Introduction

Indonesia is an archipelagic country with a number of islands that reach 17,499 islands and the waters area reaches 5.8 million km2, and the length of the coastline reaches 81,900 km2. Among the islands one of them is PulauTimor which is the gateway of Indonesia with Timor Leste. Uniquely, the ownership status of the island is divided into two, the eastern region of the island belongs to Malaysia, while the western region is owned by Indonesia. Therefore, the island of Timor is known as the border island. There is Kupang City as the capital of East Nusa Tenggara Province and Belu Regency with capital city Atambua as the eastern district of East Nusa Tenggara.

Atambua is the second largest city on Timor Island in terms of economy, population, government and so on. Most of the people speak Tetun and Dawan L.

Atambua is a multi-ethnic city of Timor, Rote, Sabu, Flores, a small part of the Tionghoa and immigrants from Ambon, and several other ethnic groups. But regardless of the diversity of ethnic groups, the inhabitants of Atambua City continue to live their social lives. (Wikipedia, 2017).

The name "Atambua" comes from the word Ata which means servant and Buan which means suanggi. So Atambua means the place of the suanggi servants who supposedly in this area used by the kings as a dumping place of the suanggi that disturb the community. Then in its development said Atabuan experienced insertion phoneme "M". This can happen by accident because the phonemes "B" and "M" still have the same articulation point so as to maintain the smoothness of speech.

This West Timor town was one of the refugee centers from East Timor in 1999. The majority of Atambua residents are Catholic, where Atambua is also a diocese. The diocese of Atambua is one of the dioceses in Indonesia where the percentage of Catholics is 95% of the total population. The territory of Atambua diocese covers all of Belu, Malacca, and North Central Timor districts. The total area of this diocese reaches 5200 km2, and has a population of about 650,000 thousand in 2008. Meanwhile, Belu, in Tetun means friend or friend, underlies the ideals of the Belu people to build Rai Belu with a sense of togetherness and a sense of brotherhood without being restricted to bulkheads. Bulkheads of existing diversity, ethnic, religious or otherwise. With unity and brotherhood, the ideals to realize the Belu Sejahtera will be achieved.

The issue of nationality in Indonesia is not present only recently. From the time of independence to authoritarianism in the New Order era, national issues continued to emerge. In the era of reform, the presence of democracy, which for some people is believed to strengthen the sentiments of nationalism, seems not maximized in overcoming the problematic of nationality in some regions in the country. The phenomenon of the sense of nationality is still still symptomatic in many areas and communities, with various expressions and embodiments.

Later, not only the localized and primordial sentiments are sticking out, but also attitudes and attitudes that tend to ignore the values of nationality and the

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existence of Indonesian-ness. The study of the Nationalism Team in the previous years (2007-2012) shows that in addition to separatism, another issue that is currently worthy of attention is the emergence of a phenomenon of alienation and even a neglect of the values of nationality and the existence of the state or Indonesianness in daily life in some societies We, which in turn have the potential to diminish the understanding and attitude to the essence of nationality and Indonesianness itself.

Although up to several years into the future, physical separatism may not occur in the community, but separatism in the sense of alienation of national values in some areas has the potential to crystallize. This situation is not impossible to leave a problem as difficult and big as separatism in the future physical context. This attitude of neglect of nationalism and indonesian nuance can certainly happen anywhere. Starting from the most cosmopolitan and modern urban areas, to the most isolated and backward inland areas. In all areas of potential it actually exists. One region that has great potential to Indonesiaan.

The border area is a strategic area within the context of the development of the Unitary State of the Republic of Indonesia (NKRI). Geographically, the border areas have the power and potential of natural resources and market opportunities due to the proximity of neighboring countries. Geopolitically will relate to the territory of state sovereignty, ideology, politics, economy, social culture, and defense of security. Some of Indonesia's border regions with neighboring countries (Malaysia, Brunei Darussalam, Philippines, Papua New Guinea, Democratic Republic of Timor Leste, and Australia) are still in the marginalized society, infrastructure and economic aspects. It is characterized by limitations on education, health, transportation, security, which are related to the daily life of the people.

Belu Regency as a border district adjacent to Timor-Leste, is often confronted with the problems of border communities in economic, socio-cultural, and infrastructure contexts. One side becomes a positive element as the gate of the nation, but on the other hand appears the fading feeling of homeland love of the nation and the Republic of Indonesia. It can be displayed on the attitude and concrete actions such as the use of Indonesian language, country lambing, love of domestic production, which is fading. Seeing this phenomenon, the writer tries to study and deepen about the spirit of the nationality spirit of students from the border areas of Indonesia - Timor Leste at the University Dwijendra Denpasar.

II.Theoritical

2.1 Concept of Nationality

This research fundamentally seeks to see the growth of nationhood as something developed by the intelligentsia - the fighters who came to be called the founding fathers. In this condition, their role in mixing approaches and arguments to reinforce the essence of nationality desired. They are the ones who save the suffering of the people, who in general still do not understand much of the situation and the direction of its development. The result of this engineering which later became the justification of the formation of the boundary between "us" and "them" as well as establish a new identity to justify the existence of a nation. In other words, the spirit of identity formation on the basis of past similarities and future interests that give meaning to the essence of nationality is stronger than the considerations of cultural equality.

Accordingly, the definition of nationalism or nationalism in this study, which was also used in previous studies, is: "the willingness to be willing to unite on the basis of historical dialectics and the similarity of vision and future interests in which the spirit of humanity becomes the foundation. More specifically in the meaning of Indonesianness it is associated with the values of equality, justice, and democracy that are set aside by divine values and unity. "

The roots of the concept depart from the various definitions of nationality advanced by some famous figures in the study of nationalism. Among them is the definition developed by French philosopher Ernest Renan. In his book "What Is The Nation?", Renan concluded that nationalism is a conscious united consciousness guided by the obsession of realizing a noble collective interest that ultimately creates a national identity or identity. Guibernau and Rex in some ways share the same view that nationalism is a voluntary united willingness in the spirit of equality and citizenship (trans-ethnic, pen) based on the spirit of putting citizens' rights in it. (Andriana, Nina: 2015).

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"Nationalism is a political principle which maintains that similarity of culture is the basic social bond. Whatever principles of authority may exist between people depend for their legitimacy on the fact the members of the group concerned are of the same culture only members of the appropriate culture may join the unit in question, and all of them must do s" (Gellner, dalam Adriana Nina, 2015).

In relation to the role of the nation or Indonesianness, Mochtar Pabottingi's view is closely related to efforts to bring the essence of Indonesian-ness throughout the country. Its purpose is nothing but to create and disseminate more concrete and dignified justice and civilization throughout the archipelago. The realization of this nation is the next step after nationalism has been established.

2.2 Nationality Indication

Parameters developed to measure the level or quality of nationality in a position within a region are numerous. A thing that needs to be understood properly and correctly is a way of understanding the nationality itself. This will be related to the existence of a sense of nationality. First, the sense of nationalism is always linked to the effort to grow and maintain a collective identity that binds and fosters a sense of fraternal brotherhood. This identity can be based on primordial (ethnic and religious) ties, myths, historical greatness of the past, or ideal values, which eventually manifest itself as a forming of a strong sense of brotherhood. Internally this identity causes the presence of a sense of comfort and security, and externally creates a boundary between a community of nationality and other communities. Those who disagree with this collective identity are often seen as insufficiently committed to defending the existence of nationality, so that it is worth being removed or fought.

Second, a sense of nationality often means an obsession and shared ideals to build collective goodness and pride. The existence of an obsession creates a definition of what is the goal of the nation? Then what to do to achieve that obsession? Who should be together to realize? And to whom is the effort devoted? In its concrete form this "obsession" manifests itself in a collective consciousness guided by state ideology and constitution. Meanwhile, in the matter of building a collective pride the sense of nationalism means an awareness to prioritize the interests and proclaim the superiority of

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the nation, including the excellence of all the works of the nation's creation.

Third, the existence of a sense of nationalism is generally associated with the understanding and appreciation of the symbols of state and political authority in it. At this level, a sense of nationality is present in its symbolic form. Appreciation of flags, national anthems, geographical location, to the knowledge of political leaders and figures and country heroes is included.

For some, the relevance level of the three indicators is not enough and contains a lot of controversy and overly simplifying the problem. However, all three are often present when the sense of nationality is discussed or debated. The ideological attributes, sentiments or feelings and symbols of nationality, are thus clearly unavoidable when measuring the nation's national existence.

2.3 The spirit of nationality of border people

The spirit of nationalism in general can be interpreted as a feeling that someone has to love the nation and country. This spirit is seen in the feelings of society and nation towards the condition of the Indonesian nation in its journey to realize the ideals of independence, a just and prosperous society, based on Pancasila and the 1945 Constitution. The spirit of nationalism is the main adhesive of unity and community unity in the NKRI. The insight of nationality from the point of view of the implementation of moral ethics can build a national commitment (Yulianto, 2012). This is needed in the spirit of nationality, especially in the younger generation. With a strong national foundation will be built through the spirit of unity as a multicultural nation in the global community. Pancasila must be understood as the way of life of the nation. This will always underlie that the ideology of nationalism must always be based on the ideology of Pancasila.

For the border community, knowledge of the spirit of nationality and noble values must always receive good, serious and high attention. As the nation's gateway and mirror the value of life of the Indonesian nation. The waning sense of nationality and national unity today is strongly influenced by the strengthening of regional sentiment, and the spirit of primordialism. Disappointment attitude of some community groups will be social contract in the form of state life containing values such as justice, humanity, and deliberation only to the level of conceptual.

2.4 Meaning of the Border in the Context of Nationality

The formation of a frontier is essentially more the result of legal-political and social work to form so-called social categories, rather than as an attempt to establish a cultural or primordial interest. From that point of view, the borders of the state present more as a legal-political agreement to form a new and imaginary community that tends to ultimately be free of cultural limitations. As a consequence the existence of borders often collides with primordial boundaries. Evidently, for example, today more and more countries are cross-ethnic and more and more borders cross and divide communities that are a same primordially or mythologically.

Regardless of mutually reinforcing or debilitating relationships, the question of nationalism or the sense of nationalism is essentially a matter of forming a border. Concludes the relationship between borders and nationalism, where he says that nationalism is both a process of border maintenance and creation. (Daniel, in Andriana Nina: 2015).

In the context of the Indonesia-Timor-Leste border, several studies show that the boundaries formed can not be separated from the historical aspect established between the indigenous and the foreign-dominated ruling elites and the territorial safeguarding interests, which are primarily concerned with the ownership of natural resources. The rivalry between the colonial states in securing its colonies became a historical episode that helped determine the creation of a demarcation line separating the two nations. In its development, each country seeks to further strengthen the meaning of the border as a consequence of the existence of a nation-state that has a different set of interests.

2.5 Development of the spirit of Indonesian Nationality

Many ways have been done by the government in the framework of fostering the nationality of border communities. In general, there are three ways that are done to strengthen the sense of nationalism and the spirit of Indonesian nationhood in avoiding the disintegration of the nation, so as to realize the unity of the nation. First, socialization and education of national spirit continuously and sustainably. Secondly, increasing and equitable economic development. Third, eliminating the sense of discrimination against minority groups (Syarwi: 2011).

Socialization can be done by providing information about the struggle for independence, the history of national figures, the honor of national symbols. Means that can be used are, family, schools, mass media, government agencies, and community organizations. Particularly coaching through school with Civics subject (Citizenship Education). Civic Education is a subject that is designed to prepare young citizens to be able to play an active role in society, later as adults (Budimasyah and Winataputra: 2012).

CHAPTER III

Research Methods

The method used in this research is descriptive method based on emerging problems, with communication with informant, and study of supporting libraries. The process of analyzing data simultaneously includes clarification, interpretation, and data analysis descriptively.

CHAPTER IV

Discussion

4.1 Issues of Border Society

The border area is a territory that borders on land, sea and air with a territory of another State (Hadiwijoyo, in Mardawani: 2015). Various problems can be found in border areas, such as changes in territorial boundaries, smuggling of goods and people, illegal logging, human trafficking, all of which become transnational crimes between the two sides (Syaifullah, 2008).

The condition of Indonesia's border region looks like a delay in other economic and social progress. The surrounding community has not been touched by the adequate dynamics of national development. In an effort to meet the basic needs of society, between the people of Timor Leste and Indonesia is still supported by several commodities from the community around Atambua.

There are three issues that exist in the border area community. First, the local dimension gap, including the income gap. Second, the problem of national dimension,

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among others, concerns the supporting infrastructure. Third, the problem of international dimension, such as the boundary, the treatment of labor of both parties, the security of border areas, and many others.

4.2 Challenges and Responses of Indonesian Border Territory - East Timor Leste

From interviews conducted with 15 students from Dwijendra University from the Indonesia-Timor-Leste border area and the study of several sources of reading that support, stated some challenges of border community between the two countries. First, economic factors, concerning lagging and equity of economic prosperity. This provides an influence on national commitment. Second, the means of transportation that connects the distance between rural and urban areas that are used to support the economic activities of the community. Third, historical equality, origin and culture of community kinship. Fourth, improving the quality and quantity of infrastructure development of border community infrastructures. All these challenges provide a passion, motivation for most students to build a better life in the future, improve self-quality, improve competitiveness in the field of economy, education, culture, quality of human resources better.

All respondents in this study stated that national integration is a force that is maintained by its integrity. "NKRI price die". They have a strong spirit to be able to develop their lives for the better, changing the paradigm of border society. They are very supportive of the current government movement, under the control of President Jokowi to undertake the development of the village, the progress of the countryside, to build Indonesia from the gate or the outer areas, the infrastructure development that connects Indonesia in a unified line under the framework of NKRI, Pancasila, the 1945 Constitution, And Bhinneka Tunggal Ika.

Although there are some disappointments that they still feel as citizens of the nation who have not received equal treatment with other nation's fellow children. They expect the maximum treatment and effort of the government to improve the welfare of border communities, decent pricing of food commodities and agricultural products, the development of health facilities, decent and useful education in helping to improve the quality of life of border communities.

CHAPTER V Closing

5.1 Conclusion

In general, students from the Indonesian-Timor-Leste border region are still very good and show a good nationality spirit. While there are some challenges that they and other communities need to face, it does not diminish the value of their national spirit. All challenges will provide motivation for all of them in improving the quality and quantity of resources owned by nature and its people. It needs better government attention in solving this problem. Learn from the experience of East Timor's separation that has resulted in the new State as a new neighbor of East Timor, which although historically and culturally can not be released from Indonesia, the Atambua people in particular.

5.2 Suggestions

All parties have the same duty as nationals and children of the nation in maintaining the sovereignty of NKRI. No matter how small it is in Indonesia is our duty to maintain and maintain it. Continue to think of the concept of being a good citizen, who sincerely works in accordance with our dharma or obligations to the State in accordance with our present conditions and position. MERDEKA…

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IMPLEMENTATION OF SOSIODRAMA METHOD WITH MIND MAP DRAWING AT STUDENT'S KINDERGARTEN WIDYA KUMARA SELANBAWAK TO INCREASE ACTIVITY AND UNDERSTANDING THE NUMBERIC CONCEPT

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Abstract

This research is motivated by a desire to increase the activity and understanding of the children about the concept of symbol number in kindergarten through the implementation of sociodrama method with mind map drawing. This type of research is classroom action research consisting of four stages: 1) planning stage, 2) implementation stage, 3) observation and evaluation stage, and 4) reflection stage. The population in this research is children of Kindergarten Widya Kumara that exist in Selanbawak Village, districts Marga, Tabanan, Bali. The sample of the study was determined by total sampling where all the children of kindergarten Widya Kumara were sampled. While the data collected by using questionnaires, interviews and observations and then analyzed by using Delphi method with fluctuations tendency The results showed that: (1) On the initial reflection of student learning completeness categorized students are able to complete the task without the help of teachers described reaches 9,30%. In the first cycle students' learning mastery level has increased from 9.30% to 62.79% and student learning completeness increase to 95.35% in cycle II. (2) Students' understanding or understanding about the concept of connecting / pairing the number symbol with object (K.10) through the application of Sosiodrama method with Mind Map Drawing can be increased from 62,79% in cycle I to 95,35% in cycle II. This means that the selection of methods or learning strategies by teachers in learning activities has a very important role. Because the learning method can be aligned with the learning strategy as a tool to achieve learning objectives. (3) The effectiveness of sociodrama method with mind map drawing in improving student activity in learning activity reach 95,35% until 100% at end of cycle II compared to cycle I only reach 0,21% until 41,86%. The key to success in this method is the presence of the mind map of drawing in the learning activities.

Keywords: sociodrama method, mind map drawing, activity, concept symbol number, kindergarten children

I. Introduction

Pre-school age is a very important and valuable phase, which is the period of formation in the period of human life. Childhood is often seen as a golden age for education. Childhood is a very fundamental phase for the development of individuals, because this phase of opportunity for a very large formation and development of a person.

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Implementing teaching and learning activities with the aim to improve the cognitive abilities of children is not an easy thing. Many found that children are still reluctant to learn. Effective, fun, interesting, and meaningful learning process for children is influenced by various elements, among others: 1) teachers who fully understand the nature, nature, characteristics. 2) Learning methods that are centered on activities, adequate learning facilities are also fun. 3) An exciting and fun child-making tool, the availability of learning resources that encourage children to learn.

Mathematics education for Kindergarten is manifested in the form of learning to connect and or pair symbols of numbers with certain objects or images, which belong to the Basic Capabilities Development in the cognitive domain. Cognitive development aims to develop children's thinking skills in order to cultivate their learning achievement, to find a variety of problem-solving alternatives, to help children to develop their mathematical logic skills and knowledge of space and time, and have the ability to sort through, classify and prepare for capacity development Think carefully (MoNE, 2006: 3-4). Furthermore it is said: "The ability to think appropriately and efficiently to solve problems" (Rooijakkers, 2003: 111).

However, student learning activities have not shown optimal results. There are a number of weaknesses that can be found in the learning process, among others: (1) students are less interested and motivated to learn, students only imitate the willingness of teachers, (2) teaching teachers are fixated on conventional ways that emphasize the behavioristic approach, Students appear less active and creative, and (4). Less learning process utilizes media and learning tools.

Given these conditions, innovative steps are needed to obtain optimal learning outcomes. One of them is by implementing Sosiodrama learning method by using Mind Map Drawing, as one of learning strategy to pair / connect symbol of number with object or picture (K.10). Sosiodrama method (role play) using Mind Map Drawing is a method that has characteristics in accordance with the learning approach Contextual Teaching and Learning (CTL). The application of Sosiodrama (role playing) method using Mind Map Drawing can give the students experience to be able to recognize various simple concepts in real life, such as: (1) to recognize the surrounding objects according to the shape, type and size, (2) (3) recognize numbers, (4) recognize geometric shapes, (5) solve simple problems, (6) recognize sizes, (7) recognize time concepts, (8) recognize simple mathematical concepts, (9)) To train inter-group cooperation in order to improve the sociality of children.

This research focuses on improving the academic and social-cognitive environment of students in Kindergarten Widya Kumara Selanbawak through the application of sosiodrama method (role play) by using mind map drawing, especially in learning to connect / pair the number symbol with objects (K.10). Implementation of sociodrama method with mind map drawing is allegedly able to improve students' understanding and skills in connecting / pairing numbers as one of the mathematics competencies in the kindergarten level. The problem focus in this study is patterned in a series of planned, structured, and measurable actions within the framework of classroom action research.

The research objectives to be achieved, among others. 1) To find out how much increase the students understanding about the concept of pairing / connecting the symbol of numbers with objects (K.10) through sosiodrama method with mind map drawing on Kindergarten Widya Kumara Selanbawak students. 2) To find out how far the increase of learning activity of Kindergarten Widya Kumara Selanbawak students through sosiodrama method with mind map drawing on learning to pair / connect the symbol of number with object (K.10).

In the application of the teacher sociodrama method first should be able to divide the students into groups of effective play between 4 to 5 people. Groups of children will choose their respective roles in accordance with the theme that is carried in the role play and themes tailored to the learning of connecting / pairing the symbol of numbers with objects. To ensure that teaching with sosiodrma method takes place in accordance with the learning objectives, then the teacher should memahmi correctly guide the use of sociodrama method. "With this method (sociodrma) the child is asked to play a certain role in a role play. For example, play jula buy vegetables, play help children fall, play love the family and others "(Mone, 2006: 31). Syaiful Bahri Djamarah, Aswan Zain (2002: 100) outlines the guidelines for the use of the sociodrama method as follows: (a) establish social issues that interest students to discuss, (b) tell students about the content of the problems in the context of the story (C) assign students who can or are willing to play their part in front of the class, (d) explain to the listener about their role at the time of the sociodrama, (e) allow the perpetrators to negotiate a few minutes before they play their part, End the sociodrama at the time the conversation reaches the tension, (g) end the sociodrma with class discussion to jointly solve the problems of the sociodrama, and (h) do not forget to judge the results of the sociodrama as a further consideration.

Not far from the opinion of Syaiful Bahri Djamarah, Susilo (2007: 38), also describes the use of sociodrama method into seven steps as follows: The concept of role play is designed with seven stages of role play which guides the presentation of learning programs are: (1) To the students, to be interested in the problem posed by the teacher. The role play will be successful if the students are interested and pay attention to the problem that the teacher asks, (2) choose the role, at this time the students together with the teacher to describe the character of the characters, then the students are given the opportunity volunteer to be cast, (3) , Each group compiles scenarios of scenes that will be played in the form of mind map drawing or scene lines, (4) observation activities, observer involvement can make the learning process more alive, especially in discussing the role that has been played, (5) Students play a role with guided scenario scenes in the form of mind map drawing. Assignment time should not be too long for about 15 minutes. Should the roles be terminated in the event of a conflict to provoke the problem to arise for discussion, (6) discussion and evaluation, the teacher directs the students' discussion to achieve basic competence, and the evaluation is intended to analyze the results of the assignment so that the alternatives arise, and (7) draw conclusions , By playing roles students can practice applying the principles of democracy, respect the opinions of others, draw conclusions.

Through the implementation of the sociodrama method the active role of students in the teaching can be motivated so as to make it easier to achieve the planned competencies. The sociodrama method has certain advantages compared to other methods. As expressed by Syaiful Bahri Djamarah, Aswan Zain (2002: 101) as follows: "(1) students train themselves to train, understand and remember the contents of materials to be rakramakan, thus the memory of students must be sharp and durable, (2) (4) atarpemain cooperation can be cultivated, (5) acquire the habit of sharing responsibility with others, and (6) the spoken language of the student can be Nurtured ".

The application of Sosiodrama method with Mind Map Drawing is interpreted with the task given by the teacher to the students to make a summary of the role scenario according to the theme raised in the learning. "Students should also make a kind of concise note in the form of mind map drawing in order to master all the discussion material with theme" (Susilo, 2007: 39). In this case the effort to make a concise note describing the students' understanding of the role to be played with the discussion material or course material must be adjusted to the psychological condition of the student especially for the Kindergarten students. "Kindergarten children have typical physical and psychological developmental characteristics. Therefore, teachers should be able to develop learning in accordance with the characteristics of children "(Depdiknas, 2006: 23). Furthermore, Mayke (1995, Depdiknas, 2006: 3) explains that: "Learning by playing gives children the opportunity to manipulate, repeat themselves, discover themselves about various things, explore, practice, and get various concepts and understandings about various things".

In the context of learning activities for students can do learning activities connect / pair the symbol of numbers with objects, students should have understood and mentioned well and correctly about the symbol of numbers. To understand correctly the symbol of the number of students playing in three stages of the introduction of numbers as disclosed Anggani Sudono (2000: 22) is the introduction of the concept of numbers, the transition from concept to symbol of numbers, and stage three is the stage really understand, knowing able to mention the number From any number of objects or images or without images and objects. In learning activities connecting / pairing the number symbol with the object of the student can do it through role playing with mind map drawing in the effort to master, understand the number. "If the child still uses the finger (in the mention of the number) it means the child is not yet fully in the symbolic number stage (Piaget, 1978, in Anggani Sudono, 2000: 27). Often Kindergarten students are less interested in learning if not accompanied by games, if this happens students can not comprehend the learning materials to the fullest. Therefore in learning activities connect / pair the number symbol with objects of students can do it through role playing with mind map drawing in an effort to master, understand the numbers.

In the implementation of teaching through role play with mind map drawing students are actively invited to create a role scenario to be played along with preparing materials and learning media in concrete with objects or images. Baratta-Lorton (in Anggani Sudono, 2000: 23) "creates a game tool with a variety of ingredients that are easily found in the surroundings of children. The gameplay comes from understanding that children learn through play and as a teaching strategy. " The way as expressed by Baratta-Lorton is mentioned as learning based on kekonkritan. "Through interaction with real objects and concrete experiences, learning needs to use various media and learning resources to make the child's learning more meaningful, for example, using animal images to study animals…." (MoNE, 2006: 28). Playing roles with mind map drawing in teaching connecting / pairing symbols of numbers with objects (K.10) can be illustrated by playing "Take Train". Among the students may choose the role of machinist, ticket attendant, and act as a passenger by bringing a ticket from a sheet of paper containing the numbers 1, 2, 3, 4, and number 5. Passengers will show tickets to the ticket guard and may occupy the seat of the picture Or contains objects in accordance with the number of numbers listed on the ticket. Thus the student can play the role in accordance with the predefined scenario until the game can be terminated and the assessment of the student's game is done through observation with the check lis. By way of playing as desired student learning activities become more interesting.

II. Research methods

The approach used in this research is qualitative approach with descriptive-qualitative data. The form of this research is classroom action research which aim to improve and improve the quality of professional learning process in class (Susilo, 2007: 17).

This research is done in Kindergarten Widya Kumara Selanbawak with Population and sample as many as 43 people, consisting of male students as many as 20 people and female students as many as 23 people. The data collected about students' ability in connecting / pairing the symbol of numbers with objects, the activity of students in the learning process through role play with Mind Map Drawing. Data collection method in this research is using test and observation method.

The data obtained will be analyzed descriptively by calculating the percentage of success. Student's learning completeness is considered as a whole unity of all aspects of KBM include: (1) counting sequences of numbers from 1 to 5 (K.7), (2) spelled out by pointing objects (recognizing the concept of numbers with objects to 5 (K.8), (3) denotes the order of the objects for the numbers up to 5 (K.9), and at the second encounter with the material (4) connecting the symbol number with objects up to 5 (the child is not told to write) .10) Students who are deemed to have achieved complete learning when the student has been able or successfully perform the task of connecting / pairing the symbol of the number with the object (K.10) and to him entitled to be given a four-star sign (****) or the value of A.

Exhaustiveness of classical learning can be formulated as follows:

$$\text{SKBM} = \frac{\Sigma \text{ students who got four stars (A)}}{\text{Number of students in groups}} \times 100\%$$

Description: SKBM = minimum learning mastery standard

III. Finding and Discussion

Through the Sosiodrama Method with Mind Map Drawing in the learning activities of connecting / pairing the number symbol with the object (K.10) can help improve the completeness of students learning TK Widya Kumara Selanbawak. Can be shown from the evaluation conducted on each cycle. On the initial reflection of students' learning completeness categorized students are able to complete the task without the help of teachers described reaching 9.30%. In the first cycle students' learning mastery level has increased from 9.30% to 62.79% and student learning completeness increase to 95.35% in cycle II.

Mastery or understanding of students about the concept of connecting / pairing the number symbols with objects (K.10) through the application of Sosiodrama method with Mind Map Drawing can be increased from 62.79% in the first cycle to 95.35% in cycle II. This means that the selection of methods or learning strategies by teachers in learning activities has a very important role. Because the learning method can be aligned with the learning strategy as a tool to achieve learning objectives. "Method is one of the means to reach the goal. By utilizing methods accurately, teachers will be able to achieve teaching objectives "(Syaiful Bahri Djamarah, Aswan Zain, 2002: 85). Therefore, to make the learning method as a means of achieving the goal, then choose the method should be tailored to the goals or competencies to be targeted.

Selection of Sosiodrama method with Mind Map Drawing in learning to connect / pair the number symbol with objects can be said as one of innovative efforts in improving learning condition. This fact has been proven by the increase in student learning outcomes in this TOD seen from the results achieved on initial reflection and cycle I compared with cycle II. In this context the use of sociodrama method with Mind Map Drawing shows the value of strategy and good effectiveness because the improvement of student learning outcomes is very significant.

The sociodrama method with Mind Map Drawing provides an opportunity for students to be actively and creative to develop their knowledge and skills as well as how students can develop their social attitudes among students and teachers. The learning process conducted through Sosiodrama Method with Mind Map Drawing can improve the conducive learning atmosphere (academic atmosphier) which is characterized by KBM that is fun, exciting and interactive and challenges the students to complete their task independently.

The effectiveness of sociodrama method with mind map drawing in improving student activity in learning activity reach 95,35% until 100% at end of cycle II compared to cycle I only reach 0,21% until 41,86%. The key to success in this method is the presence of the mind map of drawing in the learning activities. The result will be different if in learning activity K.10 only use sosiodrama method without mind map drawing. "Sosiodrama is a scripless play (script) and without practice first, so it is done spontaneously" (Syaiful Bahri Djamarah, Aswan Zain, 2002: 115). With mind map drawing students are actively involved in composing the outline of the scene. "Mind map drawing as a summary of role scenarios" (Susilo, 2007: 38). With the mind map of drawing students in understanding the concept will experience a very meaningful iteration in improving the understanding of the concept. The learning loop will help the students to keep the impression regularly and continuously so that the impression is stored strongly and not easily forgotten.

Learning that takes place without involving students in determining the material and competence to be targeted results will be less satisfactory. The sociodrama method with mind map drawing provides an opportunity for each student to be actively involved in the learning process. "Ideally, students should get information, what facts and concepts are needed, and what strategies or procedures are essential for success" (Linda Cambell, Cs, 2006: 215). The sociodrama method with mind map drawing is applied not spontaneously but planning, regular and student participation becomes the benchmark of success. Students automatically choose the role and determine the learning process, so that students will independently decide the decision, and this is the procedure that gives the opportunity to achieve success. Support to the success of the sociodrama method with mind map drawing can be illustrated from the results of research. Paul Mclean at the National Institute of Mental Health (in Linda Cambell, Cs, 2006: 216), states that: "Positive emotions such as love and humor can facilitate processes of higher order thinking of the neocortex (sense and control movement), Whereas negative emotions such as tension, fear, anger, or disbelief impede learning and higher order thinking. Teachers can assist students in the attainment of consciousness and the discovery of positive ways to express their emotions".

The success of the sociodrama method with mind map drawing in this PTK because it contains the principles as expressed in the following statement: (1) the principle of meaningfulness, students are motivated to learn things that are meaningful, (2) prerequisites, learn something new if having prerequisite experience, (3) model, prefer to learn new behaviors when presented with observable behavioral models and Imitated, (4) open communication, students prefer to learn when the presentation is arranged so that the teacher's message is open to students' opinions, (5) attractiveness, when the attention of the students is attracted by the pleasant presentation, (6) active in the exercise, If it can play an active role in practice / practice, (7) divided exercises, students love to learn when exercises are done in a short time, (8) intructional pressure, students love to learn when the pressure / obligation in teaching starts from strong but Weakening, and (9) pleasant circumstances, students prefer to continue learning when learning conditions are pleasing to them (Oemar hamalik, 2005: 67-68).

As previously revealed that the activity of students in learning activities through Sosiodrama Method with Mind Map Drawing is very big influence in the achievement of learning mastery. Because with the passion, fun, involvement and challenge felt by students in choosing and expressing role well and seriously grow the psychological atmosphere of students where students learn without feeling pressure or burden, full of intimacy and joy and can stimulate student creativity. Such learning atmosphere is necessary in the mastery of the cognitive domain.

IV. Conclusion.

In pengimplemntasian Sosiodrama Method with Mind Map Drawing can be recommended some things as follows: 1) In this research activity, researchers feel the results are very supportive for the achievement of learning objectives both for improving teacher competence in implementing learning, also the benefits for students to increase mastery or the level of mastery Learn faster. 2) Sosiodrama method with Mind Map Drawing is not only a method for connecting / pairing symbols of numbers with objects (K.10), but can also be applied in other learning activities with a more enjoyable and stimulating learning atmosphere. 3) Teacher commitment is required in applying Sosiodrama learning method with Mind Map Drawing, either in arranging activity in every cycle or preparing facilities and infrastructure in doing with this method.

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PSYCHOLOGICAL EDUCATION FOR EDUCATIONAL CHILDREN EDUCATION

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Education is something that is capable of giving people the ability of knowledge / knowledge. Knowledge will make man able to survive in his life (the struggle of life) and able to follow the development of world life. Human life education also arises because humans have the ability to think that should be sharpened and developed. In the Hindu concept we are often familiar with the concept of "Tri Pramana", the concept that there are three forces possessed by a child in his life. That power is the word which means sound, bayu meaning power / power, and idep which means mind. Early childhood education here is more emphasis on child psychomotor education, character education and human moral cultivation and attitude of life. This very early age education is developed in connection with the generation of better and better prepared for life educational. Educational psychology as a branch of psychology has an important contribution to the process of early childhood education. It is undeniable that psychology has long been used in educational psychology as a foundation in the development of educational theories and practice and has contributed greatly to education, including curriculum development, systems and assessment systems.

Keywords: Educational Psychology, Early Childhood Education

PART I
PRELIMINARY

1.1 Background

Education is one of the human effort in order to improve their quality of life. With human education seeks troubleshooter in life. Education is able to give humans the ability of science / knowledge. Knowledge will make humans able to survive in his life (the struggle of life) and is able to follow the development of the life of the world. Educational lived humans also arose because humans have upon ability to think that must be honed and developed. In the Hindu concept we are often familiar with the concept of "Tri Pramana", the concept that there are three forces that are owned by a man in her life. That power is the Word which means the sound, Bayu meaning strength / power, and eyelash which means the mind. The thinking skills that distinguishes man from other creatures, and with their ability to think tersebutlah man must continue to learn in life (long life education). This man does through the educational process.

Many opinions were growing states that the educational process to humans has been done at the time of the human being in the womb (pre-natal). This is experienced by all men in her life. After that humans also experienced in early childhood education. The period of early childhood education here is more emphasis on child psychomotor education, character education and moral cultivation of human and attitude to life. This adult education very early age developed related to the formation of generations better and better prepared for life.

Educational psychology as a branch of psychology, an important contribution to the process of early childhood education. There was no denying that she had long been used in educational psychology as a cornerstone in the development of the theory and practice of education and has contributed greatly to education, including the development of curriculum, learning systems and assessment systems.

1.2 Problem Formulation

In the manufacture of paper entitled "The Role of Educational Psychology In Early Childhood Education", the author tries to examine some of the formulation of the problems discussed are as follows:

1.2.1 What is the psychology of education?

1.2.2 What is early childhood education?

1.2.3 How is the role of psychology education in early childhood education?

1.3. Writing purpose

This paper was made it is to examine how the role of educational psychology at early childhood education.

CHAPTER II
DISCUSSION

2.1 Educational Psychology

Psychology (from Ancient Greek: psyche = soul and logos = word) in the sense of free psychology is the study of the soul / mental. Psychology does not study the soul / mental it directly because it is abstract, but the psychological limit on the manifestation and expression of the soul / are in the form of mental and behavioral processes or activities. Psychology can be defined as the science that studies the behavior and mental processes.

Psychology is the science that is relatively young (around the end of the 1800s.) However, people throughout history have noticed psychological problems. Like the Greek philosophers, especially Plato and Aristotle. Afterwards St. Augustine (354-430) is considered a major figure in modern psychology because of its attention on introspection and curiosity about psychological phenomenon. Descartes (1596-1650) proposed the theory that animals are machines that can be learned as the other machines. It also introduces the concept of reflex work. Many other famous philosophers in the seventeenth century and eighteen

Leibnits, Hobbes, Locke, Kant, and Hume, to contribute in the field of psychology. At that time psychology was shaped discourse has not become a science. Application area of psychology is the study of areas where psychology can be applied. However, people not accustomed Indonesia with specialization makes application area is ambiguous. For instance, an educational psychologist may be working on HRD of a company, or vice versa. This is causing unprofessional in the world of work and education (No right man on the right place). The following application areas of psychology that exists, as follows:

1. Educational psychology is the development of developmental psychology and social psychology, so that most of the theories in developmental psychology and social psychology used in educational psychology. Educational psychology studying how humans learn in educational settings, the effectiveness of a teaching, teaching, school organization and management.

2. Educational Psychology

Psychology of school trying to create a situation conducive for students to develop academic skills, socialization, and emotions.

3. Industrial and Organizational Psychology

Industrial psychology focuses on menggembangan, evaluate and predict the performance of a work that is done by the individual, organizational psychology while studying how an organization to influence and interact with members.

4. Psychology engineering

Application of Psychology related to the interaction between humans and machines to minimize human error when dealing with engine (human error).

5. Clinical Psychology

Is the field of study of psychology and also the application of psychology in understanding, preventing and restoring the psychological state of the individual to the effectiveness of a teaching, teaching, school organization and management.

According to the Act. No. 20 of 2003 stated that, "Education is a conscious and deliberate effort to realize the development process so that learners are actively developing the potential for him to have the spiritual power of religion, self-control, personality, intelligence, character and skills needed him, society, nation and country". In connection with the functions and objectives of the national education, the educators have an important role in improving the educational success. So there must be a harmonious relationship and build on all the stakeholders of education, the school / teachers, community and government. Thus the ideals of national education will be realized.

In this case, educational psychology is a branch of psychology that studies how humans learn in educational settings, the effectiveness of a teaching, how to teach, and the management of school organization in order to achieve the goals of national education in accordance with national standards that held the educational process interactive, inspiring, fun , challenging, motivating the students to actively participate and provide enough space for innovation, creativity, and independence in accordance with their talents, interests and physical and psychological development of learners.

2.2. Early childhood education programs

At this moment there was a tendency of children to school as early as possible, especially in large cities. Even before the age of 2 years is acceptable in a school. This happens because many mothers who work outside the home, so that children do not receive optimal care or stimulation. If the family does not have a chance parenting at home, then it could do so as a child guidance later not shy but intelligent, confident, and easy to adjust. So familiarize children to meet and play with other children the same age, as well as give the opportunity he went with another adult who can be trusted in addition to their own parents. Generally a good age for children start kindergarten at the age of 4-5 years. While waiting for this age it is better able to optimize the development of the child at home. The proliferation of educational institutions for children early age raises many effects, both positive and negative. This statement is less appropriate where an early age children forced to participate in the educational process outside the family. Moreover, the lack of understanding by many institutions of early childhood education providers to the psychology of child development that affect the learning method applied.

Lack of understanding of the learning method may be caused confusion among educators. In their teaching-oriented only factor thought. Whereas in educating early childhood, emotional factors also becomes equally important. The success of learning is strongly influenced by that factor. In an atmosphere of happy emotions, they become easier to capture the intent submitted. Therefore the applied learning method of learning while playing. In early childhood, children are not required to read, write and count (calistung). But often in the selection entered elementary school, students are required to master calistung. The ability of children in calistung be mandatory elementary teachers.

It is concluded that early childhood education is organized educational process for children under five to form the mental, moral, and personality, and behavior. It would be nice ECD can be held in the home environment with family, so taking into account the development of learners in a comprehensive manner, although very important also for the child's social skills with peers.

2.3. Role of Educational Psychology in Early Childhood Education

Study of educational psychology has spawned various theories that underlie learning system. We recognize the existence of a number of theories of learning, such as: the theory of classical conditioning, connectionism, operant conditioning, gestalt, power theory, cognitive theory and theories of learning. Despite the controversy that accompanied the weaknesses of each of the theory, in reality these theories have a significant contribution in the learning process.

In addition, studies in educational psychology has also spawned a number of principles that underlie learning activities namely:

1. To be a truly learned, then it must have a purpose in learning activities.
2. Objectives must relate to their needs and not because it imposed by others. In the sense that learning to solve problems of human life and not show up for their emphasis on the other side.
3. There is a balance between efforts to achieve the goal, in the sense that learning has to be solved phases difficulty in achieving a goal.
4. Learning to produce a change of behavior / behavior of someone who learns.
5. In addition to the basic objectives to be achieved, the results obtained are also odd.
6. Learn more successful with the acts or conduct.
7. A person learns as a whole, not just the intellectual aspects but also includes aspects of emotional, social, ethical, and so on.
8. Someone needs help and guidance from others.
9. To learn the necessary insight. What is learned must be completely understood. Learning is not just memorize facts verbalistis freelance basis.
10. In addition to pursuing the purpose of learning the truth, one is often the pursuit of other goals.
11. Learning begins with the willingness or desire to want to know.
12. Deuteronomy or tests performed in the process of understanding must be preceded by a process of understanding.

In educational psychology study also discussed the coverage of children's learning phase. The phase characteristics of these children are as follows:

1. Requires a study that is both physical ability
2. Develop a healthy self life as well as others
3. Learn to get along with the environment based on norms
4. Learning to be able to be themselves and generate self-expression.
5. Learn to be able to develop the concept of everyday life.

Educational psychology have a very important role in the organization of early childhood education, be it at home or in the neighborhood management bodies early childhood. With educational psychology, we can plan and take appropriate measures in the education of children of early age. We can also determine the materials, methods, approaches, curriculum and assessment system that is appropriate for learners.

CHAPTER III

COVER

3.1. Knot

Educational psychology is the branch of psychology that studies how humans learn in order to achieve the goals of national education in accordance with national standards that held the educational process interactive, inspiring, fun, challenging, motivating the students to actively participate and provide enough space for the initiative, creativity, and independence in accordance with their talents, interests and physical and psychological development of learners.

Early childhood education is the process of education held for toddlers to form the mental, moral, and personality, and behavior that it is better organized in the home environment with family, so taking into account the development of learners in a comprehensive manner, although very important also for children for social skills with peers. Psychology of education has a fundamental role in education, especially for young children, because the psychology of education, we can plan and take appropriate measures in the education of children of early age.

3.2. Suggestion

Education is an important investment in human life and development. Hence the need for an implementation and setting a good education by all components of education. Thus it will be able to realize the ideals of national education. With human education can

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bring their lives for the better. So it is good when education has done well in pre Christmas until the end of human life itself.

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MENTALHEALTHHUMANRESOURCESFORTEACHERS
(Implications for Conducting training and education/training)

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Abstract

Mental health needs to be addressed for everyone, especially the teachers as educators and as an organizer of education related to education and training / training for teachers in developing mental health for themselves and the organizers and participants of the training.

From the background of the above issues raised in this article are: 1) How is the basic concept of mental health?, 2) What are the characteristics of people mentally healthy and unhealthy? 3) What are the types of mental illness, 4) How is the health implications mental teachers in an effort to provide education and training?

From the descriptions above that have been described can be deduced: 1) Mental health is avoiding someone from symptoms of the disorder or mental illness, the realization of harmony earnest between the functions of the soul as well as having the ability to deal with the problems of ordinary happened and feel positively happiness and the ability of himself and his environment, based on the willingness and piety, and aims to achieve a meaningful and happy life in the world and in the hereafter .2) the characteristics of mentally healthy person fully confront their capabilities 3) type of mental illness mentioned as abnormal behavior, pain mental (mental illness), mental illness (insanity, Lunacy, madness) 4) the implications of mental health of teachers for education that is designing the vision, mission and goals simultaneously, empowering programs of personal development, guidance, consultation and the like, pendekatn moral and character are integrated in the whole learning process consistently to ensure mental health.

Keywords: Mental Health

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CHAPTER I
Preliminary

I. Background

Every human being has the style and characteristics of each in social life. Not everyone has all the criteria to be called a person who has a mental healthy because everyone has certain properties that are characterized as mentally unfit. The authors feel that the mental health of a concern for everyone, especially the teachers dealing with education and training providers of education and training in developing mental health itself nor the organizers and participants of training.

Mental health is not a new problem because it is a basic human need. Mental health has long been a concern of mankind. Long before the academics tried to investigate and deal with mental health problems, the general public has been making efforts in line with the ability to handle them.

Physical health and mental health is equally important to note. The absence of serious attention on mental health care in the community makes its own obstacles for overall health. Just because of the circumstances, in many ways more advanced physical health than mental health.

Given the importance of mental health issues, many areas of science, especially the study of human behavior issues. Various fields of science that gives a separate portion for the study of mental health among the world of medicine, education, psychology, religious studies, and social welfare. Unconscious mental health has contributed to the development and application of science are studied. This is because human beings can not be released from the mental health aspect.

Modern society that tend to promote individualism, materialism, hedonism, comersialism, and competitive increasingly lead people experience tension and stress. The rapid urbanization, development, and industrialization has also led society became more complex, prone to frustration and conflict. The crisis of cultural and ideological crisis caused human behavior undergone many irregularities. Inner tension will lead to hostility, aggressiveness increases and temperamental, low self-esteem, fear, emotional disturbances, and mental illness.

According Daradjat (2001: 9) one's mental health is influenced by two factors, internal factors and external factors included internal factors, among others: personality, physical condition, development and maturation, psychological conditions, religiosity, attitudes to face life's problems, the meaningfulness of life, and the balance in thinking. As for the external factors include among others: economic, cultural, and environmental conditions, good family environment, society, education and the environment.

Social change and transition in turmoil because of a moral crisis in many places is no exception penetrated in the world of education and the world of work in Indonesia for example the case-not intend to equalize, the emergence of the phenomenon of mental condition sick students manifested hostility, in the form of behavior annoying parents, teachers and the wider community. Students were very aggressive in school often challenge his friends to wrestle, destroying school, do brawl, rape, and other negative actions. School as one of the educational institutions that they trusted people, certainly should not remain silent to programmatically and sustainable maximize basic tasks, functions and role in realizing learners who really healthy mental and undergo preventive and curative to prevent the onset of mental disorders students, as well as other samples the widespread corruption by the Civil Servants, the lack of harmony in working relationships within a local work unit is also manifested hostility, mutual dropped, even ignoring the ethical and moral, that it is their disturbances in mental health.

Departing from that's background this paper will discuss mental health include: basic concepts, characteristics of people are mentally healthy and unhealthy, all kinds of mental illness, and implications of mental health for the provision of education, including programs on education and training of government personnel.

II. Formulation of the problem

Formulation of the problem in this paper as follows.

1. What is the basic concept of mental health?
2. What are the characteristics of people are mentally healthy and unhealthy?

3. What are the types of mental illness?

4. How is the mental health implications of the teachers in the implementation of Education and Training efforts?

CHAPTER II

Discussion

I. The basic concept of Mental Health and Mental Health

Etymologically, the word comes from the Mental Hygiene mental and hygiene. The word "mental" is derived from the Latin word "mens" or "mentis" means the soul, life, soul, spirit, spirit. In Greek, the word means the science of health hygiene. So mental health is part of the mental hygiene (the science of mental health). Mental hygiene often called psycho-hygiene. (Joshua Burhanuddin, 1999: 9).

According to KartiniKartono (2000: 3), mental hygiene, or the science of mental health is the study of mental health problems / mental, aimed at preventing the onset of disorders / mental illness and emotional disorders, and try to reduce or cure mental illness, and to promote mental health.

The above definition shows that the mental condition of the sick in the community can be cured if knowing beforehand the things that affect the mental health through mental hygiene approach.

In history, the notion of mental health in the perspective of psychology can be understood from the following definitions:

1. Mental health is avoiding someone from disorders and mental illness (neurosis and psychosis).

2. Ability to adjust to himself, to others and society and the environment in which he lives. This understanding is more broad and general, because it has been linked to social life as a whole. With adaptability, is expected to lead to peace and happiness in life.

3. The realization of genuine harmony between the functions of the soul as well as having the ability to solve common problems, and spared the anxiety and inner conflict (conflict).

4. Knowledge and actions that aim to develop and enhance the potential, talent and demeanor as much as possible, so as to bring happiness ourselves and others, avoiding disorder and mental illness (Darajat, 1994: 11-14).

From the above it can be concluded that a healthy person mentally are people who avoid disorder and mental illness, able to adapt, able to face the problems and shock-shock, the harmony of function of the soul, and feels that he is valuable, useful, and be happy and be able to use the existing potentials as possible.

While zakiahdaradjat (1984: 4), to formulate the following definition. "Mental health is the realization of harmony earnest between the functions of psychiatric and creation of adjustment between man and himself and his environment based on faith and piety, and aims to achieve a meaningful life and happy in this world and the hereafter", the formulation of other mental health is a science-locking with the welfare and happiness of humankind, which covers all areas of human relations, good relationship with yourself, and relationships with others, relationship with nature and the environment, as well as a relationship with God".

By entering a religious aspect, like faith and devotion to God in mental health, understanding be felt widely because it reaches all aspects of human life. Religion is one of the human psychological needs that need to be fulfilled by every person who missed the peace and happiness (Jilani, 1997: 77).

From the foregoing it can be understood that mental health is a harmonious human psychiatric conditions. Someone has a healthy soul when feelings, thoughts, and physically healthy. Due to the physical and psychological conditions maintained with harmony, mentally healthy people will not experience the shock, the chaos of the soul (stress), frustration, or other psychiatric illnesses. In other words, people who have mental health are also very strong prima balanced intellectually, emotionally, and spiritual to achieve happiness in life.

Based on the various terms presented by these experts, in general it can be concluded that mental health is avoiding someone from symptoms of the disorder or mental illness, the realization of harmony earnest between the functions of the soul as well as having the ability to deal with the problems of ordinary happened and feel positively happiness and her abilities, their skills to adapt to themselves and their environment, based on faith and piety, and aims to achieve a meaningful and happy life in this world and happy in the afterlife.

II. The characteristics of people are mentally healthy and unhealthy

Healthy and sick is the state biopsychosocial fused with human life. The introduction of the concept of human possibility in conjunction with the introduction of the condition itself. The sick were healthy and continued to occur, and humans will play as the person is healthy or sick. Healthy (health) is a concept that is not easily understood even can be felt and observed the situation.

World Health Organization (WHO) a world health organization, formulate healthy that perfect state of physical, mental and social, not merely the absence of disease or infirmity. Understanding this is an ideal situation in terms of biological, psychological, and social. Pain in the English language is a disease, illness and sickness. These three terms reflect that the hospital contains three terms biopsychosocial dimension. In particular biological dimension disease, illness psychological dimension, social dimension and sickness (Notosudiro, 2001: 4)

Here are presented the characteristics of people who have mental health and mental unhealthy. In general, a normal person has mental health. And vice versa, for the abnormal personality tend to have unhealthy mental (Baharuddin, 1999: 13). People who are mentally healthy are those that have peace of mind and physical fitness. Ancok (in Frankl, 2003: ix) states that a healthy life is a life full of meaning. Only with well meaning people will be a human being useful not only for yourself but also for others. Moral damage and mental disorders is because people do not have the meaning of a good life.OrganisasiKesehatanDunia (WHO) padatahun 1959 memberikanbatasan mental yang sehatadalahsebagaiberikut :

1. Can adapt constructively to the fact despite the fact it was bad for them.
2. Obtain the satisfaction of the hard-earned efforts.
3. Feel more satisfied to give than to receive.
4. In relatively free of tension and anxiety.

5. Connecting with others in mutual help and mutual satisfactory.

6. Receiving a disappointment to wear it as a lesson in the future.

7. The aim hostility to the completion of the creative and constructive.

8. Having a sense of great compassion.

A healthy personality characteristics, according to Allport include:

1. Have a need for continuous and varied, and like the new challenges.

2. Do not like things that are routine and are looking for new experiences.

3. Take a risk, speculate and investigate new things.

4. Activities that generate tension.

5. Through challenges and new experiences people can grow and thrive.

6. Personal healthy functioning consciously and fully aware of the forces that guide and can control the forces that are owned.

7. Personal careful not controlled by the trauma and conflict childhood.

8. Happiness is the result of the successful integration of the personality in the pursuit of inspiration and purpose of his life.

In addition, KartiniKartono (2000: 82-83), suggests four characteristics mentally healthy person includes:

1. There is coordination of efforts and potential, so that people easily adapt to the demands of the environment, standards and social norms as well as fast-paced social change.
2. Has the integration and regulation of kepribadiansendiri structure so as to provide the active participation of the community.
3. He has always vigorously carry out the process of self-realization (ie developing real terms of all the talent and potential), having a purpose in life, and always leads to self-transcendence, strive to exceed the current circumstances.
4. Passionate, healthy birth and her inner calm personality harmonious, efficient in every action, and be able to appreciate the pleasure and satisfaction in the fulfillment of their needs.

Criteria for mental health also raised religious figures below.

1. Responsible for: the courage to face everything she does.
2. Adults: has the attitude and behavior that is not spoiled and childish.

3. Recognize and respect of others: courtesy behave according to the rules, values, norms and customs that exist somewhere.
4. Optimistic: positive thinking in the face of life.
5. Faith and fear: Believing in God Almighty and execute commands and leaving prohibitions.
6. Discipline: obey and comply with the existing rules and appreciate the time available.

Such criteria enhance previous concepts by adding an element of spiritual religion. So that mental health is not only healthy in terms of physical, psychological, and social, but also healthy in the spiritual sense.

III. The types of mental illness

Mental disorders in some cases referred to abnormal behavior (abnormal behavior), which is also considered to be the same as mental illness (mental illness), mental illness (insanity, Lunacy, madness). From this sense, those who showed less healthy mentally then inserted as people suffering from mental disorders.AccordingS.Scott (in Notosoedirdjo, 2001: 43) classifies six of criteria for determining a person's mental disorder, namely:

1) people obtain psychiatric treatment,
2) one social adjustment,
3) the results of a psychiatric diagnosis,
4) subjective unhappiness,
5) the existence of psychological symptoms objectively, and
6) the failure of adaptation positively.

While KartiniKartono (2000: 5), states that mental illness is a form of interference with the peace of mind and peace of heart.Mental illness is characterized by the phenomenon of fear, bitter, tasteless liver, apathy, envy, jealousy, envy, anger is explosive, chronic inner tension.Here are described some types of mental illness / mental disorder at least be categorized into four (4) types.

1. Impaired brain organic

This type of disorder is the direct result of physical (whole body) changes and diseases that affect the brain. This causes a change to some degree of confusion and delusions in addition to anxiety and anger. Some of these diseases include :

First: degenerative diseases include:

a. Huntington: genetic diseases consisting of abnormal movements, dementia, and psychological problems.
b. Multiple Sclerosis: immune system disorder that affects the central nervous system (brain and spinal cord).
c. Senile.
d. Parkinson: a neurological disorder that causes paralysis.

Second: cardiovascular, ie, disorders associated with heart disease, stroke, and disorders related to high blood pressure.

Third: trauma induced, associated with brain injury, bleeding, and shock brain.

Fourth: intoxication, which is related to dependence on drugs and alcohol.

2. Mood and Anxiety

   Several major disruptions in this category are: depression, phobias, panic disorder. Some of the causes of this disease is caused by a previous situation, for example: particularly traumatic events, such as sexual abuse victims and war veterans usually have panic and phobias.

3. Personality disorder

   There are three groups of personality disorders, include:

   First, Odd behavior is unusual, such as: 1) paranoid, that feeling that everyone and everything is known to them but in reality this is not true. 2) Schizophrenia, which is apathetic towards others and no desire to socialize.

   Second, dramatic, emotional or erratic behavior, such as: 1) Antisocial: avoid people. 2) Borderline personality, erratic emotions in dealing with people. 3) Hypocrisy personality, attention seeker, manipulator, tend to overestimate the relationship "everyone loves me".

   Third, anxious fear, including: 1) Avoidant: personality disorder-are afraid of taking risks, gullible, hyper-sensitive, avoid anything that includes social interaction. 2) Dependent:

personality disorder-because of negligence, poor, have been left out and feel it will happen again. 3) Obsessive-compulsive disorder: anxiety disorder, interesting thoughts and obsessions about things that are not real.

4. Psychotic disorders

Psychotic disorders are a group of diseases that affect the brain and thinking processes. These people have difficulty thinking rationally and their judgment is impaired. In everyday life becomes very difficult. The most common symptoms of this disease are usually delusions and hallucinations. Delusions believe certain facts even after the facts have been proven wrong. Hallucinations similar to delusions in the mistaken belief, however hallucinations perceived by the senses and the mind. "Hearing" or "see something" is an example of hallucinations. Some other symptoms are: strange behavior (may be dangerous to themselves or others), lack of personal hygiene, decreased interest in doing things, speech patterns strange incomprehensible, mood swings, difficulty in relationships, slow or strange movements.

Similarly, a brief description of mental illness or mental disorders all the criteria of mental illness / unhealthy as the knowledge that is beneficial to the efforts of early detection and early prevention so that we avoid such mental disease or disorder and otherwise achieve mental health we crave. For the record that is still very extensive study related to mental health (mental health criteria and the mentally ill) is in the study specifically, for example, mental health in the perspective of Islamic mysticism (which is not discussed in this paper).

IV. Mental health implications for education and training activities

Departing from the study of traits and characteristics of healthy human mental that have been described in the previous discussion, it becomes important for us to find common ground and relevance are able to realize the mission of the two different fields between the goals of mental health on the one hand and the function / purpose of education and training apparatus on the other side. Republic Act No. 20 of 2003, Section 3, states:"National education serves to develop the ability and character development and civilization of the nation's dignity in the context of the intellectual life of the nation, is aimed at developing students' potentials in order to become a man of faith and fear of God Almighty, noble, healthy, knowledgeable, skilled, creative, independent, and become citizens of a democratic and responsible ".

Previously also has affirmed the concept of education as stipulated in article 1, paragraph 1: "Education is a conscious and deliberate effort to create an atmosphere of learning and the learning process so that learners are actively developing the potential for him to have the spiritual power of religion, self-control, personality, intelligence, character, and skills needed him, society, nation and state"

Understanding of exposure to education, functions and objectives of the national education clearly legible relevance and synchronized with mental health characteristics as previously parsed. In other words, what are the ideals of national education boils down to what is the criteria for mental health and vice versa as well as the implications of the system of education and training for personnel who need to constantly adjust to for the purpose of education and training to create an apparatus which has integrity, morality and away from the properties of the apparatus that do not trust, do not serve and certainly no corruption.

Thus the mental health implications apparatus for education and training can be highlighted: first, that in conducting the training at any training institution in Indonesia should design the vision, mission and objectives are simultaneously capable of forming the training participants were mentally healthy as the national education goals. Secondly, all the organizers of the training should be compact implement, evaluate and conduct follow up consistently in order to achieve the training objectives and criteria for the mental health. Third, any education and training should empower the programs of self-development, guidance counseling and the like as a very effective medium for coaching potential training participants according to interest-talent and early prevention as well action against irregularities, mental illness experienced by participants of the training as apparatus country.

Moreover, according to the author, it is relevant also within the framework of realizing the mental health training participants, the organizer of training in order to continuously perform the internalization of moral values in mental health is integrated in the whole process of education and training of personnel, both of which appear on the curriculum structured and in the hidden curriculum, in the form of familiarization, habituation and real practice of noble character in daily life. Moral values must be developed for each behavioral apparatus that is currently being intensively disseminated by various parties can be seen as follows.

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1) Religious: Attitudes and behaviors are obedient in carrying out the teachings of his religion, tolerant implementation of the practice of other religions, and live in harmony with other faiths.
2) Honest: The behavior that is based on an attempt to make himself as the person who always believed in words, actions, and jobs.
3) Tolerance: Attitudes and actions that respects differences of religion, race, ethnicity, opinions, attitudes and actions of others who are different from themselves
4) Discipline: Actions that demonstrate orderly behavior and comply with various rules and regulations.
5) Work Hard: The behavior that indicates an earnest effort to overcome various learning friendships and the tasks and complete the task as well as possible
6) Creative: Thinking and doing something to generate new way or the result of what has been owned
7) Independent: Attitudes and behaviors that are not easy to depend on others to complete tasks
8) Democratic: the way of thinking, behaving and acting that assesses the same rights and obligations of himself and others
9) Curiosity: attitude and actions are always working to find more depth and breadth of what he learned, seen, and heard
10) The spirit Nationality: how to think, act, and insight that puts the interests of the nation above personal interest and his group.
11) Cinta Tanah Air: How to think, behave and act that shows loyalty, caring, and high appreciation of language, physical environment, social, cultural, economic, and political nation.
12) Rewarding Achievement: Attitudes and actions that drove him to produce something useful for society, and recognize and respect other people's success.
13) Bersahabat / Komuniktif: Actions show a sense of fun to talk, hang out, and in collaboration with others.
14) Love Peace: attitude, words and actions that cause others to feel happy and secure on the presence of himself
15) Joy of Reading: Habits take time to read the various readings are on virtue for him.

16) Environmental Concern: Attitudes and actions which seeks to prevent damage to the surrounding natural environment, and develop measures to repair the environmental damage that has occurred.
17) Social Care: Attitudes and actions always want to give help to others and communities in need
18) Responsibilities: The attitude and behavior of people in carrying out its duties and responsibilities to self, society, the environment (natural, social and cultural), country and God Almighty.

Based on these formulations, the categorization of values based on the consideration that the essence of the behavior of a person of character is the embodiment functions totality of psychological cover the entire potential of the human individual (cognitive, affective, and psychomotor) and functions of the totality of the socio-cultural context of interaction (in the family, the education unit and training and community) and last a lifetime. Configuring the characters in the context of the totality of the process of psychological and socio-cultural that can be grouped into:

(1) if the liver;
(2) if the thought;
(3) sports / kinesthetic; and
(4) if the feeling and intention.

The process holistically and coherently have interconnections and complementary, and each of which is conceptually a group of noble values that are very important in shaping human mental health. In this context also, the education and training of character when implemented simultaneously and consistently will ensure the mental health of participants and personnel training.

CHAPTER III

CONCLUSION

From the overall discussion, the following conclusions can be drawn.First, mental health is avoiding someone from symptoms of the disorder or mental illness, the realization of harmony earnest between the functions of the soul as well as having the ability to deal with the problems of ordinary happened and feel positively happiness and her abilities, their skills to conform with himself and his environment, based on faith and piety, and aims to achieve a meaningful and happy life in this world and happy in the afterlife.

Second, the characteristics of a healthy person mentally that is fully aware of her capabilities, able to deal with the stress of life reasonable, can participate in the environment, receiving good in him and is able to work productively and meet their needs and feel comfortable with other people, in other words intelligent balanced intellectually, emotionally, and spiritually. While on the contrary, people who do not have these criteria means entering the category of mental illness.Third, teachers mental health implications for education and training include:

1) that in the delivery of education and training at all education and training should design the vision, mission and objectives are simultaneously capable of forming the training participants were mentally healthy as the purpose of education and training.

2) All the organizers and trainees should be compact implement, evaluate and follow up consistently in order to achieve the goals of education and training and the mental health criteria.

3) Each of education and training should empower self-development programs, coaching, consulting and the like as a very effective medium for training potential teachers according to basic tasks and functions simultaneously effective for early preventive action against irregularities, mental illness experienced educators.

4) moral character education should be integrated into the whole learning process consistently to ensure mental health.

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PARTICIPATORY APPROACH IN THE AGRO-TOURISM DEVELOPMENT AT THE *SUBAK* SYSTEM: Case of *Subak* of Sembung, Denpasar City, Bali Province

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Abstract. *Subak* is traditional irrigation system in Bali, which has been awarded as the world cultural heritage by UNESCO since 2012. Tourism development in Bali has contributed to *subak* for enhancing the activities on agro-tourism activity. The objective of this study is to describe the participatory approach in the agro-tourism development in *Subak* of Sembung. Data was gathered by using survey and FGD techniques. Data collected was analyzed by employing descriptive method. The results of study pointed out that participatory approach employed by the government is mainly addressed to involve the farmers to have good plan, proper implementation of program and good monitoring and evaluation. Participatory demonstration plot was conducted to show best technology on farming. Aside from this, extension and training were directly done in the farmland of farmers. Farmers through their group (*subak*) could improve their capacity on the farm technology, business management and agro-tourism management. This participatory approach is very important to make sustainability of the program undertaken by farmers group.

Keywords: Subak; culture; agro-tourism; farmer; participatory; sustainability

I. INTRODUCTION

In developing countries, including Indonesia, agricultural sector has significant role and greatly contributed to the economic development [1], [2]. (Thuvachote, 2007; Sarma and Vyas, 2014). Agriculture has some functions to generate income of the people, devisa for the state, keep ecological and hydrological aspects, provide social and cultural aspect, and others. In case of Bali province (Indonesia), the fast growth of tourism development has brought about the impacts to agricultural sector. Positive and negatives impacts have been happened on agricultural sector, such as farm land conversion, reluctance of young generation to work on rice field, etc.

In case of Bali province, the growth of non-agricultural development, such as tourism, is very high compared to other sectors. Tourism development brings about the improved domestic income of the province and several regencies, as well. The local government tends to seek financial resources to increase revenue by more intensively explore tourism development. In fact, the tourism industry in Bali province has already become the main source of revenue for government. Even, this “threatens” another sector, agriculture. The existence of tourism development is needed for the government and the relevant private companies investing to some facilities for the visitors. Land conversion is one of the main problems happened in Bali due to the construction of physical infrastructures have been increased to support the development of tourism sector with urban areas and rural areas as well. Rice fields cultivated by smallholder farmers were converted to other functions, such as housing, road for transportation, building for industries. Its consequence is the areas of rice field have become smaller, such as in Denpasar city.

Since 2012, subak has been awarded as the World Cultural Heritage by UNESCO due to its specific culture [3]. Regarding Bali’s tourism development with its cultural tourism basis, the existence of *subak* has become one of the alternatives to be agro-tourism object. It is argued that the ideas to combine the agriculture and tourism development, called agro-tourism should be developed to improve rural development [4]. The objective of this study is to describe the participatory approach in the agro-tourism development in Subak of Sembung located in Village of Peguyanga, Sub-district of North Denpasar, Denpasar city..

Agro-tourism constitutes a global trend providing city dwellers an opportunity to have rural environment with farming activity [5]. Agro-tourism is a concept to develop and prepare the local people or villagers to make an alternative source of earning and sustaining their heritages [6]. In other words, development of agro-tourism becomes one of the ways to increase income of rural areas and support local people to earn additional income [7]. In developing sustainability of agro-tourism, the increase of economic growth should be together with the preservation of local culture and environment and create an equitable benefit sharing and participation of local people [8]. Agricultural development could be supported by the tourism development, vice versa.

Agro-tourism as a farm tourism or agricultural tourism is the process to attract travelers to have educational and recreational purposes on the basis of agriculture [9], [10]. In some countries, there are several benefits of agro-tourism, namely: (i) to integrate the activity on agriculture and tourism on the basis on agriculture; (ii) to enhance the possibility of tourism sector and; (iii) to catch the expanding tourism sector [11]. In the agro-tourism development, it could invite visitors to enjoy and involve into farming activities while having

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refreshment [12]. Agricultural sector should provide attractive products and services for visitors. The local farmers could offer the attractive activities on their farm to allow the visitors to have recreational activities on the crops and plant growing, pick up product (harvesting), and product processing directly done by farmers. Besides, the farmers might also provide farm-stay, local food including educational programs recreational activities [13], [14]. It is also defined that agro-tourism constitutes as an activity relating to contact between tourists and farming activity [15]. Besides, the products of agro-tourism are fully based on a working farm, culture, and view of agricultural landscape [16], [17], [18].

II METHODS

Subak of Sembung was purposively selected as a research site with some considerations. Firstly, this *subak* is located in Denpasar city which has high risk to land conversion as a result of infrastructure construction. Secondly, this *subak* has been introduced and developed the concept of agro-tourism by local government. Respondents interviewed in this study are the management board of *subak* and some subak members. Data collected were primary and secondary data by using survey, observation and focus group discussion techniques. Data were fully analysed by employing descriptive method.

III RESULT AND DISCUSSION

3.1 General description of *Subak* of Sembung

Administratively, *Subak* of Sembung is located within the area of Peguyangan Village, sub-district of North Denpasar, Denpasar City, Bali province. The size area of subak is 115 ha. Subak of Sembung consists of six *munduk* (sub-subaks), namely:

1. *Munduk* of Umawani covering an area of 20 ha with members of 34 farmers
2. *Munduk* of Sapian covering an area of 20 ha with members of 45 farmers,
3. *Munduk* of Sembung covering 13 ha with 21 members of farmers,
4. *Munduk* of Umapuan covering an area of 35 ha with members of 59 farmers
5. *Munduk* of Jaba Kuta area of 14 ha with 36 farmers members; and
6. *Munduk* of Umapalak area of 13 ha with members of 29 farmers

Each *munduk* has relationship in terms of irrigation water, farming activities and socio-cultural activities within subak. Physically the boundaries of Subak Sembung (see Figure 1) are as follows:

1. North side: Peguyangan Kaja Village
2. East side : Peguyangan Kangin Village
3. South side: Peguyangan village
4. West side : Peguyangan village

Location of *subak* is relatively near from Denpasar city. It is very easy to access to the location due to good infrastructure, such as main road. Besides, the presence of clean water and electricity and communication also support the development of farming and tourism in the village and *subak* of Sembung.

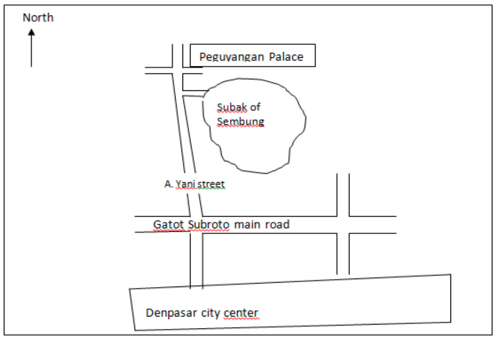

Fig. 1. Location of *Subak* of Sembung

Subak is a traditional irrigation system in Bali which manages irrigation water for rice crop cultivation on the rice field. *Subak* has specific culture regarding the irrigation and rice farming activities that is based on *Tri Hita Karana* as its philosophy. *Tri Hita Karana* is the harmony concept for subak's members consisting of *Parhyangan* (the harmony of relationship between the members with the God); *Pawongan* (the harmony of relationship among the members and also members with the other people); and *Palemahan* (the harmony of relationship between the members with the physical environment). This philosophy is being a principle of *subak* to achieve its goals as an organization based on agricultural culture [19], [20]. They are allowed to get knowledge of agriculture and enjoy the unique rural landscapes as integration between agriculture and tourism sector in the village, called agro-tourism. Cultural and social aspects of farmers' organization (*subak*) are important component to attract visitors, and make value added for farmers as individual and organization.

Subak of Sembung still maintains its traditional agricultural system in irrigation and agriculture management. Traditional agricultural culture is related to water distribution system, planting based on good days according to Balinese Hindu Calendar (1 month is 35 days), mutual work, traditional practices on farming, and ritual ceremony. The ritual ceremony is performed in line with stages of rice cultivation, starting from planting of rice until harvesting. This culture is one of the most interesting purposes for the visitors who would see Balinese culture. The water source of s*ubak* is from Mambal weir on the Ayung River constructed by the government.

Organizationally, the existence of *Subak* of Sembung is coordinated by a chairman, locally known as a *kelihan subak* or *pekaseh*. *Pekaseh* has tasks to coordinate the activities inter-sub*subak*s (*munduk*) relating to irrigation water distribution and allocation, operation and maintenance of irrigation facilities, management of farming (cropping patterns, planting schedule, agricultural technologies application, etc.), ritual activities, fund raising and conflict resolution.

The chairman is assisted by his vice-chairman (called *pangliman*), secretary (called *penyarikan*), and treasurer

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(called *petengen*). In addition, in each *munduk* coordinated by a chairman called *kelihan munduk* (see Figure 2).

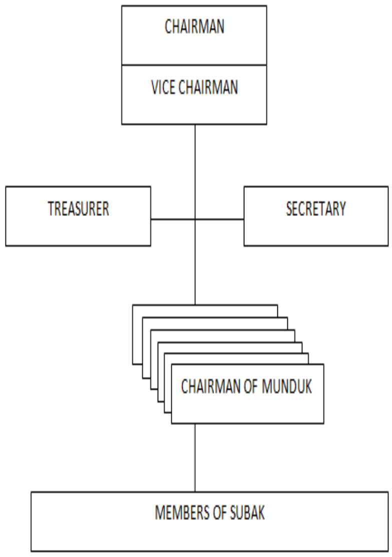

Fig.2. Organizational structure of *subak*

Subak of Sembung has internal regulation, called *awig-awig* (rules in use) which was democratically made by all members. It contains what things must be done and must not be done, and the right and obligation of members and management board of *subak*.

3.2 Participatory approach on agro-tourism development

Agro-tourism which has been developed in *Subak* of Sembung is aimed at providing attractive events to visitors, such as farming activities, relax and learning about farming directly on the rice field. Developing of agro-tourism in *subak* is aimed to provide contribution to agricultural development and farmers' income. This is likely an important strategy to agricultural development through diversification of farming activities and providing opportunities to visitors for having, relax, enjoy and direct practice on farming [21].

In case of agro-tourism development in *Subak* of Sembung, government firstly introduced and initiated the agro-tourism development program to *subak*'s members. Since the beginning, farmers had been involved to discuss about the program, through the focus group discussion. Farmers were invited to discuss about the current problems encountered and solutions and action plans that would be conducted relating to agro-tourism development at the *subak* system. Government provided information about the inter-relationship between agriculture and tourism on the farming area (*subak*) which is based on the culture of farmers and villagers. The importance and benefits of agro-tourism for the *subak* and farmers are also as main topic in the discussion.

Government staff has some functions in the process of participatory approach on agro-tourism development in *Subak* of Sembung. He was a facilitator in the meeting conducted in the form of focus group discussion. He facilitated the discussion, encouraged farmers to speak out concerning some aspects of farming, irrigation, culture, economic, business management, tourism and others. Besides, he was also being an educator due to farmers had limited knowledge about the aspects discussed, but they had well experiences. The government staff encouraged farmers to combine the experiences (local wisdom) and knowledge (theories) to solve the problems happening in the *subak* level. In this program, government combined the local knowledge belong to farmers and the new technologies for making better practices at the farmer's level.

The participatory approach of government is shown in Table 1.

Table 1 Approaches in the implementation of program

No	Problems	Approach	Procedures and action work	Participation of farmers' groups	Outcome
1	Production (limited knowledge and skill on farming technology)	intensification Participatory approach Involve farmers in making land	1. Preparation of farmers and land for demonstration plot 2. Preparation of seeds and seedlings 3. Application of technology on the demoplot 4. Extension and training to farmers	1. Farmers provide land for demoplot 2. Farmers as labor (free of charge) 3. Farmers as cadres	Improvement of knowledge, attitude and skill of farmers on farm technology Increase of crops productivity
2	Education (understanding of cleanness and Bali traditional architecture)	Participatory learning process	1. Identification of participants 2. Defining time and venue of learning process and agricultural extension 3. Conducting learning and extension works	1. Farmers as active participant 2. Farmers as cadres	Change of farmers behaviour towards cleanness and Bali traditional architecture
3	Management (business within a group, and packaging of product)	Participatory and applicative learning process	1. Identification of participants 2. Defining time and venue of learning process and agricultural extension 3. Conducting learning and extension works	1. Farmers as active participant 2. Farmers as cadres	Group becomes business unit Higher product competitiveness

Participatory approach shown in the agro-tourism development in the *subak* is involvement of farmers as members into the process of planning, implementation and monitoring and evaluation. In term of planning, the government invited *subak* and its members to discuss matters related to agro-tourism development. Focus group discussions were carried out to identify what the problems and solutions and the action plan. Government staff was acted as a facilitator during the discussions. It is hoped that what a plan made is belong to farmers. In other words, government wants the farmers as *subak*'s members would have good sense of belonging, and sense of responsibility toward the program.

In the implementation of this program, a selected farmer prepared his own land for making demonstration plot. On this land, government staff invited farmers to visit the demonstration plot to practice how to make good seedlings, learn best practices by using technology. Farmers were also invited to participate in the agricultural extension program in order to strengthen capacity for increasing the productivity of land and crops. Some kinds of crops were cultivated on the farmers' land by farmers. These were chilli, tomato, glory morning, maize, flowers, etc. They were intensively invited to grow the crops under the good agricultural practices recommended by government staff. Participatory extension and training were conducted by government in order that farmers knew and understood the best practices, and made higher economic values. By this approach, farmers got alternative crops that would be planted on the lands related to the needs of visitors and bring additional income for them. Farmers got information and knowledge the crop diversification which should be practiced in line with the season and the possibilities for the visitors to buy and enjoy.

Government also trained other activities related to the improvement of behaviour toward cleanness, and Bali traditional architecture and business management at the farmers' group level. The concepts of tourism and agro-tourism development were introduced to farmers. Farmers were provided fruitful knowledge about the benefits of agro-tourism and the ways of how to implement it. One of the important things, which should be done by farmers, is how to keep clean (as a part of *sapta pesona* principle in the tourism program) in the area of *subak*. Participatory approach was also done through inviting famers' involvement in the interactive extension. Government introduced the traditional architecture as a part of Balinese culture. It should be paid attention by farmers. The meeting hall of *subak*, for instance, should be constructed under the concept of Balinese traditional architecture.

In term of business management, government staff provided extension and training related to the improvement of organization and farmers' capacity in organization, management and business. This included a technique for packaging of agricultural products for visitors. This is very important to attract the visitor for buying the fresh agricultural product, processed product, and give more value added [22].

During the implementation of program, evaluations had been done in the form of process evaluation and result evaluation. The process evaluation was done together with the farmers' groups in order to monitor the process and progress of programs. The farmers' group could directly compare the real process, results or progress compared to the plan. By this evaluation, they could improve the activities and process to achieve the goal of program, such as the increase of productivity, quality and continuity of product and have higher competitiveness of product. Meanwhile, result evaluation was conducted after the program terminated by government. Government and farmers' group made indicators of achievement on the program. Results of study found that some indicators had been achieved (farmers' knowledge, attitude and skill on farming technology, agro-tourism, productivity of farm yields, etc.). In order to ensure the sustainability of program, government provided manual or guide to monitor and evaluation, which could be done yearly by farmers group.

IV CONCLUSIONS

Subak of Sembung has an alternative to develop its activities for support Bali's tourism development by developing agro-tourism. Government has initiated to introduce and support agro-tourism within *subak* system. Government employs participatory approach in implementing the program of agro-tourism development. It is mainly addressed to invite farmers' involvement to work together for having good plan, proper implementation of program and good monitoring and evaluation of program. Participatory demonstration plot was conducted to show best technology on farming for the farmers. Aside from this, extension and training were directly done in the farmland of farmers. Farmers through their group (*subak*) could improve their capacity on the farm technology, business management and agro-tourism management. This participatory approach is very important to make sustainability of the program undertaken by farmers group by raising sense of belonging and sense of responsibility.

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The Influence of Incentives on Productivity of Performers of Healthy and Smart Generation Program in Suak Tapeh Sub-district of Banyuasin Regency "

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ABTRACT

The goal to be achieved in this research is to know whether there is influence of incentive to productivity work of health and smart generation programmer in Suak Tapeh. The method used for sampling using purposive sampling technique is the sample used if in an effort to obtain data about the problem under study requires data sources that have specific criteria based on a particular assessment (Sugiana, 2008). The samples used were health and safety generation programmers who became direct managers of the grant funds either self-supporting direct activities (BLM) activities, Operational Operating Fund (DOK) planning, Operational Fund Activity (DOK) community training and Operational Fund Activity (DOK) paud Consisting of 3 people BKAD, UPK 4 people, BP UPK 3 people, Pokja 3 people, PL 1 person, FK 1 person and PK 33 people total of 48 people because they have characteristics that fit with the variables to be studied. The method of analysis used by researchers in this study is by using quantitative data analysis. To know the effect of Incentive variable (X) to Productivity variable (Y) used simple linear regression analysis with equation Simple Linear Regression Analysis, hypotesis testing,

I. Introduction

The low level of health and education in poor households is a major challenge facing Indonesia in the context of poverty alleviation. The high mortality rate of under-fives and the low level of completion of primary and junior secondary education of children in poor households is a strategic issue that has the potential to hamper poverty reduction in Indonesia. Without efforts to improve health and education, especially to the children of future generations living in every poor household, efforts to reduce poverty in Indonesia will be difficult. Viewed from the needs of the community as well as education and health services in Indonesia, there are some issues that need to be of concern.

Some problems that occur from the side of community needs are as follows:

a. Ignorance and ignorance of poor households on the importance of maintaining health and education.
b. The financial inability of poor households to finance health care and send their family members to school.
c. The inability of poor families to consistently maintain the sustainability of health and education care for their family members.

While some problems from what happened from the service side are:

a. Coverage of health and education services that are less concerned with socio-cultural conditions of the community.
b. The cost of health services and education assessed by the community is quite high, especially for poor families.
c. Access to health and education services is too far away from where poor families live.
d. The timing of health services and education are less appropriate to the pattern of activity of poor family members.

Based on the problems as mentioned above, it is necessary to have strategic efforts to overcome them. Strategic efforts must be in accordance with the conditions and needs of the community, namely by implementing a participatory development strategy by promoting the basics of community empowerment. Starting in 2007, a national program has been set up in order to continue and develop a poverty reduction program called the national program of self-sustainable community empowerment (PNPM Mandiri). Through PNPM Mandiri, the government is continuing its existing poverty reduction programs such as the Kecamatan Development Program (KDP) and / or PNPM Mandiri Perdesaan. The experience of both programs shows that maternal and child health issues and basic education are problems faced by the poor, but can not be reached optimally

Therefore, in order to expand and sharpen the activities of the community, a special program for improving the quality of maternal-child health and community education through PNPM in rural generation is also part of PNPM Mandiri in Rural Area. Through this program, in the long term it is believed will be able to reduce the number of poverty and encourage the creation of a healthy and intelligent generation besides this program aims to create the creation of employment in Indonesia.program called PNPM Mandiri rural healthy and intelligent generation, hereinafter referred to PNPM independent rural generation (PNPM MPd Generasi

Along with the enactment of law number 6 year 2014 about the village (hereinafter referred to as village law) which has a big influence in the implementation of the development and empowerment of village community. Healthy and intelligent generation is part of the government's efforts to overcome poverty by improving the quality of basic social services, especially in the field of education and maternal and child health with the village community empowerment approach. The implementation of a healthy and intelligent generation program is a change of name from the PNPM MPd Generasi as the impact of the implementation of Village Law No.06 of 2014 implemented in 2014 based on the letter of the Minister of Home Affairs. 402/7231 / PMD is implemented in 499 sub-districts in 64 districts of 11 provinces. The 11 provinces are West Java, Southeast Nusa Tenggara, East Nusa Tenggara, North Sulawesi, Gorontalo, Maluku, East Java, West Sulawesi and South Sumatra (DG PMD Kemendagri, 2014

South Sumatra, which became one of the provinces of the program implementation and became the only province in Sumatra that received this program to implement the program in 5 districts of Banyuasin, Musi Banyuasin, Empat Lawang, Ogan Komering Ilir and South Ogan Komering Ulu. Kecak suak tapeh subdistrict which consists of 11 villages namely lubuk lancang, durian leaf, sukaraja, rimba terab, sedang, cape sea, meranti, gamuh Ipuh, aer senggeris and bengkuang including banyuasin regency which got program of healthy and intelligent generation and become one of Seven sub-districts that received this program include rambutan sub-district, rimau island sub-district, muara padang sub-district, banyuasin district I, and Banyuasin II sub-district.

The handling of both complex health and education issues requires the active participation of all components to be jointly and coordinated in order to achieve and the program objectives are well achieved from the planning, implementation, monitoring and evaluation phase to the preservation of the results. In practice, there are a lot of problems that arise such as 1) non-optimal socialization, 2) misuse of beneficiaries, 3) lack of participative awareness of the villagers in supporting the success of the program or by the lack of the good work of the resources in this organization. Human beings are important factors that determine the success of this program

Therefore the need for empowerment, creativity and enthusiasm for the perpetrators of both existing activities at the village and sub-district level. A fact that can not be denied the basic motivation most people become employees in a particular organization is making a living. Today incentive issues are seen as one of the things that an organization's management must do to influence the success of an organization's goals. So to achieve the objectives of the program there needs to be a motivation for the actors to work well, and one of the motivations is to fulfill their wishes such as salary and good incentives, comfortable working atmosphere appreciation of the work done, direction and reasonable command , Because incentives are needed to spur the productivity of the work of the actors in order to always optimally according to their respective capabilities.

The form of incentive compensation provided the incentive to work in the framework of productivism of work and responsibility of all actors of the program especially the intelligent generation of smart generation program participants in Suak Tapeh kecamatan. Seeing the magnitude of responsibilities and the role of actors in this program then the authors are interested to conduct research entitled ". The goal to be achieved in this study is to determine whether there is influence of incentives on productivity work of health and intelligent generation program players in Suak Tapeh

II. Literature Study

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Malayu S.P hasibuan notes that "Incentives are additional remuneration given to certain employees whose performance is above the standard achievement. This incentive is a tool used by supporters of fair principles in compensation. According to Moekijat (1999) Incentives are that they perceive a spirit as a measure of their activity in providing incentives they have also assumed that their spirits form an element in providing incentives , So the influence of high wages or luxurious social security. The purpose of providing incentives is as follows :

1) Cooperation ties.
2) Effective procurement.
3) Motivation.
4) Employee stability.
5) Discipline.
6) The influence of trade unions.
7) Government influence

According to Harsono (2009) said: Incentives are any compensation system, where the number of related ones depends on the results achieved, which means offering an incentive to employees to achieve better results. According to Ranupandojo and husnan (2002) the incentive is to provide different wages and salaries because their achievements are different. Panggabean (2004) incentives are rewards in the form of money granted to those who can work beyond specified standard limits. Notoatmijo (in Edy Sutrisno, 2011) finds the purpose of giving incentives as follows:

1) Appreciate work performance.
2) Ensure justice.
3) Retain employees.
4) Gaining qualified employees ..
5) Cost control.
6) Meet the rules.

Both government and private organizations, will always strive for members or workers involved in organizational activities to provide achievement in the form of productivity as high as possible to realize the goals set previously. According to Kim Yinsean (2011) productivity is the attitude and behavior of the workforce in the company against perraturan-rules and standards that have been determined by the company which have been realized both in the form of fish and deeds. Singodimejo in Edy Sutrisno (2011) there are three aspects to ensure high productivity:

a. aspects of labor management capability.
b. Aspects of labor efficiency.
c. Aspects of work environment conditions.

According to Muchdarsyah Sinungan in Yin Kimsean (2011) the definition of productivity is a measure of production efficiency that is a comparison between output with input (output and input), often limited by labor input, and output is measured in physical unity in value form. Productivity is the relationship between the output between (goods / services) with input (labor, materials and money). According to Agus Dwiyanto in Ravianto (1991) the concept of productivity is not just a measure of its efficiency level but also on the effectiveness of service as well. Productivity is generally understood to be limited to the ratio between infute and uotput only. The concept is in a very narrow sense that then by general accounting office (GAO) developed a wider productivity measure by including how much public service it has the expected results as a performance indicator Important (Edy Sutrisno, 2011),

Sony Sumarso (2003) said that productivity is a comparison between what is produced and what is included. Meanwhile, according to Sony Sumarso (2003) productivity is the ability to produce goods and services from a labor, machinery, or other factors of production which calculated the average time of the labor in the production process.

Indicators of labor productivity as follows:

a. have the ability to perform the task
b. Strive to improve results achieved.
c. Mind attitude is better than the previous day.
d. Strive to develop themselves to behave better.
e. Continuously develop themselves to improve work skills.
f. Always strive to improve the quality better than the past.

g. Comparison of results with the overall resources used.
h. Continuously strives to improve the quality of life
i. Conduct qualitative analysis activities in solving the problems facing the bureaucracy.

According to Edy Sutrisno (2011) indicators of labor productivity as follows:

a. Ability to perform the task.
b. Always improve the results achieved.
c. The spirit of work that consists of work ethics and results achieved today.
d. Developing yourself by looking at challenges and expectations with what will be faced.
e. Improve quality and quality.
f. Efficiency is the ratio between the results achieved with the overall resources used

Some of the previous research is a reference researchers in conducting research so that researchers can enrich theories through the results of previous studies used in review research conducted. In this case, the focus of prior research that is used as a reference is related to the issue of giving incentives. Therefore, the researcher conducted a study of some previous research results

Table 2.1. Previous Research

Researchers	Tittle	Variable	Yields
Maratin Al-amin (2015)	Influence of incentives on labor productivity minimarket Rizky in Sragen regency	ependent Variables: Working labor productivity minimarket Rizky in Sragen regency Independent Variable: Incentives	Incentives have a significant and positive effect on work productivity of Rizky minimarket labor in Sragen regency
Martin Rambe (2013)	The influence of incentives on the productivity of the employees of Medan Baru sub-district	Variable defendent: Employee productivity at subdistrict Medan Baru Independent Variable: Incentives	Incentives have a significant and positive effect on work productivity of Medan Baru subdistrict employees
Eris Munadar HS (2007)	Influence Giving incentives to work productivity of employees of PT. PERTANI Palembang	Dependent Variable: Employee Productivity At PT. PERTANI Palembang. Independent Variables: Leadership and incentives.	The influence of leadership and incentives on work productivity is quite influential.

III. Methodology

The object chosen as the research unit is the organizer unit of intelligent health generation program of Suak Tapeh subdistrict addressed at Palembang-Betung Road, Lubuk Lancang Village, Suak Tapeh Sub-District, Banyuasin Regency. The population is the whole subject of the study (Arikunto 1998). The population in this research is the whole program of healthy generation generation of banyuasin sub district which amounts to 55 people. The sample is the partial or representative of the population studied (Arikunto 1998).

The method used for sampling using purposive sampling technique is the sample used if in an effort to obtain data about the problem under study requires data sources that have specific criteria based on a particular assessment (Sugiana, 2008). The samples used were health and safety generation programmers who became direct managers of the grant funds either self-supporting direct activities (BLM) activities, Operational Operating Fund (DOK) planning, Operational Fund Activity (DOK) community training and Operational Fund Activity (DOK) paud Consisting of 3 people BKAD, UPK 4 people, BP UPK 3 people, Pokja 3 people, PL 1 person, FK 1 person and PK 33 people total of 48 people because they have characteristics that fit with the variables to be studied.

The type of data used in this study is Primary Data and Secondary Data Data retrieval method is done by interviewing to sub-district facilitators, BKAD chairman and UPK chairman. To know the effect of incentive given by program to the practitioners of healthy and intelligent generation program in Suak Tapeh sub-district. Questionnaire or Questionnaire is a number of written questions used to obtain information from respondents. Researchers used this technique to obtain data from respondents about responses to incentives. In this research, the researcher uses direct and closed questionnaire with scak rating form, where the questionnaire is responded directly by the respondent by selecting the available answer. Before making a questionnaire, first made the concept of measuring instruments in accordance with the research undertaken. The concept of this measuring instrument in the form of a questionnaire grid. The questionnaire is then translated into variables and indicators, then used as the foundation and guidance in preparing the items of question as a research instrument.
The method of analysis used by researchers in this study is by using quantitative data analysis.
Quantitative analysis in this study is a calculation based analysis by using analysis

a. Simple Linear Regression Analysis

To know the effect of Incentive variable (X) to Productivity variable (Y) used simple linear regression analysis with equation:

Y = a + bX

To find the value of constant "a" and regression coefficient value "b ', that is as follows:

mencari nilai konstanta “a” dan nilai koefisien regresi “b’, yaitu sebagai berikut :

$$a = \frac{\left(\sum Yi\right)\left(\sum Xi^2\right) - \left(\sum X\right)\left(\sum XiYi\right)}{n\sum Xi^2 - \left(\sum Xi\right)^2}$$

$$b = \frac{n\sum XiYi - \left(\sum Xi\right)\left(\sum Yi\right)}{n\sum Xi^2 - \left(\sum Xi\right)^2}$$

(Sudjana, 2002)

Where: Y: Variable Productivity
X: Incentives.
a: Constants.
N: Number of Subjects
b: Regression coefficients.

b. Hypothesis testing

1) Test t T test is used to determine the influence of each independent variable partially to the dependent variable. A significant level of 0.05. The t test is searched with the following formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$ (Sudjana,2002)

Information :
r = Correlation coefficient
n = Number of samples
Decision-making is :
Hypothesis accepted if result t count> t table.
Hypothesis rejected if result t arithmetic <t table
ariables used in this study are defined as follows:
a. Incentive

Incentives are rewards given to the workforce or to stimulate an increase in work productivity that is not fixed or may change.

b. Productivity

Productivity is the ability to produce goods or services from various resources or factors used to improve quality

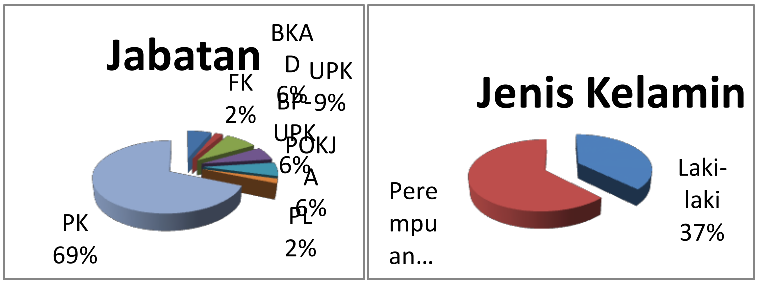
IV. Yields

Healthy and intelligent generation programs are: Encourage the participation of all communities, particularly the poor and / or women's groups, in planning decisions, implementing, monitoring and preserving development and promoting community independence in accessing health and education services. Program targets are community members routinely monitored Development or acquisition of maternal and child health services and basic education. Thus the target of this program is all pregnant mothers, nursing mothers and their babies, children under five, and children of primary and junior high school age

During its implementation, UPK Kecamatan Suak Tapeh received funding from PNPM MPd amounting to Rp 4,552,700,000 sourced from APBN and Cost Sharing (APBD) amounting to Rp 510.000.000.dana intended for the development of facilities and revolving fund funds for revolving funds UPK kecamatan Suak Tapeh got 20 groups in the first year according to the stipulation of Letter of Decision of the Sub-District Head No: 413/42 / ST / II / 2012. and expanded to date with the total revolving loan allocation amounting to Rp.3.148.430.000 with retained earnings per December 2016 Rp.246.555.498 (source: balance of Finance UPK Suak Tapeh close book 2016). At the beginning of 2016 UPK Suak Tapeh Sub-district received BLM funds sourced from APBN and Chost sharing funds in Program Generasi Sehat dan Cerdas (PNPM Generasi) with funding of Rp 1,800,000,000 which used for multi and non multi activities in health and Education, to expedite the activities of UPK Suak Tapeh sub-district add 1 sub-assistant treasurer to handle gsc funds while the treasurer of PNPM MPd still focus on revolving fund

a. Description of Respondents by Position Percentage of respondents by Sex is presented in the following diagram:

Figure 4. 1 .Diagram of percentage of respondents by Position and Sex



Source: primary data processed, 2017

Healthy and intelligent Generation Program practitioners in UPK GSC Kecamatan Suak Tapeh are BKAD that is 13 people or 6% of total respondents, FK there is 1 person or 2%, BP-UPK is 3 or 6%, UPK is 4 people or 9% POKJA of 3 people or 6%, then PL and FK each 1 person or 2%, while for PK as much as 33 people or 69%. Healthy and intelligent Generation Program practitioners in UPK GSC Kecamatan Suak Tapeh were men, 18 people or 38% of total respondents while women were 30 people or 63% of total respondents. The reason is that this program has the principle of program on gender equality of the number of women activities more because the program is in direct contact with target groups such as infants, pregnant women and school children.

b. Influence Analysis of Incentives on Productivity of Healthy Generation Program Officers

The results of research conducted at the Activity Unit GSC Kecamatan Suak tapeh between incentive variables to work productivity, Data taken from a questionnaire that spread on 48 people or respondents. Simple Linear Regression Analysis is an analysis to determine the effect of Incentive variable with work productivity variable. Simple regression is based on the functional or causal relationship of one independent variable (X) with one dependent variable (Y). Data processing using SPSS Version 22. From the table of calculation results Regression Equation analysis in the data can be as follows:Table 4.1 results of a simple linear regression analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,791	2,724		5,062	,000
	Insentif	,677	,096	,720	7,045	,000

a. Dependent Variable : Work productivity

From the table above obtained the regression equation as follows:

Y = a + bX

Y = 13,791 + 0,677X

a = 13,791

b = 0,677

From the equation can be interpreted that giving incentive (X) have positive effect to productive work (Y) so that if incentive variable is increased, then productivity variable will increase with coefficient equal to 0,677. Conversely, if the incentive is lowered then work productivity will decrease by 0.677.

a. Hypothesis testing

1) Correlation coefficient test (r)

R shows a simple correlation, that is the correlation between two or more independent variables to the dependent variable. R values range from 0 to 1. If the value is close to 1, then the relationship is close. Conversely, if close to 0, then the relationship is weak.
Table 4.13 Summary Model Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,720[a]	,519	,508	2,934

a. Predictors: (Constant), Insentif
b. Dependent Variable: Work productivity

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The effect of incentive to work productivity is 0,720 (72%) 28% is influenced by other factor, coefficient of determination 0,519 or 51,9% and positive, it means that if incentive is increased one unit rupiah will increase productivity equal to 51,9%

2) Test t T test is used to determine the influence of each independent variable partially to the dependent variable. Based on table 4.6 regression test results of incentive variables on work productivity can be concluded that the hypothesis received, where t table of 7.045 with alpha 0.000 significance <alpha 0.05. Means there is a positive and significant influence of incentive variable on work productivity

V. Consclusion

Provision of incentive (X) has a positive effect on productive work (Y) so that if the incentive variable is increased, then the productivity variable will increase with the coefficient of 0.677. Conversely, if the incentive is lowered then work productivity will decrease by 0.677. It is seen from the regression equation Y = 13.791 + 0.677X.2. Correlation Coefficient (R) = 0.720 or 72%, it means that the close relationship between incentive and work productivity of the rest is influenced by another factor of 28% which is not examined in this research.3. The result of t test shows that incentive variable showed significant result. Where t table value equal to 7,045 with alpha 0.000 <alpha 0,05 significance. This means that there is a positive and significant influence of the incentive variable on work productivity in the activity management unit as the participants of the Healthy and Smart Generation program in Suak Tapeh sub-district.

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Pengaruh Kedisiplinan, Gaya Kepemimpinan, Pelatihan Dan Kompetensi Terhadap Kinerja Aparatur Sipil Negara Dengan Kepuasan Dan Kemampuan Kerja Sebagai Variabel *Intervening*
(Studi Pada Kantor Kecamatan Tarakan Tengah Kota Tarakan)

Effect of Discipline, Leadership Style, Training And Competence Performance Against the State Civil Apparatus With Satisfaction And Job Skills As an intervening variable
(Studies in the District Office Tarakan Tengah Tarakan)

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ABSTRAKSI

Tujuan penelitian ini adalah untuk mengetahui pengaruh kedisiplinan, gaya kepemimpinan, pelatihan dan kompetensi terhadap kinerja dengan kepuasan dan kemampuan sebagai variabel intervening. Dalam pengumpulan data dilakukan dengan angket, data yang terkumpul berupa data primer. Seluruh pegawai kecamatan Tarakan Tengah dengan populasi 162 orang dan dijadikan sampel sejumlah 144 orang. Metode analisis data yang digunakan adalah path analysis. Hasil analisis data pertama diperoleh terbukti secara parsial kedisiplinan, gaya kepemimpinan, pelatihan dan kompetensi berpengaruh signifikan terhadap kepuasan. Terbukti secara parsial kedisiplinan, gaya kepemimpinan, pelatihan dan kompetensi berpengaruh signifikan terhadap kemampuan. Terbukti secara parsial kedisiplinan, gaya kepemimpinan, pelatihan, kompetensi, kepuasan dan kemampuan berpengaruh signifikan terhadap kinerja. Berdasarkan uji F secara bersama-sama kedisiplinan, gaya kepemimpinan, pelatihan dan kompetensi berpengaruh terhadap kepuasan maupun kemampuan. Secara bersama-sama kedisiplinan, gaya kepemimpinan, pelatihan, kompetensi, kepuasan dan kemampuan berpengaruh terhadap kinerja. Variabel kepuasan sebagai intervening untuk kedisiplinan, gaya kepemimpinan, pelatihan dan kompetensi adalah tidak efektif, karena pengaruh tidak langsung menghasilkan pengaruh yang lebih kecil dari pada pengaruh langsung. Variabel kemampuan sebagai intervening untuk kedisiplinan, gaya kepemimpinan, pelatihan dan kompetensi adalah tidak efektif, karena pengaruh tidak langsung menghasilkan pengaruh yang lebih kecil dari pada pengaruh langsung.

Kata kunci : Kedisiplinan, Gaya Kepemimpinan, Pelatihan, Kompetensi, Kepuasan, Kemampuan, Kinerja.

ABSTRACT

The purpose of this study was to determine the effect of discipline, leadership style, training and competence of the civilian state apparatus performance with satisfaction and ability as an intervening variable. In the data collection was done by questionnaire, data collected in the form of primary data. The entire apparatus of state civil Tarakan Tengah District of Tarakan City with a population of 162 people and sampled some 144 people. Data analysis method used is path analysis. The results of the analysis of the first data obtained proved to be partially self-discipline, leadership styles, training and competence have a significant effect on satisfaction. Proven partially discipline, leadership styles, training and competency significantly influence the ability. Proven partially discipline, leadership style, training, competence, satisfaction and the ability to significantly influence performance. Based on F test jointly discipline, leadership styles, training and competence and ability influence on satisfaction ASN Tarakan Tengah District of Tarakan. Together discipline, style of leadership, training, competence, satisfaction and ability to influence the performance of ASN Tarakan Tengah District of Tarakan. Satisfaction as an intervening variable for discipline, leadership styles, training and competence are ineffective, because the indirect effect produces a smaller effect than direct influence. As an intervening variable ability to discipline, leadership styles, training and competence are ineffective, because the indirect effect produces a smaller effect than direct influence.

Keywords: Discipline, Leadership Style, Training, Competency, Satisfaction, Capabilities, Performance.

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INTRODUCTION

To achieve national goals as stated in fourth paragraph of Indonesian Constitution Preambule 1945, it needed professional civil state apparatus, free of political intervention, free of corruption, colution and nepotism, able to organize public services and to perform a role of strengthening nation unity. National goals as stated in Constitution Preamble are protect the whole people of Indonesia and the entire homeland of Indonesia, and in order to advance general prosperity, to develop the nation's intellectual life, and to contribute to the implementation of a world order based on freedom, lasting peace and social justice.

In order to realize the nation goals, it needed civil state apparatus that have to do the public services, governmental duties, and particular development. The public sevice was conducted by servicing on staffs, services and/or administrative services provided by civil state apparatus. Government duties are carried out in order to perform the general functions of government such as empowerment of institutions, personnel, and management. The implementation of development tasks was conducted by developing cultural and political development and economic and social development in order to improve the wealth and prosperity of entire people.

To form professional apparatus who able to realize public services and to perform a role of strengthening Indonesian unity, it needed to replace the Law number 8 of 1974 on the Principles of Personnel as amended by the Law number 43 of 1999 on the amendment of the law number 8 of 1974 on the Principles of Personnel.

In the era of information technology, performance of state apparatus would be easier to be public attention. Public became more sensitive and critical to the apparatus performance. As well, the state apparatus must become a role model for public. They were not only required to have good working performance in their task, but also to have good personality in social life. To measure the performance of state apparatus, there are several influencing factors such as discipline, leadership style, training, competence, working satisfaction and ability.

According to Hassel (20017:178), factors that influenced performace were motivation, organizational culture, compensation, leadership, competence, working satisfaction, discipline, organizational condition, working environment and commitment. While according to Yuwono in Hassel (2007:180) the factors were organization goals, culture, leadership, ability and working quality.

Discipline was a mental attitude that reflected in someone's or group's behavior of obedience stated by government for specific purpose. Thus, this attitude became the main base for the state apparatus in implementing their tasks servicing public as an effort to realize the national development.

Enforcement of employee discipline has been regulated in government regulation number 53 of 2010 on the discipline of state apparatus which described the level of punishment for apparatus who broke the rules, for the apparatus violating any form of sanction is governed by this rule.

Disciplinary rules was necessary in order to realize a skilled, professional, and moral state apparatus, so it can guarantee the order and smoothness of the task implementation and encourage the civil state apparatus to be more productive according to career system and job performance.

Hasibuan (2009: 193) explained that discipline was the awareness and willingness of a person to comply all organizational rules and prevailing social norms. The awareness was defined as someone who voluntarily obeyed all the rules and recognized his task and responsibility. He would obey/perform all tasks well. While, the willingness explained as someone's attitude, behavior, and action in accordance with the rules, both written and oral.

Another factors that influenced the job performance was leadership. In doing their duties, employees work under the leader. A leader was expected to lead the employees with the effective leadership and encouraged the employees to be more cooperative and innovative in solving problems faced by the organization. According to Heidjrachman and Husnan (2012:224), leadership style represented philosophy, skill, and attitude of a leader. Leadership style was pattern of attitude that designed to integrate organization goals with individual goals in achieving current goals. Leadership style was basically a way of a leader influence, guide, encourage and control employees, so they could finish the tasks effectively and efficiently (Purwanto, 2010:22). Leader's dominant role seemed clear whne it related to interact with the environment and existence of employee who directly involved with the organization turnover. One important aspect of leadership was applied by a leader to the employees which could encourage them effectively to work harder and more responsible to achieve organization goals.

Beside discipline and leadership style, there were factors of training and competence which was considered influencing state apparatus performance. A qualified employee could be achieved by developing human resources in the agency through training. Training was a process of teaching required skill for employee to do particular task or duty. By following the training, employee was expected to work efficiently and well, so it can be realized a skilled apparatus in accordance with the goals and objectives.

Good training and working ability could support the success of achieving the goals. Through these two factors would create high job performance which would support the organization success. When work ability decreased, it would hamper the organization in achieving the goals. Ability meant someone's capacity to do various jobs in a job. Ability also was dimension of one's skill or excellence who had knowledge, skill and ability in solving a problem. Ability in an organization was necessary to meet organizational demand that there was rapid change, increasingly complex and dynamic problem, and future uncertainity of society.

Job satisfaction was a very personal thing, meant that the most who can feel is only someone concerned and it was not always the same between one another, so job satisfaction needed to be considered, because it reflected criteria to measure the success of organization in fulfilling the members' needs. To improve job satisfaction and performance, it needed a process of human resources management such as leadership, discipline, training, working ability and etc. If the process ran well, so the organization would run along with its vision, mission and goals. Job satisfaction could be created through working ability.

One of the human resources was working ability. According to Gibson (2009:138), ability showed one's potential to do task or job. Ability is closely related to someone's physical and mental abilities in doing a job. Snell in Gibson (2009:468) stated that low ability of employee would take longer and bigger effort than employee who had high ability to finish the job. Every job needed knowledge, skill and attitude ability. Skill ability was widely included all things known about an object. While, skill ability was psychomotor ability and implementation technique work. Someone's working ability was influenced by job training followed and employee empowerment. (Hoywood, et al dalam Hidayah, 2011: 22)

In Tarakan subdistrict, performance problems became an important factor because it was one subdistrict in Tarakan so apparatus performance from subdistrict would be influenced to the success of regional management especially in regional autonomy. As it is known that through regional autonomy, local government had gained authority of regional management for regional and community interests so the consequences of local government should be able to meet the community interest through better development and service.

A common phenomenon happened in Central Tarakan subdistrict office showed that working employee was not suitable with existing regulation or came late. Based on data of attendance on January 2016 from 162 employee, there were 12 employee or 7 % who came late with various explanation. It showed that the 12 employee considered personal interest was more important than job responsibility. This condition influenced employee's performance. Related to the performance, it revealed the lack of performance of the employee. A good discipline reflected great responsibility of a person to the task carried.

Job satisfaction for ASN Central Tarakan subdistrict was influenced by salary, increasing salary would increase its income, bigger chance employee to be promoted in a fair and transparent would improve employee's status. The more harmonious relationship of colleagues would make it easier to coordinate and cooperate. The implementation of proper leadership style would make achieving goals and works effective and efficient. Thus, to improve working performance needed integrated supervision in order to know the realization of task. Employees who failed to finish their task would redo the tasks and ensure that they would never fail.

According to the background, researcher was interested to have a research titled effect of discipline, leadership style, training and competence performance against the state civil apparatus with satisfaction and job skills as an intervening variable (studies in the district office tarakan tengah tarakan).

METHOD

The research was descriptive correlational research. The population was 162 civil state apparatus of Central Tarakan subdistrict and 144 samples. The data was analyzed using validity test, reliability test, linear test, path analysis, doubled linear regression, F test, t test and determination coefficient.

Equation:

$X_5 = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$

$X_6 = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$

$Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + e$

Result of the Research

Table 1. Result of Regression Test on First Equation Path

Model	Beta	t	Sig
Discipline (X_1)	0,226	2,948	0,004
Leadership Style (X_2)	0,350	4,683	0,000
Training (X_3)	0,262	3,440	0,001
Competence (X_4)	0,194	2,613	0,010

Dependent variable: Satisfaction

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Thus, the regression equation based on *standardized coefficients*:

$X_5 = 0{,}226\ X_1 + 0{,}350\ X_2 + 0{,}262\ X_3 + 0{,}194\ X_4 + e$

$(0{,}004^{**})\quad (0{,}001^{**})\quad (0{,}000^{**})\quad (0{,}010^{**})$

Remark : ** using significance level 5 %

X_5 = Satisfaction
X_1 = Discipline
X_2 = Leadership style
X_3 = Training
X_4 = Competence

Table 2. Result of Regression Test on Second equation path

Model	Beta	t	Sig
Discipline (X_1)	0,177	2,365	0,019
Leadership Style (X_2)	0,164	2,249	0,026
Training (X_3)	0,418	5,606	0,000
Competence (X_4)	-0,236	-3,248	0,001

Dependent variable: ability

Thus, the regression equation based on *standardized coefficients*:

$X_6 = 0{,}177\ X_1 + 0{,}164\ X_2 + 0{,}418\ X_3 - 0{,}236\ X_4 + e$

$(0{,}019^{**})\quad (0{,}026^{**})\quad (0{,}000^{**})\quad (0{,}001^{**})$

Remark : ** using significance level 5 %

X_6 = Ability
X_1 = Discipline
X_2 = Leadership Style
X_3 = Training
X_4 = Competence

Table 3. Result of Regression Test on third equation path

Model	Beta	t	Sig
Discipline (X_1)	0,296	5,548	0,000
Leadership Style (X_2)	0,436	8,041	0,000
Training (X_3)	0,128	2,214	0,028
Competence (X_4)	0,179	3,421	0,001
Satisfaction (X_5)	0,370	6,569	0,000
Ability (X_6)	0,165	2,868	0,005

Dependent variable: Apparatus performance

Thus, the regression equation based on *standardized coefficients*:

$Y = 0{,}296X_1 + 0{,}436X_2 + 0{,}128X_3 + 0{,}179X_4 + 0{,}370X_5 + 0{,}165X_6 + e$

$(0{,}000^{**})\quad (0{,}000^{**})\quad (0{,}028^{**})\quad (0{,}001^{**})\quad (0{,}000^{**})\quad (0{,}005^{**})$

Remark : ** using significance level 5 %

Y = Apparatus Performance
X_1 = Discipline
X_2 = Leadership Style
X_3 = Training
X_4 = Competence
X_5 = Satisfaction
X_6 = Ability

Table 4 Result of t test

Model	t	Sig	t	Sig	T	Sig
Discipline (X_1)	2,948	0,004	2,365	0,019	5,548	0,000
Leadership style (X_2)	4,683	0,000	2,249	0,026	8,041	0,000
Training (X_3)	3,440	0,001	5,606	0,000	2,214	0,028
Competence (X_4)	2,613	0,010	-3,248	0,001	3,421	0,001
Satisfaction (X_5)					6,569	0,000
Ability (X_6)					2,868	0,005
	Kepuasan		Kemampuan		Kinerja	

Table 5. Result of F test

	F	Sig.
Equation I	10,750	0,000
Equation II	12,955	0,000
Equation III	46,067	0,000

Tabel 6. Determination Coefficient (R^2)

Explanation	R Square	Adjusted R Square	Std. Error of the Estimate
Equation 1	0,236	0,214	1,917
Equation 2	0,272	0,251	2,337
Equation 3	0,669	0,654	2,984

Table 7. Result of Correlation Analysis

Correlations

		Kedisiplinan	Gaya Kepemimpinan	Pelatihan	Kompetensi	Kepuasan	Kemampuan	Kinerja
Kedisiplinan	Pearson Correlation	1	-,131	-,222**	,011	,124	,060	,268**
	Sig. (2-tailed)		,117	,007	,894	,140	,476	,001
	N	144	144	144	144	144	144	144
Gaya Kepemimpinan	Pearson Correlation	-,131	1	,067	-,023	,334**	,175*	,554**
	Sig. (2-tailed)	,117		,426	,782	,000	,036	,000
	N	144	144	144	144	144	144	144
Pelatihan	Pearson Correlation	-,222**	,067	1	-,070	,222**	,406**	,228**
	Sig. (2-tailed)	,007	,426		,405	,007	,000	,006
	N	144	144	144	144	144	144	144
Kompetensi	Pearson Correlation	,011	-,023	-,070	1	,170*	-,267**	,182*
	Sig. (2-tailed)	,894	,782	,405		,041	,001	,029
	N	144	144	144	144	144	144	144
Kepuasan	Pearson Correlation	,124	,334**	,222**	,170*	1	,134	,633**
	Sig. (2-tailed)	,140	,000	,007	,041		,109	,000
	N	144	144	144	144	144	144	144
Kemampuan	Pearson Correlation	,060	,175*	,406**	-,267**	,134	1	,313**
	Sig. (2-tailed)	,476	,036	,000	,001	,109		,000
	N	144	144	144	144	144	144	144
Kinerja	Pearson Correlation	,268**	,554**	,228**	,182*	,633**	,313**	1
	Sig. (2-tailed)	,001	,000	,006	,029	,000	,000	
	N	144	144	144	144	144	144	144

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

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

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The result of the test describing direct influence, indirect influence, and total influence were shown on the figure below:

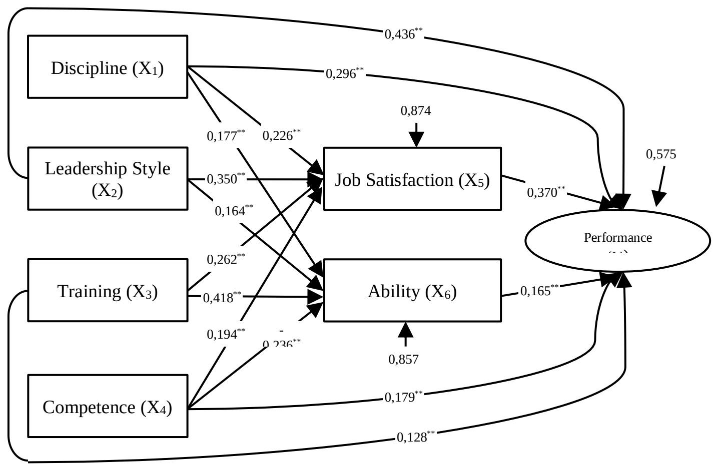

Figure 1. Direct and Indirect Influence

Table 8. Direct and Indirect Influence

Influence Direction	Direct Influence	Indirect Influence	Influence Total
Model I			
Discipline → Performance	0,296		
Leaders → Performance	0,436		
Training → Performance	0,128		
Compete → Performance	0,179		
Model II			
Discipline → Satisfaction → Performance		0,226 x 0,370 = 0,084	0,296 + 0,084 = 0,380
Leadership → Satisfaction → Performance		0,350 x 0,370 = 0,130	0,436 + 0,130 = 0,566
Training → Satisfaction → Performance		0,262 x 0,370 = 0 ,097	0,128 + 0,097 = 0,225
Compete → Satisfaction → Performance		0,194 x 0,370 = 0,072	0,179 + 0,072 = 0,251
Model II			
Discipline → Satisfaction → Performance		0,177 x 0,165 = 0,029	0,296 + 0,029 = 0,325
Leadership → Satisfaction → Performance		0,164 x 0,165 = 0,027	0,436 + 0,027 = 0,463
Training → Satisfaction → Performance		0,418 x 0,165 = 0 ,069	0,128 + 0,069 = 0,197
Compete → Satisfaction → Performance		-0,236 x 0,165 = -0,039	0,179 – 0,039 = 0,140

DISCUSSION

1. Influence of discipline to the State Civil Apparatus of Central Tarakan through job satisfaction

   Path analysis showed that satisfaction variable as *intervening* for discipline was not effectively worked because indirect influence made smaller influence than direct influence did. It meant, to improve apparatus performance of Central Tarakan was done by directly discipline improvement. In this research showed that discipline brought positive and significant impact to the civil state apparatus performance, which could be done through punctuality.

   The research was supported by Pudjiastuti and Sriwidodo (2011) who had approved that discipline gave significant impact to the teacher working performance. Pradipta (2015) proved that discipline influenced significantly to the employee working performance, which meant the better discipline they had would increase employee’s working performance. Amri (2015) explained that discipline had partial impact to the employee working performance.

The result of the research was supporter by Amiroso (2015) who proved that job satisfaction could not mediate effectively the discipline impact to the job performance. Susilo and Susanti (2011) stated that direct impact of job satisfaction of employee job performance was bigger than indirect impact of job satisfaction of employee working performance through discipline, so to improve employee job performance using direct way. While Ambawani (2013) had approved that job satisfaction had effectively mediated the work discipline to the teacher working performance.

2. Influence of Leadership style to the civil state apparatus working performance of Central Tarakan Subdistrict through job satisfaction

Path analysis showed that variable of job satisfaction as *intervening* for leadership style was not effective, because indirect impact made smaller impact than direct influence which meant to improve apparatus working performance in Central Tarakan Subdisctrict as conducted by the improvement of direct leadership style. The research showed that leadership style brought positive and significant impact to the civil state apparatus. It could be done by a leader who guided and watched his employee's performance to meet the organization goals. A leader had to discuss everything to his employees before making decision.

This research was supported bu Wardani (2010) who stated that leadership style had significantly to the employee job satisfaction. It was because a leader's leadership style influenced his employees's attitude in doing their job. Rachmawati et al (2006) and Mariam (2009) said that the impact of leadership style to the working performance was significant and positive.

The result of the research was supported by Maryam (2009), Sasetyo (2013), and Iswanto (2013) who approved that job satisfaction did not mediated the impact of leadership to the working performance effectively. Nurhayati et al (2015) explained that transformational leadership style brought negative impact to the employee working performance, but according to the factors like salary, working partner, employee felt satisfied working in the company, so their working performance was considered good based on their job satisfaction that they had which could be seen from the value of job satisfaction. It could conclude that transformational leadership style had brought positive impact to the employee working performance through job satisfaction mediation.

3. Influence of Job Training to the civil state apparatus performance of Central Tarakan Subdistrict through job satisfaction

Path analysis showed that variable of job satisfaction as *intervening* for job training was not effective, because indirect influence had smaller impact than direct influence had which meant to improve civil state apparatus of Central Tarakan subdistrict was conducted by directly training improvement. The research showed that job training had positive and significant impact to the apparatus working performance which could be done through coach attitude who encouraged the training participants to be actively involved in the job training, various delivery method so the participants could understand the training subject very well. Length of training program had to be done until the participant became trained participant.

The research was supported by Soebandi (2007), Rudhaliawan et al (2013) and Mutmainah (2013) had found that the job training had significant impact to the employee performance.

Indirectly, the research was supported by Mutmainah (2013) who stated that variable of job satisfaction did not mediate the training influence to the working performance of Paguyuban Batik Laweyan employee. Soebandin (2007) approved that job training had significantly influenced the employee working performance while job satisfaction could not.

4. Influence of Competence to the civil state apparatus working performance of Central Tarakan Subdistrict through job satisfaction

Path analysis showed that variable of job satisfaction as *Intervening* for competence was not effective, because the indirect impact had smaller impact than direct impact which meant the improvement of apparatus working performance of Central Tarakan Subdistrict was done through direct competence improvement of civil state apparatus. The research showed that competence had positive and significant impact to the civil state apparatus working performance which could be done by giving more attention to the employee who had wide knowledge about job, had interests to do rare things, and they were honest and obedient to the organization management.

The research was supported by Ruky (2008) who stated that competence was necessary to perform roles to make satisfactory working performance. It had been supported by Pujiastuti and Sriwidodo (2011) who stated that competence had significantly influenced to the employee working performance. While, MayaSari (2013) and Supiyanto (2015) said that competence did not influence the working performance.

Indirectly, the result of the research was not supported by Amiroso (2015) who said that variable of job satisfaction did not work effectively as interevening the influence of competence to the employee working performance of Development Planning Agency in Sukoharjo. Mayasari (2013) stated there was significant influence between competence and teacher performance in High School of Denpasar and job satisfaction did not effectively mediate competence and teacher performance.

5. Influence of Discipline to the Civil State Apparatus of Central Tarakan Subdistrict through Ability

Path analysis showed that variable of ability as *intervening* for discipline was not effective, because the indirect influence made smaller impact than direct influence which meant to improve apparatus performance of Central Tarakan Subdistrict was done by increasing discipline of civil state apparatus. The research showed that discipline had significantly and positively influenced the apparatus working performance. The research showed that competence had positive and significant impact to the civil state apparatus working performance which could be done by giving more attention to the employee who had wide knowledge about job, had interests to do rare things, and they were honest and obedient to the organization management.

A good discipline reflected large responsibility to the task given. It could encourage work spirit to achieve the goals. However, discipline was not enough to make good working performance without work ability. If the employees want to get work achievement, they must have optimal working ability. According to steers in Rahmawati et al (2013), individuals' achievement was mostly influenced by various characteristics of someone. If an employee does not have the required ability or they are not interested to the job, it will be hard to improve their achievement. On the other hand, management recruited and trained employees whose ability and interest along with the job demands.

Indirectly, the result of the research was not supported by Karnawan (2010) who explained that ability was very effective to mediate the influence of discipline to the teacher performance. Intellectual ability owned by someone showed the intelligence quotion so it would be easier to solve problem, more discipline and do the task very well. With their intellectuality, a teacher could improve quality of learning.

6. Influence of Leadership style to the civil state apparatus performance of Central Tarakan Subdistrict through ability

Path analysis showed that variable of ability as intervening for leadership style was not effective because indirect influence made smaller impact than direct influence did which meant to improve apparatus working performance of Central Tarakan subdistrict was done by the improvement of leadership style owned by apparatus. The research showed that leadership style had positive and significant impact to the civil state apparatus performance which could be done by a leader who guided his employees to meet the goals and was wise to make decision.

As Wardani (2010) said that a leader must be able to guide and direct the employees to finish the task and duty. It was supported by Wardani (2010) who stated that leadership style had significant impact to the job satisfaction of employee. Rahmawati et al (2006) and Mariam (2009) stated that influence of leadership style was very significant and positive.

Indirectly, the research supported by Warsitio (2014) who explained that ability was not effectively mediated the influence of leader in encouraging and managing the employees would influence the working performance of employee.

7. Influence of Job Training of civil state apparatus performance of Central Tarakan subdistrict through ability

Path analysis showed that variable of ability as intervening for job training was not effective because the indirect influence made smaller impact than the direct influence did which meant to improve apparatus working performance of central tarakan subdistrict was done by improvement of direct job training by civil state apparatus. The research showed that training had positive and significant impact to the apparatus performance which could be done by the trainer who encouraged the training participants to be active in job training and had various way of delivering material so they could understand the material.

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The job training considered done until the participants became trained employees. The research was supported by Soebandi (2007), Rudhaliawan (2007), and Mutmainnah et al (2013) who found that job training had significant impact to the employee working performance.

Indirectly, the research was supported by Haryanto (2015) said that the use of *intervening* employee ability in improving working performance was not effective because direct influence of education and training to the working performance had bigger impact than the indirect influence of ability had. Rudhaliawan et al (2013) approved that variable of employee ability did not effectively influence the employee working performance as *intervening*.

8. Influence of Competenec to the civil state apparatus of Central Tarakan Subdistrict through ability

Path analysis showed that variable of ability as *intervening* for competence was not effective because indirect influence made smaller impact than direct influence did which meant to improve the working performance of Central Tarakan Subdistrict apparatus was conducted by improving the civil state apparatus competence directly. The research showed that competence had positive and significant impact to the working performance which could be done by demanding employee to have wide knowledge about job, high interest to do new things, and became honest and obedient. Directly, the research supported by Ruky (2008) who said that competence was necessary to do particular roles in order to make a satisfactory working performance. It was supported by the research of Pujiastuti and Sriwidodo (2011) which stated that competence had significant impact to the employee working performance. The statement was not supported by Maya Sari (2013) and Supiyanto (2015) who said that competence did not significantly influence to the employee working performance.

Competence could influence the job satisfaction, the higher competence someone had the higher job satisfaction had. Maskuri (2006) stated that there was significant relationship between competence and job satisfaction of employee working performance. The statement was supported by Maya Sari (2013) and Supiyanto (2015) who stated that competence had significant impact to the job satisfaction of employee.

CONCLUSION

According to the findings, the research can be concluded as follows:

1. Discipline influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the first hypothesis was truly approved.
2. Leadership style influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the second hypothesis was truly approved.
3. Job training influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the third hypothesis was truly approved.
4. Competence influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the fourth hypothesis was truly approved.
5. Discipline influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the fifth hypothesis was truly approved.
6. Leadership style influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the sixth hypothesis was truly approved.
7. Job training influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the seventh hypothesis was truly approved.
8. Competence influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the eighth hypothesis was truly approved.
9. Discipline influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the ninth hypothesis was truly approved.
10. Leadership style influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the tenth hypothesis was truly approved.
11. Job training influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the eleventh hypothesis was truly approved.
12. Competence influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the twelfth hypothesis was truly approved.
13. Job Satisfaction influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the thirteenth hypothesis was truly approved.
14. Ability influenced significantly the job satisfaction of civil state apparatus of Central Tarakan Subdistrict and the forteenth hypothesis was truly approved.
15. According to F test together of the discipline, leadership style, job training and competence influenced to the job satisfaction of civil state apparatus of Central Tarakan Subdistrict

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16. According to F test together of the discipline, leadership style, job training and competence influenced to the ability of civil state apparatus of Central Tarakan Subdistrict
17. According to F test together of the discipline, leadership style, job training and competence influenced to the working performance of civil state apparatus of Central Tarakan Subdistrict
18. According to the three models of the equation with the variable of discipline, leadership style, job training, competence, job satisfaction and ability could explain the working performance of civil state apparatus of Central Tarakan Subdistrict at 81.5% , the rest 18.5% explained by other variable such as motivation, work spirit, commitment etc.
19. Variable of job satisfaction as *intervening* for discipline, leadership style, training and competence was not effective because the indirect influence made smaller impact than direct influence did.
20. Variable of ability as *intervening* for discipline, leadership style, training and competence was not effective because the indirect influence made smaller impact than direct influence did.

Limitation of Research

1. The research only tested and recognized the influence of discipline, leadership style, training and competence to performance through job satisfaction and ability as *intervening* variable.
2. Respondents of the research are homogenous, they are not differentiated by age, sex, education, years of service and class. Those factors influenced the working performance of respondents.

Suggestions

According to the conclusion, the researcher gives several suggestions to be reference in improving working performace, as follows:

1. The effort in improving the working performance of civil state apparatus of Central Tarakan Subdistrict could be done by a leader who gives guidance and work order to the employees in order to meet the goals. A decision made on the basis of joint decision.
2. In order to increase the satisfaction of ASN, Tarakan Tengah Kota Tarakan needs to be done is the adjustment of task burden on the employees in accordance with their respective personality. It needs a guarantee of safety and comfort of work environment.
3. Efforts that need to be done to improve the ability of ASN Tarakan Tengah Kota Tarakan is the time limit of training program until trainees have been trained, the training process based on the subject matter and the module as training reference and facilities, facilities and infrastructure are available, so the training program can run with Smoothly.

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PRESERVASTION OF CUSTOM CULTURE OSING BY MEANS OF CSR CULTURE MODEL

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Abstract. *aim of this study is to obtain a model of the development of Corporate Social Responsibility culture that will be used by companies as a form of participation of indigenous cultural preservation Osing tribe. This study analyzes the public response to the social awareness of the cultural aspects of the company, to explore and understand the cultural values that exist in society Kemiren village for the preservation of indigenous culture. So the paradigm in this study is ethnometodology interpretive approach. The results of this research to the development of culture through the implementation of the ceremonies, each group of informants have the same perception, that the ceremony is a ritual and custom that must be implemented. The shape of the execution in accordance with the ritual that had been implemented, with funding coming from the individual and society through muphu (dues). To the development of culture through the development of art galleries, each group of informants have different perceptions; Cultural actors:they feel the studio that they have never received funds, whether from the government or from the company. Funding for the development of art galleries, either for exercise or to perform (b-fest or staging) is carried out by independent fee. Cultural figures:they are self-financed owner of the art galleries, should they get help for example in the form of equipment. The Government:government provides assistance in the form of actualization of art. The galleri was given the freedom to create and actualize in art. Model CSR developed in this study to seek the establishment of effective communication between the company, CSR forum, council Blambangan arts and cultural actors/ art galleries owner. With the development of the model is expected later CSR funds disbursed by the company through Art board blambangan (DKB) or directly to the cultural actors/ art galleries owner as sponsorship or development of art galleries can be precisely targeted.*

Keywords: *Corporate Social Responsibility culture, custom culture Osing, culture actors, Art board blambangan*

I. INTRODUCTION

Art Osing tribe is unique and contains elements such mystical art Balinese people and Tenggertribe.One of the distinctive art of Banyuwangi is Gandrung is typical dances to welcome the guests. This dance has been used as a mascot of Banyuwangi tourism. There is also Patrol, dance Seblang, Damarwulan, Angklung, Barong dance, Kuntulan, Kendang Kempul, Janger, Jaranan, Jaran Kincak, Angklung gluttonous and Jedor.There is also a tradition that is carried out every year, as the tradition of sea quotation, metik (rice and coffee), Rebo wekasan, Kebo-keboan, ruwatan, Tumplek Punjen, Gredoan, Endog-endogan and other traditions. The traditional customs are shown each year and packaged in the *Calendar of* Events.

The Government of Banyuwangi Regency is aware of the great cultural potential of the Osing tribe by setting Kemiren Village in Glagah District as a customary village that must maintain the Osing cultural values. In this village there are native tribal villages and in this village they still maintain the traditions and values of their ancestors. Kemiren village is a tourist destination that is quite popular among the people of Banyuwangi and surrounding areas. Cultural festivals and other annual art events are always held in this village.

Preservation of traditional cultural event in the form of performances are held regularly or held for welcoming guests and the implementation *calendar of events* certainly requires a lot of funds. During this time for a particular art show, in the village of Kemiren for example, people with self-executing. The funds obtained from the public voluntary donations. People felt compelled to carry out the traditional art performances or because it is a tradition passed down from generation to generation, so that the public did not object to mengeluaran funds to finance these activities.

The preservation of culture is not only the responsibility of individuals or local communities to undertake, but a shared responsibility, community and local government. Society in this case could be an individual or a company. Individually community participation in cultural preservation can be a direct participation as an actor in the implementation of the tradition, donated funds or provide other forms of participation (site preparation, clothing or other equipment).

While corporate participation in cultural preservation is participation in the form of funds known as Corporate Social Responsibility (CSR). The demands of applying the concept of Corporate Social Responsibility (CSR) and the demands on companies in the effort to implement social responsibility are important aspects. The company is no longer solely in pursuit of profits, but on the other hand, requires companies to set aside certain portions of corporate profits for CSR activities.

In the implementation of CSR, the company is expected to have a business philosophy that the company becomes an integral part of the

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surrounding community. Vice versa, the surrounding community becomes an integral part with the company. So both need to realize harmony and harmony of mutually beneficial relationships. One indication of the success of a company one of them is determined by the attention to the surrounding social environment. That is, the company's commercial success is also seen from how the company manages social responsibility to the surrounding environment. However, the management of CSR should be handled seriously and professionally, because not a few companies are experiencing prolonged conflict with the surrounding community.

Society around a company certainly diverse, considering Indonesia is a very rich country in all things ranging from natural wealth, ethnicity and cultural wealth. One of the culture that is owned by art and culture of customary ritual. One form of art is the rites.

This research is to understand corporate participation in the form of Corporate Social Responsibility (CSR) for the preservation of traditional ritual culture of Osing tribe in Banyuwangi which has a diversity of art that should be preserved. The Osing tribe is different from other tribes in East Java, this distinction allows the birth of different forms of potential so it needs special attention from the local government.

This research problem is related to the research question which will be searched for answer in the research implementation: (1) Is there real participation of local company in preservation of indigenous culture of Osing tribe in Kemiren village? (2) How can the model of CSR Culture be developed for the preservation of indigenous Osing culture in Kemiren village?

The general objective of this research is to obtain a model of development of Corporate Social Responsibility (CSR) culture that will be used by local companies as a form of participation of Osing Tribe culture.

There are two things that become urgency of this research, namely: (1) Indigenous culture in Banyuwangi is diverse and a cultural tradition that continues to be done by the community requires a lot of money so that the customary culture can continue to be preserved, (2) Local companies should be able to providing real participation in the form of cultural CSR to preserve the Osing Tribal custom culture

II.THEORY

A. Concept of *Corporate Social Responsibility (CSR)*

Corporate Social Responsibility (CSR) [1] is the process of communicating the social and environmental impacts of economic activities of the organization to specific groups concerned and on society as a whole , Disclosure of *Corporate Social Responsibility (CSR)* through sustainability reporting has become an important and particularly when making investment decisions are long-term, through performance reporting

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Corporate Social Responsibility (CSR) will reflect whether the company has been running a social accountability and environmental optimally or not, who at once will be revealed that the company concerned has been implementing *best practices*, norms of a healthy business, initiative, consensus and commitment that agree or disagree with the legislation in force. Besides, the company to be open and honest in the delivery of accurate information or reporting on the implementation of the program *of Corporate Social Responsibility (CSR)* to *steakholder*.

Ernst and Young suggests that the company has four main responsibilities of employees, consumers, communities and the environment. Fourth it can be a basic consideration for the company to establish a core program in implementing specific CSR. There are nine programs to do the work the company in carrying out CSR activities, namely:

1. *Employee Programs*

The employee is a valuable asset for the company, so it is not surprising that companies are very concerned competency development and employee welfare. The attention to the welfare of employees need to be expanded not only in terms of health and safety guarantees, but need for expansion of programs such as work life balance programs and decision making empowerment program.

2. *Community and Broader Society*

The majority of companies have activities in this area, one of which is through community empowerment which in essence is how individuals, groups or communities are trying to control their own lives and seek to shape the future in accordance with their wishes [2]. Implementation of community empowerment through:

a) Development projects that allow community members receive support in meeting the needs.
b) Campaigns and social action that enables these needs can be met by other parties responsible.
c) *Environtment Programs*

Program relating to the maintenance of the environment, for example by producing products that are safe, harmless to health and environmentally friendly; making infiltration wells; and sewerage well.

4. *Reporting and Communications Programs*

The Company issued or report the results of its CSR activities through *annual CSR report*, so there is real evidence of the company's participation in carrying out its social responsibility.

5. *Governance or Code of Conduct Programs*

Corporate emphasize social activities carried out under a system regulated by the government. The main thing to note is how *stakeholders*,governments, communities, and businesses can make regulations or terms and conditions agreed to effective CSR programs. This means that the necessary laws to regulate CSR at the macro level as CSR program objectives, program assessment standards of success, and coordination with relevant parties.

6. *Stakeholder Engagement Programs*

Efforts to create*"effectiveengagement program"* as a key to success CSR strategy and *sustainability* strategy.

7. *Supplier Programs*

Fostering a good relationship based on trust, commitment, sharing of information between the company and its business partners, for example through the supply chain management or business networking.

8. *Customer / Product Stewardship Programs*

The need for the company's attention to consumer complaints and quality assurance of products produced by the company.

9. *Programs shareholder*

enhancement program "share value" for *shareholders*, as *shareholders* is a priority for the company.

Implementation of CSR should be within the corridor of the company's strategy to achieve the company's business base. CSR requires the development of a systematic and complex stages. The first phase, starting with efforts to look at and assess the needs of the community by identifying problems that occur and seek appropriate solutions. The second phase, action plans have been made along with your budget, schedule, evaluation indicators, and the necessary resources for the company. The third phase, monitoring activities through site visits or through surveys. The fourth stage, perform regular evaluation and reporting to be used as a strategy guide and further program development. Evaluation also done by comparing the results of the evaluation of the company's internal and external [3]

I. The concept of value Cultures Understanding Cultural Values Indigenous

Cultural values are values that are agreed upon and embedded within a community, the scope of the organization, society rooted in habit, trust *(believe)*, symbols and particular characteristics which can be distinguished from one and the other as a reference the behavior and the response has been over what's going to happen or is happening (Wikipedia Indonesia: 2015)

There are three aspects related to cultural values, namely:

a. symbols, slogans or other visible by naked eye.

b. attitudes, acts of behavior, rasping movements arising from the slogan, the motto of the

c. belief embedded and ingrained into the frame of reference in the act and behave (not shown)

Culture is a way of life that developed and shared by groups of people and passed down from generation to generation, Culture is made up of many complex elements, including religious and political system, customs, languages, tools, clothing, buildings and works of art.

II. **Culture of Custom Osing**

Cultural value contained in Osing tribe is highly value mutual cooperation, voluntary work with residents to promote unity, social gathering, silahturahmi or exchange visits and discordant contribute. Kemiren village is one destination that is quite attractive in Banyuwangi and surrounding community. Various kinds of art can still be found as art barong, kuntulan, jaran kincak (horse dance), mocopatan (read ancient papyrus) as well as the majority gandrung infatuated famous dancer from the village Kemiren.

The communities in the District Kemiren Glagah Banyuwangi have traditional cultural Seblang. This dance is a ritual dance of praise and starting reinforcements made from generation to generation, carried out by a woman who was a girl. The dance was held after Eid and Eid al-Adha. The process begins with the dancers enter the spirit and diakhirir with a procession of dancers followed by local people.

The uniqueness of the village Kemiren, the majority of the population Kemiren have beds "mattress – (kasur-Java Language)" with the same motifs and colors which are black on top and bottom, red at the edges. This mattress will be owned by the bride and groom from their parents. It has its own philosophy, which means the color red as a repellent of custody and black symbolize the permanence in the household. At one moment the whole society Kemiren issued the mattress to the drying Kemiren along the village road. This tradition is called mepe kasur, according to local tradition traditional elders is done because the source of all diseases originate from the bed. This is done to repel all sorts of diseases. That tradition is a series tumpeng sewu "clean village ritual" that was conducted in Dhulhijjah.

Crocogan, Tikel / Baresan, Tikel cockscomb and attack is a type of tribal house using, where all four kinds of traditional houses can still be encountered in the village Kemiren. The building - the building is hundreds of years old. The building was designed to withstand earthquakes, with the main structure of the arrangement of four poles saka (wood) beam with sparring system without spikes*(Knokdown)* but using Paju *(pasak pipih*). Each type of roof has a different meaning and privileges. Differences custom home roof Osing also have a different social status.

Privileged Kemiren traditional village, still keep the traditions that has existed since their ancestors. Barong Ider Bumi, Tumpeng Sewu, wine - parade and art barong. Coexist with the spirit of mutual cooperation, tradition sustained deliberation. In 2013 the community kemiren trigger *event* along with the name “ngopi sepuluhewu”

III. RESEARCH METHOD

A. Framework Research Plan

Type of research is a qualitative research using a case study approach *(case*study). In this study, used a case study approach to analyze the implementation of *Corporate Social Responsibility* and the realization of culture performed by local companies towards the development of indigenous cultures in the District Glagah around the company. This study also analyzes the public response to the social concerns of local companies from the cultural aspect. Therefore, this study is to explore and understand the cultural values that exist in society Kemiren village and explain the existence of the cultural values in an effort to the preservation of indigenous culture. So the paradigm in this study is ethnometodology interpretive approach. Through this research are expected to be achieved the main goal of this research is a model of CSR culture as a form of real participation of local companies in preserving indigenous culture Kemiren Osing tribe in the village.

Researchers collected data through documentation (photos and videos) [4], perform in-depth interviews and field observations addressed to the local companies and communities located in the area of cultural actors Kemiren village Glagah Subdistrict. Local companies that could potentially provide social responsibility towards the preservation of tribal culture Osing. The CSR can provide benefits to communities around the company so it can happen simbiosisi mutuality in the relationship between the community and the company.

B. Sources and Data Collection Techniques

The research was conducted in community cultural actors in the Village Kemiren Glagah District of Banyuwangi. Ethnometodology as a research approach that wants to unravel the social phenomenon required key informants will provide data, information, experience and others to address research problems. The informants of this study were divided into two:

1) The informant to uncover the cultural values including cultural actors, studio owner arts and traditional elders, to determine the source of funds used for any cultural performance is done either in the form of routine or held to welcome the guests.
2) Informant to uncover the participation of local companies in the preservation of culture is the local company, a member of the Arts Council Blambangan, Journalist, Department of Tourism and Member of the Board, to determine the real role in the preservation of their cultural and regional policy.

The identity of the informant who used only the initials to replace the actual name of the informant. Data were collected by direct observation at the time of implementation of indigenous culture and at informal. The research instrument used is the in-depth interview to the cultural actors who performed with the snowball method. Tops of all it will take a cultural actors who play an active part in cultural activities and events customs districts. Furthermore, based on the informant information will be found another informant.

Interviews were also conducted in-depth to explore the data to a local company, Government tourism office, members of Art board of Blambangan (DKB) and board members and community leaders. In addition, data collection techniques are also done through observation and documentation, observation and documentation is done to get a picture of the general condition of the local company and the implementation of the indigenous culture.

Depth interviews were conducted to learn more about the application and CSR budget, funding for indigenous cultural activities, participation / support of the local company. The secondary data to complement the general picture of local companies and cultural activities comes from a variety of data and existing documentation such as regulations on CSR culture and corporate data that has been doing CSR culture.

3. **TechniquesData**

Used Analysisof data obtained in this research is to use inductive data analysis. The process of data analysis begins by examining all the data collected through interviews and field observations as well as official documents from several agencies associated with the research. Having studied and learned later is generated into a general conclusions based on empirical facts about the sites.

The procedure of data analysis in this study using data analysis model of [1]. The analysis procedure performed is data reduction, data presentation, and conclusion. The reason of choosing this method because researchers will identify, analyze, describe and interpret phenomena found. All the results of interviews and observations (observation) is reconstructed from memory into files record field *(field*notes).Based on field experience of researchers conducted an analysis during data collection *(analysis during the data* collection),while after the field data collection ended, researchers conducted a post-collection analysis of data *(analysis of data after*collection).

Analysis of the data in the study also were also conducted with triangulation techniques with the source by comparing and checking the degree of confidence behind the information obtained. Triangulation technique is a procedure in which researchers use more than one method that can be obtained independently of the information and data collected. By comparison triangulation techniques do the following things:

1. Comparing the observed data with data from interviews.
2. Comparing the perspective of someone with different opinions and views of various speakers.
3. Comparing a result of interviews with the contents of a document related.

IV. EMPIRICAL RESULT AND CONCLUSION

1. **Real Participation Osing cultural Development**

a. Through the Cultural Development Implementation Ceremony Kemiren village

Until now customary values Osing tribe culture is still very strong. Society with the awareness and the spirit of the high cultured participate in traditional ceremonies were conducted in a routine. Among others, moco lontar held every Wednesday night, routines tumpeng sewu to Seblang, Ider bumi, kebo-keboan. Cultures that have attached themselves to be regarded as a set of patterns of human behavior by relying on creativity and confidence for the necessities of life, so that cultural heritage is still being carried out today. It is expressed by a cultural actors from the village Kemiren:

"an indigenous tradition that should not beomitted, as Seblang, Ider bumi, kebo-keboan was customary, if the festival sort of festival angklung, a festival of education, was made by the government."
"No government intervention, if any form of canvas shelters and sound system, but every body or every group still emits a cone and which has issued the arts gallery. It's from yourself ."

These quotations can be concluded that the villagers still adhere to customs Kemiren rooted tradition in the village and always perform the traditional ceremony with independent funds.

This cultural actors also shared some of the traditions in the village Kemiren, including *mepe kasur,* the mattress issued tradition to dry in front of each house. The mattress is a mattress hereditary given by parents when their children to be bride. Usually the criteria economic assessment capabilities of each pair is of thick and thin mattresses they have. But the underlying moral messages of tradition *mepe kasur* the actually is to remove or dispose of the disease. Night after the implementation of *the mepe kasur* continued with ngopi *sepuluewu. Ngopi sepuluewu* also an indigenous tradition where every house put out coffee and laid out on the front porch each. They will feel very satisfied if coffee was placed on the porch drinking a lot. Tradition *mepe kasur* and *ngopi sepuluewu* is held every month of Suro.

In a further development *ngopi sepuluewu* not only provides a coffee but also typical snacks such as, lepet, ketan kirik, tape ketan and kucur. But even this tradition evolved into an event that implementation is not provided in front of the homes, but held at the roadside in the village Kemiren and become an event that is no longer free.

Another tradition that salvation or salvation Ider bumi Every year is held syawal second day. These traditions making cone *pecel pitik* then do the procession through the village. The purpose of salvation Ider bumi pleading to God Almighty that the villagers were given safety and to avoid any disaster.

Another tradition is customary *Tumpeng sewu*, the cone presenting a large number of which was held along the village road Kemiren. This custom carried out every month Dzulhijah / Hajj. The moral to the tradition of this tradition is the spirit of mutual cooperation and to pray that their village survived and kept away from all kinds of diseases. *Tumpeng Sewu* is presented with pecel pitik (range chickens) were burned and coupled with grated coconut. The torch was lit in a row along the way add a thick atmosphere of tradition in this village.

Rebo Wekasan salvation is also one of the tradition that is still preserved. This tradition is held on the 27th of the month of Safar. Performed at every point springs in the village Kemiren with the hope that spring was melangalir profusely and do not carry disease. There are 27 springs in the village Kemiren, so that salvation was also held in 27 of the water point.

Indigenous traditions are carried out on a large scale is customary ritual Seblang. This ritual dlaksanakan on day 7 Shawwal and held for 7 days.

Implementation of the indigenous traditions Seblang Lulian (Olehsari) one of the sacred ritual ceremonies related cultural systems marked specific qualities that command respect and obedience to God Almighty. Activities are strictly regulated by a specific time and fast, right in the open area under the umbrella of the great white, Circular grounded ground. Young female offenders designated unseen from Seblang descent,wearing a *omprok* crown made of flowers and young banana leaves, dancing with

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his eyes closed, accompanied by music and a certain poetry that is believed to have magical powers. Tribal Village Osing Olehsari uphold the teachings of his ancestors. Seblang a symbol of communal dance that human life will be peaceful if the social harmony of man with man, man and nature as well as man's relationship with the supernatural is maintained (B-fest 2017).

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Cultural values Osing, particularly in the village of Kemiren are different from those in other villages, such as village Olehsari, Glagah or another as expressed by one of the informants of the Department of Tourism:

"Why Kemiren village designated as a tourist village for ritual Kemiren indigenous community is still very strong, Is there Olehsari village? There is. Whether in Glagah village there? There is. But not all residents do, just some. While in Kemiren, ranging from eastern to western Kemiren all residents perform traditional rituals. Even the smell of incense in the village Kemiren was something unusual, if in another country is not there. They carried out because it is tradition and custom."

Whilethe Cultural figures Osing *states:"The art still art. If the rituals are different. Do not be equated. Rituals and traditions are different. Traditional rituals is something that should not be abandoned, if religion is prayer, there is a church, in a ritual there are spells, all intended to invoke the safety of the Creator."*

One of the residents we interviewed was said*:"we will continue to perform traditional rituals though no funding from the government. Normally we do muphu (dues) prior to the ritual, by collecting coins. Traditional rituals existed before the b-fest and will continue to exist even without the b-fest. We actually prefer this traditional ritual to something sacred, not a festival.*

b. Actors Images Culture and Cultural Preservation Efforts Development Through Art Gallery

Kemiren village has been designated as the Village Osing the same time serve to preserve the cultural Osing. Cultural tourism area located in the middle of the village it was confirmed that the village is faced Osing and projected as a cultural heritage Osing. Many features owned by the village which this is a typical use of language which is the language Osing. Kemiren village became the center of a tourist location since 1996, because the village has a very interesting cultural potential, such as the unique customs, arts and languages are always charged *wangsalan* Osing and *basanan*.

Discussing about the performing arts, in this village is a lot of cultural actors, both as a dancer, performer instrument music or art gallery owner. Their role as a dancer and performer of musical instruments is to always be able to display the performances at the customs, tradition carried on by the village. While the studio where they are for conservation efforts. They train children to adults so that later they can also inherit a culture deeply rooted in society.

Their art galleries is not a fancy and large has many facilities. In the view of researchers to observe directly at the site, the art gallery was their location or place that can be used to practice the dance. The existence of the tool could be an alternative, meaning that if there is then they use a set of gamelan but if not then they simply use a VCD / CD.

Seventh art galleries in Kemiren village it self is formed on the initiative of the art galleries owner who wants to preserve the cultural customs. Even the existence of the art galleries is not commercialized but purely for artistic practice activities, the following quote the proverb:*"My* art galleries *no tariffs, Every dance practice to Rp.1.000-Rp.2.000, or free. That's the difference artist of heart and artists who are looking for a profit and enrich themselves "*

The studio is very supportive existence in the implementation of traditional ceremonies as well as events organized by the government. To follow the staging, event or traditional ceremony of course the cultural actors and art gallery owners need a lot of funds.

Based on interview quotes with cultural actors, they reveal explicitly "never" or "not yet" to answer the question of whether they have ever received financial assistance related to routine activities in art galleries or for government events. The question asked by this researcher is to answer the research problem is whether there is real participation of local company, either directly or through government in effort to preserve cultural custom.

Cultural customary preservation here is in the sense of development in the form of providing assistance to the owners of art galleries and cultural actors who carry out traditional adat activities. Providing assistance to the studio is intended to maintain the existence of the studio because it is through this art studio that children and the younger generation will continue to be sharpened and trained various art that has been entrenched culture.

A very elderly cultural figure said: "Art galleries should have gamelan for dancing, do not use cassettes. But most of them do not have, only a few Art gallery only, because it is a set of gamelan is not cheap "

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Answering the question of how the tourism service's role to cultural development especially in Kemiren village, an informant said: *"We empower it not in cash money, but in the form of art actualization, please create the creation and perform, we will pay later. Actualization of this art every week is displayed in blambangan. It is our benchmark whether the galleries deserve to be taken out of the region. So we also have a grate for each dance studio."*

Based on the results of interviews conducted on different informants of different groups of informants, obtained answers that indicate the following results on the perception of real participation of cultural development through the implementation of traditional ceremonies and through the development of art studio. Here are the results of the perception penalty:

a) Against the development of culture through the implementation of traditional ceremonies, each group of informants have the same perception, that the traditional ceremony is a ritual and tradition that must be implemented. Form of execution is in accordance with the ritual that has been implemented with the source of funding comes from individuals and communities through muphu (dues).
b) Against cultural development through the development of art galleries, each group of informants has different perceptions;
   <u>The perpetrators of culture</u>: they feel that their studio has never obtained funding, either from the government or from the company. Funding for saggar development, whether for training or for performing (b-fest or staging) is done at an independent cost.
   <u>Cultural figures</u>: The owner of the art gallery has its own fund, they should get help such as equipment
   <u>Government tourism office</u>: the government provides assistance in the form of art actualization. the art gallery given freedom to be creative and actualize in art.

2. Culture CSR Model as Local Corporate Participation Model on Cultural Preservation

Cultural preservation in this research is an effort made by society and government to continue to carry out traditions and cultures that have been rooted in society, both in the form of the implementation of traditional ceremonies, the introduction of art and performances. Currently, various ritual ceremonies have been packed in the form of Banyuwangi festival event, combined with various festivals formed. Until the creation of 72 festival events in 2017.

The events are spread over a year and the location of the implementation also adjusts to the event held. For custom rituals of time and place of execution certainly adjust to the ritual. For example the Ider bumi ceremony was held in Kemiren village on Syawal on the second day, Seblang lulian in Olehsari village for 7 days starting on Shawwal the seventh day and so on.

In the implementation of ceremonial event of this kind, the role of government in this case is to provide supporting in the form of branding outside, the government does not intervene in the activities of traditional ceremonies.

Preservation in research is an attempt done so that art galleries can play as much as possible, have a place to practice, have gamelan, have barong, have costumes and others so that they can contribute maximally in the preservation of indigenous culture.

Based on observations of researchers in the field, based on secondary data obtained through the research agencies and through the website and based on interviews with several groups of informants, researchers obtained some conclusions:

a) Banyuwangi District has local regulations on CSR namely Banyuwangi District Regulation Number: 3/ 2014 About Corporate Social Responsibility
b) Regulation Bupati Banyuwangi Number: 43/ 2015 on Implementation Guidelines regulations banyuwangi district Number: 3/ 2014 on corporate social responsibility
c) Banyuwangi values of indigenous culture Osing tribe still continues to be preserved such as: Seblang, Ider bumi, tumpeng sewu, moco lontar, gandrung, Rebo wekasan, kebo-keboan, ruwatan, tumplek punjen, ruwatan, Endog-endogan, etc.

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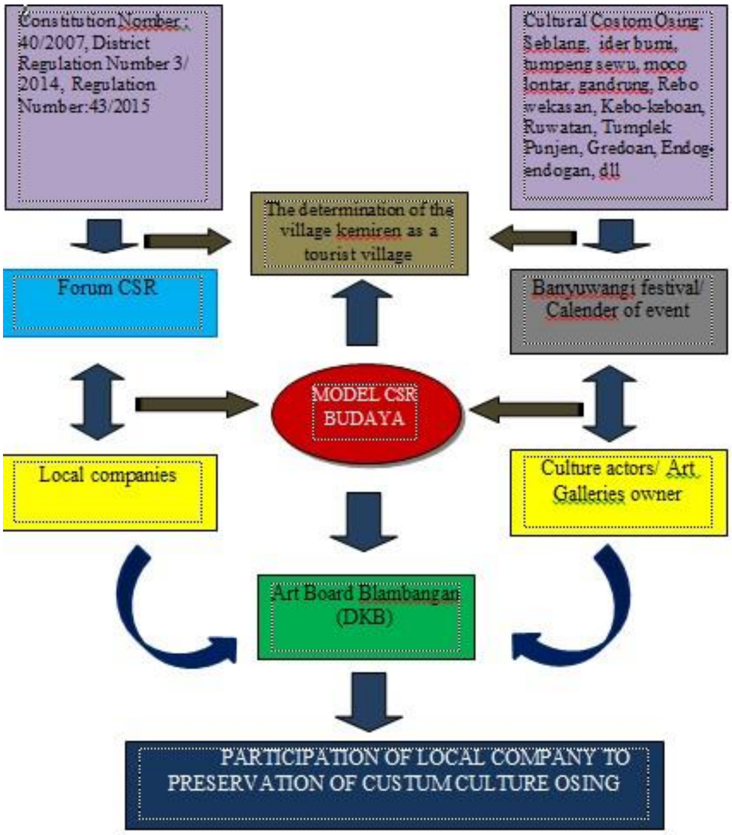
d) Various traditional rituals are packaged in the form of banyuwangi festival and festival combined with various local government formation
e) Local Government has set Village Tourism through Local Regulation Number: 1/ 2017 About Tourism Village
f) The Local Government has established Kemiren Village as a Tourism Village. This determination because Kemiren village is the only village whose people still carry out the ritual intact
g) Own art galleries and cultural actors in desperate need of funds for good development owned art galleries equipment, costumes or for training activities and performances
h) Local companies in Banyuwangi have partially implemented their obligations to issue CSR, others still do not. CSR that has been issued by the company is managed by the local government for various purposes, including for the culture. However, the usefulness of cultural development has not been felt by cultural actors and studio owners
i) CSR Forum in Banyuwangi was formed to convey the plan, implementation and evaluation of corporate CSR.
j) The *Art board blambangan (DKB)* is required to be a mediator between cultural actors / owners art galleries and the company

CSR model as a model of local participation on the preservation of culture custom Osing as illustrated in Figure 1:

Figure 1. CSR model



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THE DEVELOPMENT OF CHEMICAL TEXTBOOKS BASED ON ARGUMENT MAP (CT-BAM) USING LOCAL CULTURAL CONTEXT TO INCREASE CRITICAL THINKING SKILLS OF SENIOR HIGH SCHOOL STUDENTS ON THE THERMOCHEMICAL TOPICS

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Abstract:

The study aims to develop an chemical textbooks based on argument map (CT-BAM) using the local cultural context to improve the critical thinking skills of senior high school students on thermochemical topics which are determined as valid, practical, and effective used in learning. This research is designed with the research and development (R&D) type which used the research model proposed by Sugiyono. In brief, this study was conducted in three stages such as the drafting phase of CT-BAM, expert test, and field test on a limited scale. The study was conducted at SMA Dwijendra Denpasar at grade XI Natural Science 3 with 40 students. The data were collected by using validation sheet, observation sheet, student and teacher response questionnaire, and critical thinking skill test. The results showed that: (1) the validity of CT-BAM developed was classified as a very valid with the average score of students CT-BAM and teacher CT-BAM respectively 4.35 and 4.30 from the maximum score of 5.00. (2) the practicality of CT-BAM is classified as a good and practical which can be seen from the average score of CT-BAM implementation of 3.57, and the average score of students' and teachers' responses to CT-BAM respectively of 3.60 and 3.68 out of a maximum score of 5.00. (3) The effectiveness of CT-BAM developed is categorized as an effective that to improve students' critical thinking skill. It is shown by the average score of posttest which is included at a very good category, that is equal to 86.74 and normal score which included at a high category, that is equal to 0.77. According to the result of the study, it can be concluded that CT-BAM developed does have a good quality and fulfill the standard of the feasibility of a teaching material which has covered three aspects, such as valid, practical and effective.

Keywords: *CT-BAM, local cultural context, critical thinking skills*

INTRODUCTION

The education world plays a very important role to ensure the survival of a nation. It occurs because education is a vehicle to improve and develop the quality of human resources to compete other nations in facing the globalization era. Accordingly, it is appropriate for education to receive sustainable attention in an effort to improve its quality. The improvement of education quality also means the improvement of human resources quality.

The improvement of human resources quality which expected in this globalization era in line with the Act of the Republic of Indonesia No. 20 of 2003 which mandates that national education should have a standard quality that is balanced with other nations in the world (Yuliandari, 2008). This should be supported by the ability of the community to seek and to use the information, accuracy in decision making, and proactive actions, and the conditions will be owned by individuals who are literate in science and technology. Responding to this demand, the government considered the need for effort reforming and improvement of education quality (Rosyada, 2004). Efforts are to improve the quality of science educators through upgrading for teachers, Teachers' Consultative Program and teacher education level, increasing the procurement of facilities and infrastructure that support science education, and the development of learning methods and teaching materials. Such efforts should have a positive effect on the quality of Indonesian education (Yuliandari, 2008).

The quality of education in Indonesia is still low. The statement is evidenced by a number of international research and assessment. First, according to a survey from The Third International Mathematics and Science Study (TIMSS) in 2007 reported

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achievements of Indonesian students ranked 35 out of 49 participating countries (Kemdikbud, 2011). Second, according to Human Development Report (United Nations Development Program, 2011), Indonesia's Human Development Index (HDI) is ranked 124 out of 187 countries. In 2012, Indonesia's Human Development Index (HDI) progressed and ranked 121 out of 187 countries. However, the HDI rate is much lower compared to 2010, where Indonesia is in 108 position of 169 countries.

The findings of education quality in Indonesia is still low which indicated by the gap between what is expected with the results of the reality in the field. This is in line with research findings relating to the high misconceptions of students to chemical concepts and low student learning outcomes (Kirna, 1998; Suastra et al., 1998; Sudria et al., 2000). Redhana & Kirna (2004) reported that the average misconception of high school students in Singaraja, Buleleng on the topic of atomic structure and chemical bonds is very high, 57% and 63% respectively. Furthermore, research shows that in addition to misconceptions, most students still have difficulty in understanding chemical topics, one of which is thermochemical topics. According to Redhana (2009), about 46% of students in Singaraja city, Buleleng District have difficulties in understanding thermochemical topics. This is one of the causes of low student learning outcomes.

Other causes of low learning outcomes and high rank of student misconceptions can not be separated from the learning which are done by teachers over the years. Teachers have not conditioned learning that will enable students to develop higher-order thinking skills. The results of the study (Redhana, 2007) indicate that teachers generally teach chemicals usually only refer to a textbook as well as in teacher learning usually using the method of information and question and answer, then proceed with the exercise questions that are often taken from the textbook. To solve these problems, students apply formulas algorithmically. According to Tsapartis and Zoller (2003) an algorithmic problem solving requires the application of low-level thinking skills. With this kind of learning, students do not gain experience developing critical thinking skills.

To improve students' critical thinking skills, education reform needs to be done. The reform is not about changing curriculum content, but rather a change in pedagogy, a shift from traditional teaching (low-level thinking skills) to learning that emphasizes high-order thinking / critical thinking (Tsapartis & Zoller, 2003).

The critical thinking skills are very important to be applied by teachers in order to develop students' reasoning power (Beyer in Walker, 1998). Critical thinking skills focus on the learning process rather than just acquiring knowledge. Through critical thinking, students will be able to acquire knowledge, understandings, insight, and skills in some specific contents. Without critical thinking in learning, students will easily forget what they learn because they rarely internalize ideas well.

The studies of critical thinking reveal that students' critical thinking skills will not develop without explicit and deliberate attempts at learning (Zohar, 1994). A student will not be able to develop critical thinking skills well without being challenged to practice using it in learning (Meyers, 1986). Carin & Sund (1989) reveals that critical thinking skills can be developed and enriched through meaningful experiences.

In order to develop students' critical thinking skills, the classroom environment or conditions must be created so that students gain practice experiences using the teaching for thinking through the subject matter content. One condition that is expected to train students to use critical thinking skills during learning is to train students to analyze arguments and make arguments maps. Arguments are statements containing claims (conclusions) and premises (reasons). Whereas, the argument map is a box and line diagram showing the reasoning structure of an argument.

The argument map will be more effective when used as a basis in the making or compilation of books (teaching materials). Creating argument maps will allow students to identify one's opinion (arguing), provide assumptions and inferences that may not be expressed, and evaluate the adequacy of the argument as a whole. In this way students

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will successfully use critical thinking skills in learning (Inch et al., 2006).

On the other hand, the use of local culture in science (chemical) learning is very important. One example of chemistry learning that can be linked to local cultural contexts is thermochemical topic learning. Thermochemical topics can be attributed to the ceremony of pengabenan. The linkage between the chemistry and the local culture of the students on the learning of chemistry causes the chemistry will be easier to understand and more meaningful and the students can learn according to their own traditions and culture (Sardjiyo, 2005).

Based on the above description, given the importance of training in critical thinking skills for students and the influence of local culture in understanding subject matter, this research applies an argument-based chemistry workbook (CT-BAM) using local cultural context to help students develop critical thinking skills during Learning. Argument-based chemistry workbook is a teaching material that guides students to analyze arguments based on the material presented. In learning using this CT-BAM students are trained to diagram the claims (conclusions) and premises (reasons, evidence) in a map called the argument map. Through this activity students will learn, to identify, analyze, and evaluate arguments that are critical thinking skills. Finally, students' critical thinking skills can be improved.

THE AIM OF THE STUDY

The general objective of this research is to develop CT-BAM to improve the critical thinking skills of high school students which are valid, practical, and effective used in the learning process. Specific objectives of this research are as follows:

1) To describe the feasibility of CT-BAM developed in terms of content and construct validity.
2) To describe the feasibility of CT-BAM developed in terms of practicality of use in schools.
3) To describe the feasibility of CT-BAM developed in terms of effectiveness in improving critical thinking skills.

THE RESEARCH METHODS

The research method used is research development (research and development). Development model used in this study followed the development of Sugiyono. This model consists of 10 stages, but in this research is only done up to 7 stages due to the limited of research resources and time, those stages are (1) potential and problem, (2) data collection, (3) product design, (4) design validation, (5) design revisions, (6) product trials, and (7) product revisions.

1) Potential Problems

At this stage, the researchers identify the potential problems associated with the use of chemistry in high school. The method used to identify potential problems, namely by conducting library and field research. The library research was conducted by reviewing some previous studies and reviewing local cultural contexts relevant to the chemicals, while field research was conducted through interviews with high school chemistry teachers. At this stage the subject of the research is the findings of previous research, and the high school chemistry teacher. Meanwhile, the object of the research is the problems related to the local culture relevant to the chemistry, learning and utilization of chemistry in high school.

2) Data Collection

At this stage the researcher collects all athe information that can be used as data that support for product planning CT-BAM. Methods of the data collection conducted at this stage is the libriray method. The research subject is the document of curriculum 2013 and literature books. Meanwhile, the objects of research are SKL, KD, KI, and syllabus according to the curriculum of 2013, local culture relevant to high school chemistry as well as the theories related to selected topics.

3) Product Design

The design of CT-BAM made in this study was conducted by mapping the material to be selected in accordance with KI, KD listed in Curriculum 2013. The material presented using a topic. Topic used is thermochemistry that is divided into six sub-topics, namely system and environment, enthalpy and enthalpy changes, exothermic and endothermic reactions, standard conditions and thermochemical equations, types of

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enthalpy changes, and determination of enthalpy changes. Furthermore, a description of the indicator, learning objectives, learning steps, the content of materials or concepts of chemistry, tools and materials related to each selected sub topic as well as and the local cultural context relevant to the material. After that, further designing is made so that at this stage produced a draft I in the form of CT-BAM using local cultural context.

4) Validation Process

The validation process is divided into two stages such as the validation of evaluation tools of critical thinking skills and product validation of CT-BAM. The critical thinking skills test is structured on the basis of an indocator of critical thinking skills. The instrument used at this stage, which is a validation sheet. This validation process is done by submitting CT-BAM and critical thinking skill tests that have been prepared and giving validation sheet directly to each validator in order to provide input or suggestion to CT-BAM and test which have been made. In the validation stage of the test evaluation tool, the subjects of the research are two validators from the faculty of Chemistry Department, Faculty of Mathematics and Natural Sciences, UNDIKSHA. Meanwhile, the object of this research is the input or suggestion from the validators to the contents of each test item created. In the product validation stage of CT-BAM, the subject of research consists of two lecturers of Chemical Education Department, Faculty of Mathematics and Natural Sciences, UNDIKSHA who expertised in chemical content field and in learning field and 10 validators from high school chemistry. Meanwhile, the object of the research is the input or suggestion of lecturers and teachers regarding the content and constructs of CT-BAM made. In addition, at this stage also empirical validation of critical thinking skills tests to determine the validity of test items, test the potencial of different test, test difficulty level, and test reliability. In this empirical validation the subject of research is the students of grade XI MIPA 6 and grade XI MIPA 8 in SMA N 1 Abiansemal, each amounting to 39 people and 38 people. The object of this research is students' critical thinking skills. In testing the empirical validity of critical thinking skills test, the test of critical thinking skill test instrument has been made in SMA N 1 Abiansemal, Badung regency.

5) Product Revision

The inputs or suggestions obtained at the product validation stage of CT-BAM are used as reference to refine the draft I that has been made. In the revision phase of this product obtained draft II which will be ready to be tested empirically in a limited scale. In addition, at this stage also made revisions to critical thinking skills tests.

6) Product Trial

At this stage draft II is tested empirically, this test aims to determine the practicality and effectiveness of CT-BAM developed. This empirical test was conducted at SMA Dwijendra Denpasar in the odd semester of academic year 2016/2017. At the trial stage of this product, the subject of the research is the students of class XI MIPA 3 in SMA Dwijendra Denpasar which amounted to 40 people and the chemistry teacher. Meanwhile, the object of research is the time spent on learning, teacher and student responses, as well as students' critical thinking skills. To test the effectiveness of CT-BAM used pre experimental design, *one group pretest-posttest design.*

7. Product Revisions

The important findings during the empirical tests performed can be used as a reference to revise and refine the draft II that has been tested which later will produce the teaching materials in the form of CT-BAM.

RESULT AND DISCUSSION

Result

The result of this study is the instructional material product, the argument based chemistry workbook (CT-BAM) using local culture context to improve students' critical thinking skill on thermochemical topic. CT-BAM developed includes CT-BAM teachers and CT-BAM students. CT-BAM designs which showed are; First, CT-BAM is presented in two columns, the first column contains a description of chemicals and the second column is a space for student to write the argument map. Second, the presentation of chemicals in the first

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column is done argumentatively and linked to local cultural contexts. At the end of the presentation for a sub topic, conceptual questions are asked to investigate students' understanding of learned concepts, principles, theories, and laws. After all the chemistry materials are learned, students do the lab to prove the concepts, principles, theories, and laws that have been studied. Besides, at the end of the CT-BAM is also equipped with exercise questions in the form of qualitative and quantitative questions related to the topics covered in CT-BAM.

CT-BAM developed must be proper and good quality as a teaching material by fulfilling three important aspects such as valid, effective, and practical. The average CT-BAM teacher score is 4.30, the student CT-BAM is 4.35, the teacher's and students' CT-BAM compliance is 4.25 out of the maximum score of 5.00 set. The results of this validation show that overall CT-BAM developed has met the criteria very well. This study also validated the language to assess the legibility of CT-BAM. The results of this language validation indicate that there are some errors, namely the cover writing on CT-BAM students adjusted to the EYD, the consistency of the use of symbols in CT-BAM students, and mistakes of some grammar. Meanwhile, for validation of critical thinking skills is done through content validation and empirical validation. For content validation obtained 0.93, this indicates that the developed test belongs to a very good category so it can be used to conduct further test pilot. Nevertheless, there are some items that have validity, reliability, differentiation, and low difficulty, but these test items are maintained by revising the editor and choice of test answers. In addition, these test items have been able to measure learning goals and indicators of critical thinking skills. Based on the results of validation as a whole can be said that the product developed in this study has been valid or feasible to be tested further in the field (empirical test). Although it has been categorized very well, there are still some suggestions and feedback given by the validator to refine the created of CT-BAM. The product validation result of CT-BAM is presented in Figure 01.

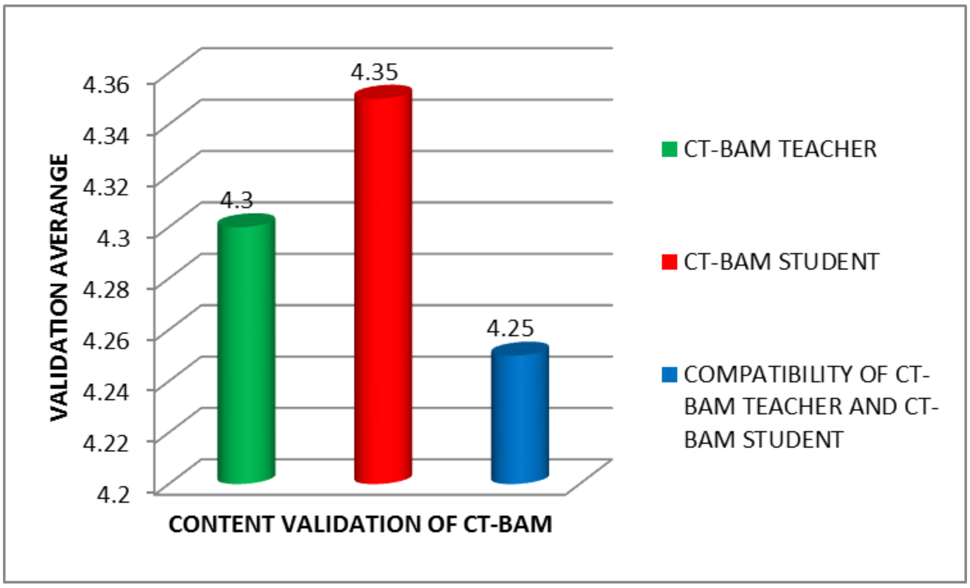

Figure 01. Average Graph of CT-BAM Validation

The practicality of CT-BAM can be seen in the two aspects, namely the efficiency of the use of time and the user's response to CT-BAM. From the result of the research, it is found that in the first and second meetings the use of time in the learning process is still not in accordance with the time allocation contained in the teacher book. To overcome it, various improvement efforts are conducted by researchers and the teachers who will be used as references for the next meeting, so the learning time can be utilized more efficiently. Therefore, in the table of observation results have been seen the more efficient use of time and is suit with CT-BAM teachers at the third and subsequent meetings. Thus, it can be said that CT-BAM pertained practical use in learning. Meanwhile, the responses of students and teachers to the CT-BAM implementation developed are also one aspect that can be used to assess the practical level of CT-BAM. The way to find out teacher and student responses to CT-BAM was measured using questionnaire. The following presents the results of the practicality of CT-BAM in terms of teacher responses and student responses to CT-BAM in Table 1.

Tabel 1. Teachers' and Student's Responses to CT-BAM

No.	Aspect	Score	Category
1.	Teachers' Responses	3,68	Practical
2.	Student's Responses	3,60	Practical

This shows that the developed of CT-BAM has met the requirements of practicality. This practicality shows the ease of teachers or students in using CT-BAM developed in accordance with predetermined time allocation, as well as tools, materials, and media used in learning which is easy to obtain and is easy to use so teachers and students provide a positive response to learning have been done.

The effectiveness of CT-BAM developed can be seen from the critical thinking skill test scores. The average posttest score obtained by the students as a whole has shown a very good category, that is 86.74 and the normalized score obtained by 0.77. It shows a significant increase in critical thinking skills from before and after the implementation of CT-BAM. This means that the application of CT-BAM is developed effectively to improve students' critical thinking skills especially on thermochemical topics.

Discussion

Based on the result of the study, it is found that CT-BAM developed has fulfilled a good quality in terms of validity, practicality and effectiveness. Development of CT-BAM in this research is in valid category, caused by several factors, among others: (1) CT-BAM developed has been in accordance with the demand of curriculum 2013, that is development of instructional materials oriented on approach of *inquiry, discovery,* and *problem based learning*. Whereas, in this study CT-BAM developed used the context of local culture. In addition, topic selection, material depth and instructional steps have been drawn up in reference to KI and KD in the curriculum of 2013. (2) The developed CT-BAM is adapted to the aspects of validity measurement of content validity and construct validity. (3) The components of CT-BAM are developed in accordance with the indicators established in the validation instrument. (4) The CT-BAM presents the material in an argumentative way by describing a claim or conclusion which is then supported by a number of premises. This condition will enable students to understand the chemistry in a more profound and meaningful way. After students have studied the description of chemicals, they then attempt to analyze and evaluate the arguments contained in the chemical description. Based on this analysis and evaluation students, then, create a map of arguments in the form of "box" and "line" diagrams. Boxes represent the claims and premises, while the lines represent the support of the premise to the claim. By practicing argument mapping, students can improve the ability to articulate, understand, and communicate reasoning so as to spur students' critical thinking skills. (5) The use of conceptual questions in CT-BAM serves to explore students' ideas or ideas related to the essential concepts learned. Through conceptual questions, students are guided to learn the essential concepts related to the problem solved so that students' understanding can be improved. (6) Furthermore, the practicum activities undertaken aim to verify and deepen the concepts, principles, theories, and the laws studied. Thus, student will become more confident with what has been understood, if his opinion is in line with the results of the lab. In addition, the problem-solving process at the end of

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learning aims to train students to apply the concepts, principles, theories, and laws that have been mastered. If students are unable to solve the problems faced, students will be challenged to learn the material again so students' understanding of the chemicals will be improved. (7) In correlating to the use of local cultural context in chemistry learning will make the learning which is done by teachers become a very rich and meaningful for the students. This situation will generate students' interest and motivation and cultivate students' curiosity about the link between local culture and the chemistry being studied. Growing interest and motivation will encourage students to learn the sources of information in depth, and even search for other sources of information. This motivational drive will cause students to have a high concentration in studying chemicals. Finally, students will be able to comprehend the chemicals in depth. This is in line that was stated by Baker & Taylor (1995).

In addition, the use of local cultural contexts in chemistry learning will challenge students to develop skills, such as identifying criteria for considering answers, applying principles, mapping out key ideas, answering questions, giving reasons, determining less relevant, and providing additional examples. These skills are critical thinking skills.

It means that the presentation of CT-BAM in general both in terms of appearance, content, and use of the language has met and in accordance with the indicators that become the reference in assessing the quality of teaching materials. Although it determined as the valid criteria which is feasible to use in learning, CT-BAM still has weakness because the validation test is done only by using teacher practitioners. This is because not all of teachers understand the argument map used in this study of chemistry which makes the reason for lack of input or suggestion from the validators.

The practicality of CT-BAM can be known from: 1) the efficiency of the use of time in the learning process and 2) the teachers' and students' responses to CT-BAM. This practicality shows the ease of teachers or students in using CT-BAM developed in accordance with predetermined time allocation, as well as tools, materials, and media used in learning which is easy to obtain and is easy to use so teachers and students provide a positive response to the learning that have been done. Based on the data observation result of the use of time and the average score of the teachers' and the students' responses indicated that CT-BAM developed have included in the practical category. However, during the CT-BAM implementation process, there are also some obstacles, namely: (1) In conducting activities for CT-BAM students, most students still seem confused in making complex argument maps, where students are often mistaken in determining the claims and premises of An argument. (2) Teachers are not familiar with the designed learning activities. This can be seen from the teacher's difficulties in implementing the lesson using CT-BAM as seen in the learning activities. (3) In the discussion activity, the teacher has not been able to become an optimal facilitator. (4) The teacher still dominates the learning so that there are still many keywords in the learning process. Starting from the obstacles encountered at the first meeting, the researcher and the chemistry teacher held a discussion with the design to be used in the second meeting. The design of the handling is adapted to the constraints faced. In general, the implementation process of CT-BAM has not been carried out optimally. This can be seen from the use of time for each stage of learning which is not in accordance with the planning of learning activities that exist in CT-BAM teachers. In the first and second meetings the use of time in the learning process is still not in accordance with the time allocation contained in the teacher CT-BAM. To overcome this various improvement efforts conducted by researchers with teachers who will be used as a reference for the next meeting so the learning time can be utilized more efficiently at the third and subsequent meetings. Development of CT-BAM has fulfilled the requirement of practicality that is in good / practical category. Based on the results of the reflection of the five meetings that have been done, then there are some positive things that occur during the learning, namely: (1) CT-BAM teachers help teachers in learning because in this book contains learning steps that must be implemented in the process of learning in the class . (2) Students get used to make an argument map, answer the contextual question, and do practicum activity and make scientific report of practicum which later will be easier for student to make scientific report on activity and other subject matter. (3) Growing the attitude of cooperation and responsibility through group work designed in the learning process. (4) Providing experience to teachers about the changing paradigm of learning from *teacher centered* to *student centered*. Based on the above description, it can be concluded that the development of CT-BAM developed has met the requirements of practicality of teaching materials, so feasible to be used by teachers for teacher handbook and student book which is worthy to be used by student as student handbook.

The results showed that the use of CT-BAM effectively improves students' critical thinking skills. The acquisition of effective CT-BAM is caused by several factors, such as: *First*, CT-BAM is designed in such a way that it looks interesting. CT-BAM students are presented with a systematic flow structure that makes it easier for students to use them. However, CT-BAM teachers designed to guide teachers in learning in the classroom both in the process of learning and assessment.

Secondly, CT-BAM is designed in accordance with the curriculum demands and adapted to the developmental character of Dwijendra Denpasar students, to guide the students in finding the concept in accordance with the learning activities that have been designed. The activities are designed in accordance with the students' world and the environment around the students which impact the learning becomes more meaningful.

Third, the CT-BAM developed is tailored to the existing facilities in the school and in the surrounding environment which to facilitate students and teachers to find the tools and materials used in learning activities. Therefore in general, CT-BAM is successfully developed and has met all aspects of the quality of the good teaching materials, such as valid, practical and effective. CT-BAM developed has advantages of teaching materials used previously as describe as follows;

1) The CT-BAM has been in line with the requirement of Curriculum 2013 which stated that the development of chemistry materials using the approach of *inquiry, discovery* and *problem base learning.*
2) CT-BAM presents local context-based content material which is close to the students' world and student activities contained in this book, provides flexibility for students to build an understanding of the concept that will lead to improve students' critical thinking skills.
3) Facilitate the teacher to carry out the learning process because the material and the stages of learning activities have been arranged systematically according to the student's book.

CLOSE

Conclusion

Based on the analysis and discussion that have been presented, the conclusion in the research are:

1) CT-BAM is determined valid which is seen from the validity of CT-BAM students score of 4.35 and the validity of CT-BAM teachers score of 4.30 of the maximum score 5.00.
2) The CT-BAM is determined practical which is seen from the efficiency of the use of learning time, as well as teachers' and students' responses with an average score of 3.68, and 3.60 from a maximum score of 5.00.
3) CT-BAM effectively used, it is shown with the average score of posttest score included in the very good category, that is equal to 86,74 and normalized gain value included in the high category, that is equal to 0,77.

Based on the result of the research, it can be concluded that the developed CT-BAM has met the feasibility standard of a teaching material covering three aspects, namely valid, practical and effective.

Suggestion

The following are some suggestions that can be given based on the results of the study:

1) In this research, it has been produced CT-BAM using local cultural context on thermochemical topics. In order to obtain good CT-BAM needs improvement of CT-BAM that has been developed, it is necessary to test this CT-BAM on different classes, schools and teachers with similar to or equivalent characteristics to the experimental class.
2) CT-BAM is very practical to be used by students and teachers, so in the development of other teaching material, this reaseach can be referred.
3) The development of this kind of CT-BAM should also be developed for other subjects or other basic competencies in chemistry subjects as they have been proven to improve students' critical thinking skills.
4) Teachers should try to do the learning process using argument map especially to the students who have heterogeneous ability, because this learning model can train students work together, train to find themselves regarding the concepts which is learned and make the learners understand the science in the long terms

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THE EFFECT OF IMPLEMENTATION OF PERFORMANCE ASSESSMENT TO SOCIAL SCIENCE LEARNING ACHIEVEMENTS WITH COVARIABLE ATTITUDE SOCIAL IN STUDENTS OF FOURTH GRADE IN CLUSTER BAYUNG GEDE

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Abstract

This study aims to determine the effect of the implementation of the performance assessment of the results of social studies with covariates social attitudes in fourth graders in Cluster Bayung Gede. The research design uses archetypal The Posttest Only Control Group with covariates social attitudes. The population in this study were all fourth graders Force Bayung Gede in the academic year 2014/2015. These samples included 32 students. Data were collected with tests and questionnaires. Data were analyzed by ANOVA, Anacova and regression analysis. Results showed that: (1) there is a difference between the results of social studies student in learning with assessment and assessment of performance of conventional (F = 33.858, p <0.05), (2) after covariates controlled social attitudes, there are differences in learning outcomes IPS students who take the assessment and the assessment of performance of conventional (F = 12.817, p <0.05), and (3) there is a significant contribution between social attitudes to learning outcomes IPS students of 12.9%.

Keywords**:** performance assessment, the results of social studies, social attitudes

INTRODUCTION

IPS learning is an educational program that contains loads of value as one of its characteristics, as stated by Mulyana in Gunawan (2011: 23), that: Social Sciences (IPS) and Humanities are two areas of potential study for the development of learning tasks that are rich in values, the characteristics of science that are closely related to human life and many discuss about how humans can harmonious relationships with others, the environment and God make two The study is very rich in attitudes, values, morals, ethics and behavior.

In IPS learning there are some difficulties experienced by students, such as: a) students are less able to develop values and attitudes in everyday life; B) the teaching of social studies is conducted within a limited time, so it is impossible to introduce all the values of human life to the students. This is reinforced as published by MoNE (2007) revealed that:

Students often feel bored, boredom can arise in addition to the consequences of less understood what exactly IPS, learning methodology used often not succeeded in attracting the attention of students, even educators often have no clear reference, let alone creativity to create interesting methods to use In teaching boredom can also arise due to the assessment material not in accordance with the level of development and context of student life.

This is in line with the findings of the field, which is related to the learning process of Social Studies. Where identifiable educators are still struggling with the old teaching pattern (conventional) and less responsive or even unwilling to know about learning innovations, less skilled educators in creating learning conditions that are fun and meaningful, students lose their learning spirit because they consider learning unattractive and difficult, And poorly empowered infrastructure, students are accustomed to teaching patterns of educators who are less stimulating thinking skills so that students tend to be lazy and less initiative in learning, lack of cooperation between school and community, the presentation of materials by educators is less attractive to students, the lack of positive emotional ties between Teachers and students like feeling comfortable, open, happy and so forth. Guidance of social attitudes can be pursued through education in the family, school, and community. Moral values, discipline and social attitudes can begin as early as possible in the family through the routine living and religious education. Then proceed in school through humanities education, such as Social Sciences Education, Pancasila Moral Education, Indonesian Language Education, and Religious Education. Formal religious education in schools and informally in the family and community environment will be able to form a person's religiosity. This depends on various dimensions, including: (1) ritual involvement, (2) ideological involvement, (3) intellectual engagement, (4) spectacular experience, and (5) the practice of religion in daily life (Glock and Stark , 1963). The higher the level of religiosity of a person will be more formed personality, including self-concept, social attitude and intention to behave discipline. The concept of one's self is influenced by the family environment, school environment, and community environment. According to Coombs (1967), that self-concept is central to all individual behaviors, thus self-concept will determine social attitudes and intentions to behave in discipline.

The condition of the learning process in the school environment so far still emphasizes on the aspect of knowledge and is still far from the hope of learning that is oriented to the actual contextual problems in society. Teachers are always required to instill social attitudes in the school environment, which proportionally the material has been integrated in the design of learning. While the assessment is still fixed on indoctrination assessment with lecture variation, so very little opens opportunities for students to access information more related to the material that is learned, especially the material value of students' social attitudes. From the results of IPS material analysis conducted by Kertih et al. (2005) to the 2004 curriculum showed that 70% contained social knowledge about basic geography and economic concepts, 25% historical knowledge, and 5% which contained knowledge of attitude. This indicates that the cultivation of disciplinary attitude, the social attitude of the students has not been the attention of instructional activities undertaken by the teacher. The implication is that students may be smart about geographic, economic, and historical concepts, but they do not yet have adequate understanding and life skills about the awareness of values, students' social attitudes at school, in the family and in society.

In the process of learning, meaningfulness lies not only in the assessment used, but also defined as the appropriateness between planning, implementation, and evaluation of learning. As expressed in relation to teaching and learning process that the learning objectives, teaching and learning process and evaluation procedures are related and can not be separated (Ngalim Purwanto, 1984). This means that the materials and learning methods used depend on the learning objectives, and the procedures and types of evaluation used should be linked and refer to the objectives to be achieved. It is also mentioned by Subianto (In Tanto, 2007) states the learning component of objectives, assessment and evaluation (three anchor points) which is a combination or unity. Achievement of learning objectives that have been formulated contain cognitive, affective and psychomotor abilities.

As long as it is mentioned by Gardner (in Asmawi Zainul, 2001) there is a weakness in schools that only carry out the assessment on the two basic components of human logical mathematical and verbal linguistic, while other components are abandoned. Assessment in the form of pencil and paper test that measures the cognitive asphalt of students' learning achievement only and does not measure the learning process. The teaching experience of the IPS assessment in high school shows that students often can not achieve due diligence despite being remedied. The conventional appraisal system used by teachers does not contribute much to the understanding of students' IPS concepts so that the evaluation does not contribute much to the learning process so that it can not help students in overcoming the difficulties of IPS students learning. Therefore, in the learning of IPS, it is necessary to innovate the assessment system in accordance with the demands of the quality of education today.

Assessment in Education Unit Level Curriculum (KTSP), which embraces the principle of continuous and comprehensive assessment to support the effort of self-esteem to learn, cooperate and self-assess (Mansur Muslich (2007) .The appropriate assessment to achieve that goal is class-based assessment (PBB) Namely the assessment carried out in an integrated manner in the learning activities.

One form of class-based assessment (PBK) is performance assessment (Assessment Performance) which is assessment based on the observer's observation of student activities such as discussion, problem solving, student participation in discussions and other observable activities (Mansur Muslich, 2007). Thus performance appraisals or performance assessments are product and process tracking. This means that the results of work shown in the process of implementation of the program is used as a basis for a monitoring of the progress of an achievement of the program (Dantes, 2008).

There are three main components in the performance assessment, namely performance tasks, performance rubrics, and scoring guides. Performance task is a task that contains topics, task standards, job descriptions and job completion conditions. Performance rubric is a rubric that contains the components of an ideal performance, and a descriptor of each component. The main characteristic of the performance assessment is not only measuring student achievement but clearly giving clearer information about the learning process. The performance assessment is suitable for learning with guided discovery assessment, since the guided discovery of a series of learning activities that involves maximally the students' ability through a process to search and investigate systematically, critically, logically, analytically so as to formulate their own findings confidently (Gulo in Trianto , 2007)

In this research will be expressed empirically the effect of performance assessment implementation on IPS learning achievement with self concept covariable in fourth grade students of SD at Gugus Bayung Gede.

The purpose of this research are: (1) To know the difference of IPS learning achievement among students who follow the performance assessment with students who follow the conventional assessment in fourth grade students at Bayu Gede School. (2) To know the difference of IPS learning achievement between students who follow the performance assessment with students following the conventional assessment after the covariable social attitude is controlled in the fourth grade of elementary school in Gugus Bayung Gede. (3) To know the covariable contribution of social attitudes toward student's IPS learning achievement among students who follow performance assessment with students following conventional assessment after covariable social attitude is controlled in fourth grade of elementary school in cluster Bayung Gede.

RESEARCH METHODS

The research design used in this research is Posttest Only Control Group Design. This study used experimental method, using experimental group and control group. In the experimental group the learning assessment was conducted using performance assessment, while in the control group, the learning assessment was carried out by conventional assessment.

The population in this study were all fourth grade students of SD Gugus Bayung Gede in the academic year 2014/2015. The sample in this study was conducted without any individual randomization, it was chosen by considering the difficulty of changing the already established class. Classes are chosen as they have formed without the intervention of the researcher. However, before the research was conducted, the researcher conducted the t test. The choice of this way also has implications on the subject of research so that the possible effects of the subject's circumstances knowing that they are involved in the experiment can be reduced so that this study really illustrates the effect of the treatment given.

Based on the characteristic of the population and can not be done individual randomization, the sampling in this study by random sampling technique. To be able to convince the two groups to be sampled did not differ significantly, pre-test was held. The test used has been measured the validity and reliability figures. With regard to group random sampling techniques that have been proposed, the selected sample research, the SDN Banua as an experimental class and SDN Bayunggede as a control class. Overall the total sample in this study was 32 people.

The variables analyzed in this study are divided into several variables. The variables are as follows. (1) The independent variable is the variable that influences or causes the change of the dependent variable. The free variables in this study is performance assessment. (2) The dependent variable is a factor that is observed and measured to determine the effect of the independent variable. In this study, what is meant by the dependent variable is the output that occurs due to the influence of the two independent variables in this study that is learning achievement IPS. (3) The control variable (covariable) is the controlled variable. The covariate in this study is social attitudes.

The instruments prepared before being used to retrieve the research data are first tested. Instruments are made on the grid. Instruments made later consulted with experts. Furthermore, the instrument is tested for its validity. The content validity test is determined by Gregory (2000). The mechanism of calculating the validity is as follows: 1) the expert judges each instrument; (2) ratings are grouped into less relevant and highly relevant; (3) expert judgment results are tabulated in matrix form; (4) cross-tabulating between two experts; (5) calculate the content validity. Measurement of instrument validity of each item in this study, used item analysis, that is by correlating the score of each item with the total score which is the total score of each item. Determination of the validity of the items in the form of politomy used product moment correlation formula. The criteria used is to compare the price of rxy with the price table criticism r product moment. If the rxy is greater than the rxy table (at 5% significance level), then the test item is said to be valid and vice versa. To calculate the validity of the items used exel program. To calculate the validity of the dichotomous test items using the Biserial Point correlation formula, this rpbi value is then compared with the rtable value. If rpbi> rtabel then the item is valid and if otherwise means invalid. Instrument reliability test is done internally consistency that is to try the instrument once only then the item has been declared valid based on validity test with Alpha Cronbach. Questionnaire instrument reliability and rating scale tested with Alpha Cronbach formula (Koyan, 2011: 135). For multiple choice test with score 0-1, then to find the reliability can be used KR-20 formula (Koyan, 2011: 133).

The difference of test is the ability of the test to distinguish between clever and clever students, meaning that if the test is given to students who are classified as more will be answered correctly, whereas if given to students who are classified as less intelligent will be more wrongly answered (Koyan , 2011: 140).

Before determining the different power of the test first determined upper and lower groups. The way of determining the group in this study used 27% of the upper group and 27% of the lower group (Dantes, 2012: 109). To determine the differential power of a test in the form of multiple choice with a score of 0-1 used Johnson index. The Johnson index calculation is based on the 27% upper group (highest score) and 27% lower (lowest score) score. If "D" is negative, the problem is very bad and should be discarded. A good test if it has D between 0.15-0.20 or more (Koyan, 2011: 141).

Whether or not the quality of the test result test results can be seen from the level of difficulty or degree of difficulty possessed by each of the test items. Test items are said to be good if the item is not too difficult and also not so easy that the test really describes the student's ability. Since the scoring rubric is used on a scale of 0-1, the difficulty level of the IPS learning result test uses the average difficulty index. The average difficulty index is used as a tool to determine the difficulty of test items. This average index of difficulty can be calculated by determining the ratio between the number of subjects who answered correctly on one test item and the total number of subjects who answered the test (Dantes, 2012: 104).

Descriptions of IPS learning result data and students' social attitudes based on data tendencies, including mean, median, mode, standard deviation, variance, range, maximum score, and minimum score. The distribution of IPS learning result data and students' social attitudes are presented in the form of tables and drawing diagrams for each learning model.

Qualification of IPS learning result data and students' social attitudes, also using univariant analysis. This analysis is based on ideal mean score (Mi) and ideal standard deviation (SDi).

For covariance analysis, some requirements of analysis are normality test of data distribution, variance homogeneity test, and linearity test.

Normality testing is performed to ensure that the sample comes from a normally distributed population, so hypothesis testing can be performed. The data normality test is performed on four data groups.

The first group is the result of IPS learning of students who follow the learning with realistic learning approach on the second group IPS subjects are social attitudes of students who follow the learning with realistic learning approach, the third group of IPS student learning outcomes data in IPS lessons that follow the learning with conventional learning model, And the fourth group of social attitudes data of students who follow the learning with conventional learning model.

The normality test in all four data groups used SPSS-PC 17 for Windows Kolmonogov-smirnov statistical test at a significance of 0.05. This test was performed on posttest data, postes score change to experiment group and control group.

The homogeneity test of inter-group variance is used to ensure that the differences that occur in the hypothesis test actually derive from the differences between the groups, not the result of differences that occur within the group (Candiasa, 2010). The homogeneity test of variance between groups is also intended to show that two or more groups of sample data come from populations having the same variance.

Test homogeneity of variance between groups using Levene's test of Equality of Error Variance (Candiasa, 2010). This test can be done by using SPSS-PC 17 for Windows. Testing criteria: data have the same variance (homogeneous) if the obtained significance number is greater than 0.05 and in other case the sample variance is not the same (not homogeneous).

Linearity testing is intended to determine the linearity of the relationship between the free variables with the dependent variable. In addition, the linearity test is also expected to measure the significance level of deviation from the linearity of the relationship. If the deviation found is not significant, then the relationship between the independent variable and the bound variable is linear.

This test can be done by utilizing SPSS-PC 17 for Windows at 5% significance level with the following test criteria.

(1) For testing the significance of regression line Fcount (regression) value compared with Ftable. If then the regression line means (significant)

(2) For the linear test of the regression line the value of Fcount (matching tuna) is compared with Ftable. If then the line regression means (significant).

Statistical analysis used to test the hypothesis is to use anava, anakova one way, and regression analysis with the help of SPSS 17.00 for windows.

RESEARCH RESULT AND DISCUSSION

Descriptive analysis of IPS learning achievement of students who follow the learning with performance assessment shows that the average score of student achievement that follows the learning with performance assessment is 28.88 greater than the average achievement of students who follow the learning with the conventional assessment of 21 , 80. Similarly with the average score of social attitudes of students who follow the learning with performance assessment that is 178.53 greater than the average social attitudes of students who follow the learning with conventional assessment of 164.73. Therefore it can be concluded that the learning achievement of IPS students who follow the learning with the assessment of performance is better than the achievement of IPS learning students who follow the learning with conventional assessment.

The results of the first hypothesis test have succeeded in rejecting the null hypothesis which states that there is no difference in learning achievement of students' IPS between students who follow the learning with realistic IPS and students who follow the learning with conventional learning assessment with FAhitung score = 33.858, and p <0,05. From the average score of IPS learning achievement of students who follow the performance assessment = 28.88 and the average score of learning achievement IPS students who follow the assessment with conventional assessment = 21.80. So overall, the students' IPS learning achievement that follows the performance assessment is higher than the conventional assessment. From the results of hypothesis testing suggests that realistic IPS is superior in improving IPS learning achievement than conventional assessment. Performance assessment is an IPS learning assessment that has characteristics: using contextual problems, using assessments, using student contributions, interaction in the learning process, using relevant learning theories, interrelated, and integrated with other learning topics.

The results are in line with the research conducted Nurdin, 2011. Effectiveness of Chemical Bonding Teaching Through the Use of Performance Assessment In Students Class X4 MAN 2 Model Makassar. This study aims to determine the effectiveness of the use of performance assessment on teaching materials Chemical Bonding. Technique of collecting data used is by giving test in form of authentic task. The authentic tasks are: Performance tasks with the effectiveness of 56,40%, homework duty with effectiveness 53,00%, reflection with erfectivity 48,00%, unit of test with effectivity 40,02% and participation with effectivity 80,50% . The result obtained from the quantitative descriptive analysis is that the effectiveness of chemical bond teaching through the use of performance assessment is 67.50%.

Achievement is basically the result of activity. While learning is the result obtained in the form of impressions that result in changes in the individual that changes in behavior. So learning achievement is the result obtained in the form of impressions that result in indiIVdu self-change as a result of learning activities. Learning achievement is the result or level of ability that has been achieved by students after attending the teaching and learning process within a certain time either in the form of changes in behavior, skills and knowledge and then will be measured and assessed which then manifested in numbers or statements.

Assessment of continuous assessment performance with systematic method of gathering information or data on student work result in certain period of time. The performance approach gives opportunity to the students to be more involved, and the students themselves can easily control the extent of their capability development. So students will be able to do self-assessment. The skill of discovering its own advantages and disadvantages, as well as the ability to use these advantages in overcoming their weaknesses are important basic modalities in the learning process.

The conventional assessment is a measuring instrument assigned to the indiIVdu to obtain the expected answers either in writing or orally or in action. The test produces a number that can be used to group, rate, or something for the person taking the test. Such an assessment It is considered not able to measure the true student's ability because it focuses on only a few aspects; So it does not give students the opportunity to show their abilities and advantages.

The above description shows that there are differences in characteristics in the performance assessment conventionally located in the procedure / assessment step. By collecting the work of students in a certain time, the teacher will know the extent to which the development of writing their students are outentik. So it is believed there are differences in learning achievement between students who follow the performance assessment with students who follow the conventional assessment.

Secondly, after the covariable social attitudes are controlled, there is a difference in IPS learning achievement between students who follow the performance assessment with students following the conventional assessment. The results of the second hypothesis test have successfully rejected the null hypothesis which states after the covariable social attitudes are controlled, there is no difference in learning achievement of IPS between students who follow the performance assessment with students following the conventional assessment. This is shown by looking at the price of Fcount of 12.817> Ftable = 4.00 significance value smaller than 0.05 which is 0.000. This means that the null hypothesis (H0) is rejected and hypothesis 1 (H1) states that "after the covariable social attitudes are controlled, there is a difference in the learning achievement of IPS between students who follow the performance assessment with students following the conventional assessment", accepted.

These results also prove that the learning achievement of IPS students who follow the learning with performance assessment is better than students who study with conventional assessment even in terms of social attitudes. The findings in this study are also in line with the results of research conducted by Suryani (2012) entitled "The Effect of Assisted Process Approach of the Assessment of Electronic Performance Against Writing Abilities Writing Book Review Fiction Indonesian Viewed From The Self-Evaluation Skill Students Class XI SMA Negeri 1 Gianyar Year Learning 2011 / 2012 ". The result of the research shows that (1) Writing ability to write the book review of Indonesian fiction books among students who follow the process approach of assisted assessment of electronic performance is higher than conventional process approach, (2) there is difference of Ability Writing fiction book review among students who have evaluation ability (3) there is an interaction effect between the learning approach and the students' self-evaluation ability on the ability to write a book review of Indonesian fiction books, (4) Average Ability of Writing writing the book of Indonesian fiction books between Students who followed the process-assisted approach to electronic performance assessment were higher than conventional process approaches that had high self-evaluation capabilities, (5) Average Ability of Writing an Indonesian fiction book review book among students who followed the Assisted Assessment Process Approach Electronic performance is lower than the conventional process approach that has low self-evaluation capability.

Based on the results of data analysis and the results of previous studies, it is evident that there is an interaction effect between the assessment of learning and social attitudes toward IPS learning achievement. IPS learning achievement is influenced by many factors, both internal and external factors. Internal factors are factors that come from within the self-indiIVdu, one of which is the ability of students. Student ability factor is very influential on the achievement of learning achieved. As Clark points out (in Sudjana, 2005: 39) that student achievement in school is 70% influenced by students' ability and 30% is influenced by the environment.

Djamarah (1994: 19) states that "learning achievement is the result of an activity that has been done, created, both individually and in groups". Student achievement can be influenced by various factors that include internal factors and external factors that are actually interconnected with each other. External factors are more focused on the ability or way the teacher in presenting the material to students. Semenetara that, the internal factor in question is a social attitude. Social attitude is an attitude that the object is the social life of individuals both within the group and outside the group. In social life, every individual will recognize the various characteristics of social life, whether various social institutions, various rules in writing or unwritten, the social values that exist in the community as well as various types of perwatakan people. This social life can be obtained from the learning process, both in schools, through the mass media, interactions within the community and within the family. Through the process of recognition of social attitudes will form a process of confidence to evaluate the object of the attitude. From established beliefs and evaluated later will form a readiness to respond to other people and a wider life. Thus it can be said that social attitude is the readiness to respond, to react to social life.

Social attitudes can have an effect on learning achievement between students who follow performance assessments with students following the conventional assessment. That is, after held the control of social attitudes allegedly there are differences in learning achievement IPS between students who follow the assessment of performance with students who follow conventional assessment.

Third, there is a contribution of social attitudes toward students' IPS learning achievement. The social attitudes in this study contributed positively to the students' learning achievement, although they were still influenced by other factors such as the state of the student during the test and the assessment used by the teacher. Contribution of social attitude covaribel to student learning achievement IPS, shown by seeing price rhitung equal to 0,396 bigger than r table (0,215). The harmony of r2 is 0.129 which means 12,9% change in IPS learning achievement can be explained by social attitude. Thus, social attitudes do contribute positively to students' IPS learning achievement.

This finding is also supported by Dewi's research (volume 4 2013) with a study entitled "The Influence of Implementation Based Learning Performance Assessment to Writing Ability in English Viewed from Verbal Talent in Class IV II Students (Experiment Study on Grade IV II Junior High School Students 2 Ubud). The results showed that: (1) The ability of writing students who attended a higher-performing learning-based learning was higher than that of students following conventional assessment-based learning, (Fcount = 10,046: $<\alpha = 0.05$); (2) There is an interaction effect between the types of assessment and verbal talent on writing ability in students of SMP Negeri 2 Ubud, (FAB = 58.479: $<(\alpha = 0{,}05)$; (3) In students who have high verbal talent, Which follow the learning-based assessment of performance is higher than students who follow conventional assessment-based learning, (Q-count = 10,528 $<(\alpha = 0{,}05)$; (4) In students who have low verbal talent, the ability to write students who follow learning-based The conventional assessment is higher than that of students following performance-based performance assessment (Q = = 389 <(α = 0.05). Therefore, it is advisable to apply a performance assessment taking into account the verbal talents.

Differences in learning achievement in each student is influenced by many factors, one of which is the suitability between the students condition is this is the social attitude of students with the assessment of learning applied by the teacher. Differences in social attitudes that exist in students affect the way of learning. If the assessment of learning applied is not in accordance with the ability of students, then the learning achievement becomes low, and vice versa.

Social attitudes that are not brought from birth, but can be learned and formed during the development of one's life that takes place through social interaction both in groups and outside the group in connection with a particular object. Because social attitudes are not brought about at birth and can be learned, say that affect social attitudes are internal factors (within) and external factors (environmental factors). Internal factors are factors that affect social attitudes of the human itself, such as interest and talent. Extensive factors are factors that affect social attitudes that come from outside the person itself, such as the influence of the family environment, community environment, and guidance from teachers.

Learning activities are done deliberately and consciously, can increase knowledge and skills and change the habits that mean the change is good and beneficial to students and in line with expectations for obtaining something new, better than ever. Thus it can be concluded that the characteristics of learning achievement is that students experience positive behavioral changes, abilities, and experience in the learning process.

Achievement is basically the result obtained from activity. While learning is the result obtained in the form of impressions that result in changes in the self-indiIVdu behavior changes. So the achievement of learning is the result obtained in the form of impressions that result in indiIVdu self-change as a result of activity aktiIVtas. Learning achievement is the result or level of ability that has been achieved by students after attending the teaching and learning process within a certain time either in the form of changes in behavior, skills and knowledge and then will be measured and assessed which then manifested in numbers or statements. Learning achievement is influenced by factors that originate from within students as individuals in the form of efforts to achieve success in learning. In addition, achievement is also influenced by factors that originate from outside students such as students' learning environment. Based on the above description, it is believed that social attitudes affect student achievement.

CONCLUSION

Based on the results of hypothesis testing and discussion, can be drawn conclusion as follows.

Firstly, there is a difference in IPS learning achievement between students who follow the performance assessment with students following the conventional assessment. The students' IPS learning achievement that follows the performance assessment is higher than the student achievement that follows the conventional assessment. Qualification of IPS learning achievement of students who follow the performance assessment is in very high category, while student achievement that follow conventional assessment is in high category.

Secondly, there is a difference in IPS learning achievement between students who follow the performance assessment with students following the conventional assessment after the covariable spatial ability is controlled.

Third, there is a contribution of spatial ability to student's IPS learning achievement. Based on the above findings it can be concluded that the implementation of the performance assessment affects the students' IPS learning achievement both before and after control.

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VALUE SYSTEM OF TEENS AND ISSUES IN ORDER TO FACE THE ENVIRONMENT THE GLOBALIZATION ERA

Abstract

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The understanding of the shared values and problems among learners, is an integral part of the effort to achieve educational goals. It can be understood, the process of change in this global era into the various facets of life in today's increasingly fast as the impact of technological developments and information. Lack of understanding of the value system changes that occur as well as its numerous problems among learners and not just be a limiting factor for the creation of the optimization of the learning process can even be misleading the educational process itself. Orientation values held by young people as learners, especially in the face of the changes that occur in the environment, is a critical phenomenon because of the characteristics of development that occurs in adolescence. Concern with respect to the value system among adolescents are more vulnerable given its position as the next generation of the nation and the state. Changger values occur in this era of globalization can not be separated from the positive and negative impacts caused. As a positive impact needs to be cultivated is the mastery of science and technology. The problem is that needs to be cultivated value orientation should be imparted to adolescents is a value that can anticipate the changes that occur in the environment as a result of changes in the globalization era. So that the value can be used as a life skills (life skills) and not only limited to the preparation in the field pekrjaan or office but also touched up the psychological skills. In the process of the assessment will be assessed from the perspective of social psychology, developmental psychology and science education. Thus the system of values among young people, not only can run into problems, or shift to the new values, but more fundamentally it must be engineered towards system of values and norms that correspond to the demands of society, the nation and the state in achieving goals national development.

Keyword : value system, youngs generation, globalization era

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I. INTRODUCTION

The teacher is the key person in the classroom, the teacher is essential and strategic in the classroom. It is recognized by the government such as the role of the teacher, but the government can not pay attention to the welfare of teachers pinansial periodically. The success of the learning process in education, will be determined by the teacher psychological treatment, as well as how a form of interaction between educators and learners.

In order interaction in teaching and learning can take place optimally and effectively in achieving the goals of education, the understanding of the characteristics of learners is a necessity. Understanding of the characteristics of learners as individuals who thrive in an environment, became the main base for creating the learning process as a business that is conscious and deliberate in achieving the goals set. The understanding of the shared values and problems among learners, is an integral part of the effort to achieve educational goals. It can be understood, the process of change in this global era into the various facets of life in today's increasingly fast as the impact of technological developments and information. Lack of understanding of the value system changes that occur as well as its numerous problems among learners and not just be a limiting factor for the creation of the optimization of the learning process can even be misleading the educational process itself. Orientation values held by young people as learners, especially in the face of the changes that occur in the environment, is a critical phenomenon because of the characteristics of development that occurs in adolescence. Concern with respect to the value system among adolescents are more vulnerable given its position as the next generation of the nation and the state. The thoughts of the above appears to be used as the assumption that the development of learners required to be learned by those who want to explore limu teacher.

Basic thoughts that wish to put forward in this paper is mainly aimed at understanding the value orientation that develops among adolescents as well as a variety of actual problems that arise as a result of the change process (of globalization) that occur in order to identify good factor both opportunities and obstacles faced by young people in interaction with the environment. The perspective used in social psychology and the study was not specifically examine them from the standpoint of educational theories. For that description consists of three main topics, namely the characteristics of young, developing value orientations among adolescents, as well as actual problems among adolescents and parts conlution

II. YOUNG GENERATION GENERAL ISSUES

The younger generation has a very important position in the national development process. Well-reviewed as the goal of development and the actors of the development sendri. Expectations as the future generation that will enter the overall mental development, predicated on the quality of the young generation as a development resource. The large number of young people this can be a potential

Development resources, but instead it will be the burden of development itself if the process of quality development of young people not in accordance with the demands of national development. Therefore, success in the field of education is a very important factor in improving the quality of the young generation. The population growth in Indonesia still continue to be pursued to achieve a growth rate lower.

But in fact, the quality of youth as the workforce is still relatively low. Most of these young people with a high school education level of mastery of skills are limited anyway when associated with the demands of the working world. Behavioral patterns and habits that are owned also less supportive of labor productivity. They are commonly said to not have the work ethic as expected. As a result, the younger generation tends to be more a burden of development rather than being qualified human resources and productive. In this regard, the educational institution should be directed to the ongoing transformation into a generation of potential resources to meet the demands of national development. Therefore, education for young people is a very important issue considering the strategic position of these young people for the advancement of the nation.

III. DEVELOPMENT DURING YOUTH

The term of the teens have definitions that are quite varied in accordance with the basic views were used. In terms of the age demographic of youth different from what is meant by teenagers. In terms of law in Indonesia is more familiar with the use of a formula that involves children and adults. Maturity person based on defined civil KUH who reach the age of 21 or have a family. While marriage R.I Act 1974, the minimum marriage age for men is 19 years and for women 16 years. In terms of criminal law used age limit of 18 years to classify a person as an adult. Various laws and regulations in force in Indonesia, such as the Child Welfare Law, the Law on traffic, using a different age limit for showing adulthood. The United Nations (UN) provide an age limit for young people are individuals aged 15 to 24 years. World Health Organization (WHO) proposed a more operational restrictions on teens, namely: (i) shows the development of secondary sexual characteristics until they reach sexual maturity, (ii) experiencing psychological development from childhood towards adulthood, (iii) shows the socio-economic independence. Limitation understanding according to WHO criteria revealed concerning aspects of biological, psychological and socio-economic. Operationally, more WHO provides adolescent age limit is

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10-20 years old and above, divided early teens 10-14 years and 15-20 years late adolescence (Sarwono, S.W. 1989). For the Indonesian Central Bureau of Statistics in the population census in 1980 using the 14-24 years age limit for youth groups. The diversity of the age limit of youth groups, more visible again among youth organizations and rely on statutes and bylaws were drafted. There can be a youth organization made an age limit of youth between 15-40 years old. Understanding of teenagers on the basis of age groups, in addition to showing the diversity in size also limits can describe the dimensions contained in adolescent phenomenon. For the purposes of technical operation is required a certain age restrictions. But in fact, in a certain age limit individuals may have different characteristics in different terms, both in the social, economic and especially concerning the characteristics of his personality.
Terms teenagers known as adolescence is derived from the Latin is adolescere (the noun meaning adolescentia teenagers), which also means growing into or under development into adulthood (Desmita, 2005; 189, Rumini; 2004; 53). In terms of puberty (England), puberteit (Netherlands) and the Latin kedewasaan puberty are based on the properties and signs manhood. Pubescence term derived from the word pubis in question phubishair or around the pubic hair, as a sign of childhood - childhood has ended towards maturity.
Desmita (2005: 190) distinguishes adolescence into four parts, namely the pre-teen or pre-pubertal (10-12), early adolescence or puberty (12-15 years), middle adolescence (15-18 years) and late adolescence (18-21 years). In adolescence, teens adolescence began to learn to find the values of life, and lifestyle establishments have to be critical, so that not infrequently lead to conflicts between them with the education authority and the authority of his parents. Due to the dynamic nature not infrequently upheaval in her life characterized by rebellion, selfishness and individualist (Desmita, 2005; 190).
It is a law of nature that the man in her life will develop dynamically and continuously. The process of development experienced by the individual basically shows a shift towards a more advanced. In an effort to better understand the development experienced by the individual, then the experts describe the development of the various phases or periods specified development. Periodization of individual development, are classified in three types, each of which has a specific periodosasi basics. Mining, on the basis of the circumstances or biological processes experienced by each individual with the characteristics of physical development. Secondly, on the basis of didactic or instructional and leads to thoughts of what needs to be taught in certain phases as well as the ways in which the presentation of his teaching. Third, periodization of the development on the basis of the principles of psychological development as follows (1) shows the changes, (2) development at an early stage is more critical than the later stage of development, (3) a process of results of maturation and learning, (4) pattern of development can be predicted, (5) any phase of development has character particular, and (6) the existence of individual differences in development (Hurlock, 1982).

Adolescence is a period of growth experienced depressed individuals after passing through the

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future development of children to enter development in adulthood. This period is a critical period of transition and is characterized by periods of the onset of shock. In adolescence, this is an individual will experience rapid changes, namely changes relating to the physical-biological and psychological changes. Teens will experience physical development as the primary symptoms in adolescent growth followed by secondary symptoms in the form of psychological changes. The primary symptoms in physical changes, especially regarding sexual hormones, secondary sexual characteristics, anatomy and physiology process genitals. While the characteristics of adolescence that involves psychological changes (secondary symptoms), particularly concerning the formation of self-concept, cognitive development, changes in social roles, the role of sexual and moral development. The occurrence of changes, both of which menyangkt change the primary and secondary symptoms symptoms can cause problems for adolescents and teens berbgai behavioral symptoms of insecurity may emerge during this period and will determine how well the quality of the individual maturity in entering the next stage of development. In the case precisely during adolescent development is an individual really have to prepare yourself to be an adult human.

IV. CHARACTERISTIC CONDUCT DURING YOUTH

In line with changes in the physical and psychic experienced in adolescence, then there are also a wide range of behavior, in childhood, people still obtain the protection of the environment because of its status was a child, then in adolescence they faced and had to live in environmental and societal norms. They no longer obtain protection, but also has not been recognized by the environment on the social status of maturity. Individuals in this age begin to experience proeses individualization, apart from the environment and freely deal with the environment. They begin to question their identity, attitudes and behaviors memeliti previous life.

V. ENVIRONMENTAL CONDITIONS AND VALUE SYSTEM AND PROBLEM AMONG adolescents

Basically, the psychological development experienced in adolescence depend on conditions or nativism innate or environmental conditions or emperisme. Flow convergence dalama explain psychological development focuses on the specific needs at each stage of development that comes from within ourselves as well as the demands coming from the community. At this stage of the individual adolescent identity crisis, but at the same time he is also facing charges regarding the developmental tasks that must be completed well (Robert Havighurst, 1972). Thus, it is conceivable that under conditions of shock being experienced by young people, they are also faced with certain requirements that must be met to qualify as a teenager.
In such a situation it is teenagers will interact with the environment currently marked by advances in technology and information. The condition of society is currently experiencing rapid

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social change. The situation of life in society, especially in urban areas have been many changes, people undergo a process of social and cultural transformation. Characteristics of society at the present time is globalization where there are no boundaries anymore between one region to another and even the distance between one country and another party is getting closer. With the rapid flow of information from one culture to another culture, the environment has always shown a change. This diversity of values in society, traditional values in public life is especially true for the development of highly developed and rapidly from transport and communications technology. The implication of the system of values adopted adolescents are restrictions appreciation of what is good and less good and what is important and less important will be blurred.

IV. CHARACTER CONDUCT DURING YOUTH

In line with changes in the physical and psychic experienced in adolescence, then there are also a wide range of behavior, in childhood, people still obtain the protection of the environment because of its status was a child, then in adolescence they faced and had to live in environmental and societal norms. They no longer obtain protection, but also has not been recognized by the environment on the social status of maturity. Individuals in this age begin to experience proeses individualization, apart from the environment and freely deal with the environment. They begin to question their identity, attitudes and behaviors memeliti previous life.

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In such a situation it is teenagers will interact with the environment currently marked by advances in technology and information. The condition of society is currently experiencing rapid social change. The situation of life in society, especially in urban areas have been many changes, people undergo a process of social and cultural transformation. Characteristics of society at the present time is globalization where there are no boundaries anymore between one region to another and even the distance between one country and another party is getting closer. With the rapid flow of information from one culture to another culture, the environment has always shown

a change. This diversity of values in society, traditional values in public life is especially true for the development of highly developed and rapidly from transport and communications technology. The implication of the system of values adopted Have people also think about the characteristics that are being experienced by the teens themselves as well as optimal as possible to create conditions favorable and conducive to the actualization of teenagers to develop a better direction in accordance with the demands of the desired progress.

VI.CONCLUSIONS

The fact has shown that the development efforts to improve people's lives has generated a lot of changes in many aspects of life. The impact for a better life has been felt, but that does not mean there are also negative effects. In a society changing environmental conditions, will be accompanied the transformation of the system of values and norms in society. One thing that is inevitable is the efforts towards progress through development must continue. Whatever the conditions experienced by teenagers they will interact with environmental conditions have also changed rapidly. Thus the system of values among young people, not only can run into problems, or shift to the new values, but more fundamentally it must be engineered towards system of values and norms that correspond to the demands of society, the nation and the state in achieving goals national. Within this framework, it can be argued the points of mind as follows: (i) the need to identify the value system how to be internalized by teenagers, (ii) institutional-social institutions in the community (such as family, education, organizations of civil society, religion) can function optimally in internalize the values that have been identified, (iii) improve environmental conditions in such a way, thus supporting the development of

adolescents towards more positive, (iv) were significant role models the behavior of the person who does not pose a conflict for adolescents, (v) the provision of facilities for the activity of teenagers to be able to actualize themselves freely and creatively without being too set. It is clear also that formal education institutions have a major role in preparing youth into the human quality. The interaction in the learning process between teachers and students should also consider the characteristic being experienced by adolescents. Authoritarian interaction patterns of teacher or even a very giving freedom to students, does not seem to be a good choice. Principle that should be applied in interaction with adolescents, whatever the situation is in the learning process or in other situations is through stimulation to arouse ramaja it self to develop itself as a whole so that it can prepare to be personal integrity and responsible both to themselves, society, nation and state.

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IMPLEMENTATION OF VILLAGE REGULATION ABOUT FISHING AT THE RIVER AND LAKE KATINGAN MENDAWAI DISTRIC CENTRAL KALIMANTAN

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The problems in this research are: 1). How is the implementation of laws and regulations related to the Eradication of illegal fishing activities, 2). Are legislations related to the eradication of illegal fishing activities (ILegal Fishing) potentially overlap with the above regulation? 3). What are the constraints to the application of legislation related to the eradication of illegal fishing activities in the field? 4). How is the effectiveness of legislation related to illegal fishing activities (Illegal Fishing) in the field?

The scope of research activities conducted along the Katingan River and Lake , the focus to be studied is the Implementation of Illegal Fishing Legal Regulations (Fishing) in Several Villages in the Katingan River. In this study the population is all fishermen who are in the watershed Katingan, while the key informant is the Village Head and Village Government Apparatus and Village Representative Agency (BPD). Data collection was done with in-depth interviews and observations.

The results of the research show that traditional fishing done by the community, recently changed, because there are some people who do fishing by using poison, explosives, and using Acu (electricity). The village government has attempted to socialize to the public the danger of using equipment that could have an impact on ecosystem damage, but due to the lack of supervision due to the limitations of the village government apparatus causing illegal fishing to continue from time to time, resulting in a decrease in the number of fish and shrimp catches Along the Katingan river and the lake. Generally Fishermen catch fish and shrimp using simple equipment such as: Bubu (lukah), Banjur, Rengge, Selambau, Jala / lunta, Hancau, Kabam.

Keywords : Implementations of Village Regulation,

I. INTRODUCTION

Indonesia is one of the big countries that has the potential of abundant natural wealth, as a gift of God. One of the potential of natural beauty is the sea where Indonesia has the longest coastline in the world. Indonesia is geographically located between two continents, the Asian Continent and the Australian Continent and two Oceans, the Indian Ocean and Pacific Ocean which is the most dynamic region in the arena, both economically and politically. Strategic geographical position makes Indonesia has the advantage as well as high dependence on the marine field.

The potential of natural resources can be obtained from the bottom of the Sea and the land beneath it, the water pool and the surface of the Sea, including coastal areas and small islands, it is very logical if the maritime economy becomes the foundation for national economic development. Therefore the Indonesian sea must be managed, maintained, utilized, and conserved by the people of Indonesia in accordance with those mandated in Article 33 of the 1945 Constitution of the State of the Republic of Indonesia.

The potential of natural resources can be obtained from the bottom of the Sea and the land beneath it, the water pool and the surface of the Sea, including coastal areas and small islands, it is very logical if the maritime economy becomes the foundation for national economic development. Therefore the Indonesian sea must be managed, maintained, utilized, and conserved by the people of Indonesia in accordance with those mandated in Article 33 of the 1945 Constitution of the State of the Republic of Indonesia.

As a country with large waters, Indonesia has the right to regulate the wide waters that

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surround its country. Enforcing the law in the waters is a challenge because of the complexity of the problems that exist in the waters that even exceed all the problems that exist in the mainland. Therefore, on December 13, 1957 the Government of the Republic of Indonesia declared a declaration concerning the territorial waters of Indonesia. This Declaration is known as the Juanda Declaration which states that

1. All surrounding waters, between and connecting islands belonging to the State of Indonesia regardless of breadth or width are reasonable parts of the territory of the State of Indonesia and thus part of the inland or national waters under absolute sovereignty Indonesian country.
2. The peaceful traffic in these waters for foreign vessels is guaranteed as long as it is and does not conflict with / interfere with the sovereignty and safety of the State of Indonesia.
3. The determination of territorial sea landing borders (12 miles wide) is measured from lines connecting the outer end points on the islands of the State of Indonesia.

Law enforcement is still a tough job for the government. Indonesia's territorial waters, which reached 72.5%, posed a major challenge for the Navy, Water Police, and related agencies to ensure the security and protection of Indonesian jurisdiction. Illegal fishing practices are one of the most massive violations committed in Indonesian waters.

Illegal fishing is conducted by foreign fishing boats illegally entering Indonesian territorial waters, and fishing without the permission of the government. This practice has obviously been detrimental to the state every year.

The practice of illegal fishing, which the international community has classified as transnational and organized crime, will certainly create a series of problems if these adverse conditions are not resolved soon. To further explore the elements of IUU Fishing itself, based on the International Plan of Action to Prevent, Deter and Eliminate IUU Fishing (IPOA-IUU Fishing) in 2001, the meaning of fishing activities that are considered illegal fishing are:

1. a fishery activity by a foreign person or ship in waters becoming the jurisdiction of a country, without the consent of that country, or contrary to laws and regulations;
2. a fishing activity undertaken by a vessel flying the flag of a country that is a member of a regional fisheries management organization, but carried out in a manner contrary to the arrangements on the management and conservation of resources adopted by the organization, where such provisions are binding on the state The member of which is a member, or otherwise contrary to other relevant international law;
3. a fishery activity that is contrary to national law or international obligations, including the obligations of States members of regional fisheries management organizations to such organizations;
4. The most illegal fishing activity in the State Fisheries Catching Area of the Republic of Indonesia is the theft of fish by foreign-flagged fishing vessels, especially from several neighboring countries.

Illegal fishing occurring in Indonesia has resulted in large state losses, both economically and socially, the ecosystem of fisheries resources, and threatening the achievement of fisheries management objectives. Eradication of illegal fishing requires extraordinary law enforcement efforts that integrate intergovernmental forces with appropriate strategies, utilizing the latest technology to be effective and efficient, capable of deterring effects, and able to recover losses.

Government, actually not without action. Law Number 45 Year 2009 on Amendment to Law Number 31 of 2004 concerning Fisheries has a series of legal umbrella related to law enforcement against illegal fishing action, one of which is the possibility of a vessel drowning proven to fish fishing without permission. Unfortunately it has been 5 (five) years since the enforcement of this regulation, has never been maximized by the government in the context of law enforcement in the territorial waters. This will obviously lead to legal uncertainty, budget inefficiency and conflicts among government agencies, which it will not happen if it wants to defend the Indonesian sea. So it is necessary to create a coordination between agencies for the

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creation of efficiency and effectiveness in the implementation of security and law enforcement.

The natural wealth of the State of the Republic of Indonesia is not only from the sea alone, because many islands in Indonesia also contain river. The existing river in the Province throughout Indonesia also has resources in the form of fish and shrimp which is the catch of fishermen abundant. However, if the local government does not make proper regulations on fishing in the River, there will be fishing by using the wrong equipment that will affect the ecosystem damage in the river.

In Central Kalimantan Particularly in Mendawai Katingan district there is the flow of the River Katingan, this area is one of the river areas that have a wealth of natural resources in the form of freshwater fish and shrimp. Freshwater fish and shrimp from the Katingan River is a food supply to Palangkaraya City. As the supply of freshwater and shrimp fish to Palangkaraya City, the supply at present has decreased in quantity and quantity. Some of the causes are suspected of catching fish that do not use proper equipment, as fishermen usually do. This led to increased awareness of the fishermen and the role of local government to prevent illegal fishing in the use of fishing equipment. Based on the description on the background, there are several problems identified in the context of eradication of illegal fishing activities.

The problems in this research are:

1. How is the implementation of laws and regulations related to the Eradication of illegal fishing activities,
2. Are legislations related to the eradication of illegal fishing activities (ILegal Fishing) potentially overlap with the above regulation?
3. What are the constraints to the application of legislation related to the eradication of illegal fishing activities in the field?
4. How is the effectiveness of legislation related to illegal fishing activities (Illegal Fishing) in the field?

II. METHODOLOGY

The scope of research activities conducted along the Katingan River Basin, the focus to be studied is the Implementation of Illegal Fishing Legal Regulations (Fishing) in Several Villages in the Katingan River, Katingan Regency in Central Kalimantan Province, Want to know in depth is as follows:

1. To know and analyze the implementation of legislation related to the eradication of illegal fishing activities (Illegal Fishing).
2. Knowing and analyzing laws and regulations related to the eradication of illegal fishing activities (Potential Fishing) has the potential to overlap with the above regulation.
3. Analyzing the constraints and implementation of laws and regulations related to the eradication of illegal fishing activities in the field.
4. Analyzing the effectiveness of legislation related to the eradication of illegal fishing activities (IUU fishing)

In this study the population is all fishermen who are in the watershed Katingan, while the key informants are Village Head and Village Government Apparatus and Village Representative Agency (BPD). Data collection was done with in-depth interviews and observations.

III. Research Result

Fishermen in the Village Sepanjang Katingan River Flow and lake in District Mendawai, Katingan regency Central Kalimantan, in catching fish as a livelihood to meet the daily needs and income society, done traditionally. Generally Fishermen catch fish and shrimp using simple equipment such as: Bubu (lukah), Banjur, Rengge, Selambau, Jala / lunta, Hancau, Kabam.

The results of the research show that traditional fishing done by the community, recently changed, because there are some people who do fishing by using poison, explosives, and using Acu (electricity). The village government has attempted to socialize to the public the danger of using equipment that could have an impact on ecosystem damage, but due to the lack of supervision due to the limitations of the village government apparatus causing illegal fishing to continue from time to time, resulting in a decrease

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in the number of fish and shrimp catches Along the Katingan river and the lake.

Implementation of Village Rules.

Recognizing that in general people living along the Katingan River Basin, especially in Mendawai sub-district, are fishermen whose dependence on fishing and shrimp exist in Katingan River, the Village Government makes a Policy in the form of Village Regulation concerning the prohibition of fishing by using dangerous equipment or Adversely affecting the environment and biota ecosystems within and the river bed.

Village regulations made by the Village Administration, conducted by involving the local community. Public awareness makes community participation in implementing the Village Rules is very good. The level of public awareness keeps the local community jointly supervising together. Village regulations made by the Village Government, until now has not been followed up by the Government of Katingan Regency by making the Regional Regulation (Perda), it is very unfortunate, should the District Government make regulations that can be followed up by the Village Government.

The establishment of a Village Rule on the Prohibition of the Use of Dangerous Equipment in Fishing Throughout the Katingan River Basin has the support of WWF who is very concerned about the environment, as stated by the Village Chief and Village Government Apparatus. Although not all villages in Sepanjang Katingan River Basin make the Village Regulation About the environmentally friendly fishing practices but already exist Some villages that set the Village Rules concerning fishing. To find out some villages that have made village regulations (Perdes) can be seen in the following table:

Table.1.1 Village Rules

No	Village Name	Village Regulation	Description
1.	**Tumbang Runan**	**Village Tumbang Runan Perdes No.01 Year 2011 About Management of Lake Tahai Lake Fisheries Conservation Area It has been**	**socialized and implemented**
2.	**Tumbang Bulan**	**Tumbang Bulan Village Perdes Tumbang Bulan No.Tahun 2014 About Utilization And Management Of Natural Resources Potential With Assets And Wealth Of Villages Has been**	**socialized and implemented**
3.	Jahanjang	Village of Jahanjang Perdes No.02 Year 2013 About Protection and Fishing System in Lake Bulat Already	socialized and implemented
4.	Parupuk	Village of Parapuk No.04 Year 2015 About Lake Management and Protection in Parupuk Village. It has been	socialized and implemented

Research results, data are processed

The data in the above table indicate that only 4 (four) villages have established rules of protection against natural resources potential, although the names of the Village Rules that exist in these four villages vary but in principle the same purpose and usefulness is the protection of potential Natural resources that exist in the villages along the Kahayan River Basin.

Basic Analysis of Village Rules

The existing regulations in the four villages are already referring to the Laws and Regulations set by the Government. To understand the legal basis reached as a reference in the consideration can be seen in the following table.

Table 1.3. Basic Considerations of Rules In Village Rules

No	Village Name	Village Regulation
1.	Tumbang Runan	1.Law of the Indonesia Number concerning Cons Biological Res Ecosystem (State the Republic of

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		1990 Number 49, Supplement to State Gazette of the Republic of Indonesia Number 3419); 2. Shrimp No. 23 of 1997 on Environmental Management (State Gazette of the Republic of Indonesia of 1997 Number 68, Supplement to State Gazette of the Republic of Indonesia Number 3699); 3.Law Number 5 Year 2002 regarding the Establishment of Katingan Regency, Seruyan Regency, Sukamara District, Lamandau Regency, Gunung Mas Regency, Pulang Pisau Regency, Murung Raya District and East Barito Regency in Central Kalimantan Province (State Gazette of 2002 Number 18, Supplement to the State Gazette of the Republic of Indonesia Number 4180) 4. Law Number 7 Year 2004 Concerning Water Resources (State Gazette of the Republic of Indonesia Number 32 of 2004, Supplement to the State Gazette of the Republic of Indonesia Number 4377); 5. Law Number 32 Year 2004 regarding Regional Government (State Gazette of the Republic of Indonesia of 2004 Number 125, Supplement to the State Gazette of the Republic of Indonesia Number 4437) as amended several times, most recently by Law Number 12 Year 2008 regarding the Second Amendment above Law Number 32 Year 2004 Concerning Regional Government (State Gazette of the Republic of Indonesia Year 2008 Number 59, Supplement to State Gazette of the Republic of Indonesia Number 4844); 6. Law Number 33 Year 2004 regarding Financial Balance between Central Government and Regional Government (State Gazette of the Republic of Indonesia Year 2004 Number 126, Supplement to State Gazette of the Republic of Indonesia Number 4438); 7. Law Number 12 of 2011 concerning the Establishment		of Laws and (Statute Book of of Indonesia Yea 82, Supplement Book of the Indonesia No. 523 8. Government F 54/2002 concern Business (State the Republic of 2002 Number 100 to State Gaze Republic of Ind 4230); 9. Government Number 58 Year 2 Regional Financi (State Gazette Republic of In 2005 Number 140 to State Gaze Republic of Ind 4578); 10. Government F 38/2007 conce Division of Affairs bet Government, Governments and Municipal (Statute Book of of Indonesia Yea 82, Supplement Book of the Indonesia No. 473 11. Government F 39/2007 concern Local Governmer (Statute Book Republic of Ir 2007 Number 83 to Statute B Republic of I 4738); 12. Regional Re 3/2008 on the Government Affa the Authority Katingan Regenc (Katingan Dist of 2008 Number 3 13. Regulation Minister of Hom 29/2006 on Gu the Establis Mechanism of Village Regulati 14. Regulation c Marine and Fish MEN / 2008 Capture Fishing

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2.	Tumbang Bulan	1. Law of the Republic of Indonesia Number 5 of 1990 concerning Conservation of Biological Resources and Ecosystems (State Gazette of the Republic of Indonesia of 1990 Number 49, Supplement to State Gazette of the Republic of Indonesia Number 3419); 2. Shrimp No. 23 of 1997 on Environmental Management (State Gazette of the Republic of Indonesia of 1997 Number 68, Supplement to State Gazette of the Republic of Indonesia Number 3699); 3. Law Number 5 Year 2002 regarding the Establishment of Katingan Regency, Seruyan Regency, Sukamara District, Lamandau Regency, Gunung Mas Regency, Pulang Pisau Regency, Murung Raya District and East Barito Regency in Central Kalimantan Province (State Gazette of 2002 Number 18, Supplement to the State Gazette of the Republic of Indonesia Number 4180); 4. Law No. 5 of 2002; 5. Law Number 7 Year 2004 regarding Water Resources (State Gazette of the Republic of Indonesia Year 2004 Number 32, Supplement to State Gazette of the Republic of Indonesia Number 4377); 6. Law Number 32 Year 2004 regarding Regional Government (State Gazette of the Republic of Indonesia of 2004 Number 125, Supplement to the State Gazette of the Republic of Indonesia Number 4437) as amended several times, most recently by Law Number 12 Year 2008 regarding the Second Amendment above Law Number 32 Year 2004 Concerning Regional Government (State Gazette of the Republic of Indonesia Year 2008 Number 59, Supplement to State Gazette of the Republic of Indonesia Number 4844);		1. 7. Law Number regarding Finan between Central and Regional (State Gazette Republic of In 2004 Number 126 to State Gaze Republic of Indo 4438); 8. Law of the Indonesia Number on Amendment to Year 2004 on Fis 9. Law Number concerning the of Laws and (Statute Book of of Indonesia Yea 82, Supplement Book of the Indonesia No. 52 10. Gove Regulation No concerning Business (State the Republic Year 2002 N Supplement to S of the Republic Number 4230); 11. Government Regu 72 Year 2005 Villages (State the Republic o Year 2005 N Supplement to S of the Republic Number 4587); 12. Government No. 58/2005 Financial (Statute Book Republic of I 140/2005, Sup Statute Book of of Indonesia No 13. Government No. 38/2007 co Division of Affairs bet Government, Governments and

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Research results, data are processed

Sanctions and Prohibitions in Village Rules

Generally the Village Regulation contains a prohibition for fishermen in fishing using

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equipment that can threaten the ecosystem of the environment in and around the river and lake tersebut.Hali can be seen in the following table:

Table 1.3. Fill in the form of Prohibition and Sanction in Village Rules

No	Village Name	Description
1.	Desa Tumbang Runen	1. It is prohibited to take and / or catch fish by electrocute / poison / bomb in the area of Lake Hai, Lake Border Hai and surrounding areas. 2. It is prohibited to collect and / or catch fish for the same type as those deployed using fishing gear smaller than 1.5 "(inchi). 3. Collection and or fishing on Lake Hai for the same type as those propagated, allowed after 3 months of restocking. 4. Furthermore, the existing potential in the area of Lake Hai may only be utilized by the community of Tumbang Runen Village, and the people of Jahanjang Village
2.	Desa Tumbang Bulan	1. Managing and exploiting the potential of natural resources that exist for the welfare of the community. 2. Conducting management of village assets in cooperation with cooperatives in accordance with applicable provisions. 3. Gain revenue sharing for the PAD of the village by 10% and the governing body 20% and 70% for the developer / investor. Part Two Sanctions Article 11 (1) Any violation as referred to in Article 4 to Article in the Penalty of Rp. 5.000.000 (Five Million Rupiah). (2) The tools used will be seized as evidence. (3) Violations as referred to in Article 7 shall be fined Rp 10,000,000 (Ten Million Rupiah) (4) Violations As referred to Article 7 shall be repeated many times, the Village shall be entitled to revoke the operating license. (5) Any violation carried out as referred to in Article 4 through Article 7 and failing to comply with the provisions of paragraphs (1) and (2) may be processed in accordance with the provisions of the Laws and Regulations.
3.	Desa Jahanjang	1. Intake and / or fishing in Lake Bulat is prohibited to use any type of net fishing gear that is smaller than 1.5 inches. 2. It is prohibited to use stun guns, toxins and other forbidden equipment in Lake Bulat in Jahanjang Village pursuant to Law of the Republic of Indonesia Number 45 Year 2009 on Fisheries Changes Article 9. 3. Outsiders are not allowed to capture natural and biological resources in Lake Bulat in Jahanjang Village except for outsiders who travel on round Lake by using fishing gear and by permission of Jahanjang Village Government. 4. Communities and outsiders are not allowed to dispose of

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		waste and waste in the round lake in Jahanjang Village area. 5. No burning around Lake Bulat in Jahanjang Village. 6. Pasat (Hancau) and Selambau are banned in the middle of Lake Bulat in Jahanjang Village. 7. Salambau not in pairs when the tide on the River to the Lake Dulat. 8. The fishing gear which is prohibited in article 4 (paragraph) 2 above is not later than 15 days transferred from the area of Lake Bulat after it is enacted. 9. The community can harvest fish in Lake Bulat together when the long dry season (7 months and above) and the community activity in Lake Bulat is required to release 5 fish / kk fish seeds after a long dry period (7 months).
4.	Parupuk	Rules In The Lake Tauman Fishing and Seed Harvesting: 1. For the people of Parupuk Village, tuna and Haruan fish seeds should only be taken to be cultivated in Parupuk Village 2. Seedlings are not traded outside Parupuk Village 3. The number of Tauman and Haruan fish seeds that can be cultivated in Parupuk 3000 Tailed Village per Head of Family within 1 Year 4. If there are people outside the village who will try to take Resources in all Lake Village Parupuk must be permitted Village Government 5. Quota For the community outside the village parupuk to tauman fish seeds and haruan Number of 3000 Tails per Year. 6. Punctuation of doing the activity Shocked and poisoned fish in Parupuk Village area Fishery Sanctions 1. For people who violate the rules with fishing gear which is prohibited by the legislation of the government in wearing a fine of Rp. 5,000,000 and the equipment was confiscated. 2. For people from outside the village who take the seeds of tauman and jelawat fish will be in the dendang of Rp. 5.000.000. 3. For Tumbang Village people who sell the call to sell tauman and jelawat fish seeds to outside parties are subject to a fine of Rp. 2,500,000 and the fish seedlings were confiscated for stocking on the lake again.

IV. Conclusions and recommendations

From the result of the research, it can be concluded that, the awareness of society and apparatus of Village Government in Katingan River Basin is good enough, it can be seen from the existence of Village Regulation concerning Fishing and Shrimp in Some Villages. Public

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awareness is expected to actively participate to obey, and socialize to all other communities, the need to maintain the environment especially when fishing to be managed, so that the natural resources around the waters of the river will be maintained its sustainability. To the Regional Government of the Regency is expected to follow up the Village Rules by collecting from the existing Rules in the Village into a Regional Regulation. This is in the hope that a wider scope of authority on local government will bring effectiveness of the implementation of the Regulation.

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THE COMMUNICATION PATTERNS IN THE "X" COMMUNITY OF SOCIALITE WOMAN IN SURABAYA

(Phenomenology study on community of socialite women in Surabaya)

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Abstract

This research is motivated by the curiosity of the problems that occur in women, particularly in the community of socialite women. In particular conflict, communication can be the effective approach to uncover the problems that occur in socialite women. Therefore, researchers would like to reveal The Communication Patterns in The "X" Community of Socialite Women in Surabaya from phenomenological approach. This method is used because it is able to explain the relationship between the categories that were found and compiled in this study . This method is also able to describe and analyze patterns of human behavior. The purpose of this study is to determine how the communication patterns in the "X" community of socialite women in Surabaya. The socialite women identify themselves when they socializing with their fellow socialite. Relationships within the "X" community of socialite has several phases, in relation to identify socialite women linked to their identity as a female socialite with each other. Also in terms of environmental influences, individual behavior, and decisions associated of being a socialite. Regarding to the role of the existing socialite community, in this study the "X" community of socialite women, that provides learning and information related to the socialite world.

Keywords: Socialite, Phenomenology, communication patterns.

I. INTRODUCTION

Definition of communication as described by De Vito (1997: 23) refers to the action of one or more persons who send and receive messages in a particular context, has a certain influence, and there is an opportunity for a feedback, and distorted by noise. Through these definition can be seen that communication is the process of message exchange from the sender to the recipient of the message. Then, communication is not a one way process, communicator as a message sender will become a communicant in its process, vice versa. There is an ongoing process of message exchange that will ultimately form an intense interaction. The definition also indirectly describes elements of communication, among others, communicators (messengers), communicants (message recipients), messages, context and media, feedback, and noise.

Proxemics is an individual relationship in interpersonal communication that distinguished by distance between communicator and communicant. Based on the proxemics distance, De vito (1996: 5) distinguish interpersonal relationships into four: public relationship, social relationships, personal relationships, and intimate relationships. Public relations occurs when a person speaks in a public space, but still allows interpersonal communication. For example in this research when a socialite woman directed *arisan*[1] and make a question and answer session with one of her *arisan* friend. Social relationships are relation between persons who performs an interpersonal communication within a social distance. For example in this study socialite women make a business talks and trade in her social group. Furthermore, personal relationship, a communication between strangers or not too close friends, usually takes form in a regular conversation between two persons, such as between acquaintances, and so forth. The last type of relationship is intimate relationships, in which two people perform interpersonal communication in close proximity, so there is a non-verbal communication intensely. Intimate relations are usually perform by a very close people. In accordance to one of the communication principles "people can not communicate" (Deddy

[1] A regular social gathering whose members contribute to and take turns at winning an aggregate sum of money.

Mulyana.2005: 98). Basically humans always communicate, because both consciously and unconsciously human always send a message to others. Messages delivered can be either verbal or non verbal.

Women in socialite circles are women who have high education. Classified as a group of women who already have the ability, willingness, facilities, opportunities for their role. Women who try their existence in the public sphere and succeed. Breaking through the myth that attached to the identity of women in Indonesia, the socialites successfully represents independent women who have successful career. Researchers argue that women who socialize within a socialite group can reduce their personal problems, for example household conflict, and so forth by socialize in the *arisan* within their socialite circles. Basically humans as individuals and social beings will communicate to each other and affect each other in a various relation, with different styles and ways. Communication is the basic interactions between people. Human interaction between individuals, groups and organizations is impossible without communication.

A lot of problems happen to women's life, especially in the subject of this research: women in socialite group. In certain conflicts, communication can be an effective approach to reveal the problems that occur in socialite women. Therefore, the researcher wanted to reveal The Communication Pattern in The X Community of Socialite Women in Surabaya from the phenomenology approach.

II. METHODS

This research is a qualitative research and uses phenomenology study method. This method used because it able to explain the relationship between categories that compiled in this research. This method is also able to describe and analyze patterns of human behavior. Engkus (2007: 25) argues that phenomenology strives to understand how a person gave a meaning to an experiences. This research is a study of people, their subjective experience, and their daily life.

This research conducted to give more information about the communicative pattern of socialite women in the community X to their environment and socialite fellow. Their experiences of everyday life will compile as the communicative pattern of socialite women in their social interaction.

The informant for this research chosen purposively. Purposive is a technique of taking the data source with certain consideration. Certain considerations mean that the chosen informants considered know what the researcher expected so they can facilitate to explore the object of the research (Bungin, 2008; 78). Members of the socialite X community are about 30 people. The name of this socialite community intentionally given the initials X, because the researcher do not have a permission to publish its real name.

The criterions of informants in this research are as follows:

1. Women related to socialite community.

2. Women who are involved in the Socialite X community in Surabaya.

3. Women who know the activities of the Surabaya socialite groups, and capable of providing informations about the socialite community during the research.

This study took some members of the socialite community Mrs. A, Mrs. B, Mrs. C, Mrs. D (not their real name because the researcher do not have a permission to publish their real name), even though it is for an academic scientific work.

The location of the research conducted in Surabaya. The reason is that in the early observation there are some members of the socialite community X who are very open and easy to accept the researcher. The data then analyzed in depth and thoroughly from all aspects that become the purpose of this research. The data that used in this research taken from the interviews (interview data), the data collection gathered from in depth interviews and participatory observation. Through these methods, the researcher gets the essence of the phenomena from the first hand.

Miles and Huberman in Sugiyono (2009: 91) argued that the activity of qualitative data analysis done interactively and continuously. This research uses qualitative approach, the datas that analyzed are the empirical information collected through documentation, observation, and interviews with four of the members of socialite community X. Then the data contents analyzed its expression both verbal and non-verbal, so the theme, keywords, and contextual flow could be found. The data analysis divided into three activities:

1) Data Reduction

Data collected from informant interviews, while observations in socialite community X were analyzed by reducing data. The researcher summarizes, selects the main points, focuses on the important things, sought the theme and pattern to get a clear picture on the obtained datas. Therefore, data’s research obtained in the field when mingling with the socialite community. The unit of data analysis conducted by the researcher is a collection of interviews, set of statements issued by informants based on their experiences and observations. Research datas, such as a collection of written information collected during research, along with the photographs.

2) Data Presentation

Reduced datas from the four informants about the socialite community then presented in the narrative descriptions. The results of the reduced datas then organized, arranged in a liaison pattern, so that easy to understand and to plan the next research work. Researcher try to compile relevant data so that information can be inferred and have a certain meaning. The process can be done by displaying data, making up the relationship between phenomenon to interpret what really happened and what needs to be followed up to achieve research purposes.

3) Conclusing Drawing / Verification

After the data is presented in narrative form, the last analysis is to drawing conclusions and verification. This final conclusion strengthen the preliminary conclusion. The conclusions in the research may be able to answer the formulation of the problem formulated from the beginning, because the problems and problem formulation in qualitative research is still temporary and develop after the researchers are in the field. With the evidence of data from the social research community X in Surabaya will strengthen the initial conclusion so that it can answer the formulation of the questioned problem and produce a credible final conclusion. The final conclusion of this

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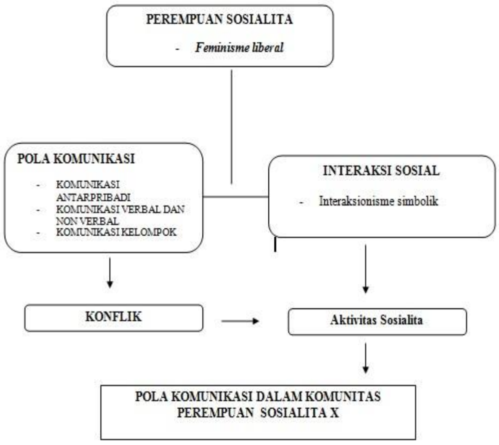
study depends on information obtained from some female informants among Socialite X who dove In informant social activities. The information will be recorded and then re-verified in the field so that there is a conclusion with good data validity.



Gambar 1. Alur Pikir Penelitian Pola Komunikasi Dalam Komunitas Perempuan Sosialita X di Surabaya

There is a concept of life within a social phenomenon of socialite seen from the perspective of liberal feminism. Gender roles in various cultures, especially Javanese culture. The gender role differences between men and women exist in all cultures. Many universally accepted stereotypes of gender differences across cultures such as aggressiveness, strength and lack of emotion in men, as well as weakness, acceptance and emotionality in women. The gender role disparity between women and men in Javanese culture has changed, but there is subordination to women. Women are always portrayed with peace, shade, gentle, emotional, and more rely on instinct. While men are associated with a strong image, males, are protective, and rational. Causing conflict with principle differences between women and men. Women socializing within a socialite group can reduce the personal problems that natural social women, for example in the household, conflict with their husbands, friends and so on by impersonating a socialite *arisan*.
Interpersonal communication has the following elements according to De Vito:

A. Sender-recipient

Community socialite X as a sender pesannnya to its members is a dealer, because a socialite activity can not be separated from the name of ladies' social gathering activities.

B. Encoding-decoding

There is a code in the X community that makes individuals one to another there is a language that they use specifically to convey to other socialite friends.

C. Messages

In interpersonal communication, these messages can be either verbal or non verbal, or a combination of verbal and non verbal.

1). Verbal: use of the call of "greetings, cin, say, darla, darling" by socialite women to call their socialite friends. This suggests a sense of intimacy between one party to another.

2.) Non verbal, including:

Kinecsic, the faces of informants A and B are almost identical, the faces of informants C and D sometimes look serious especially when they tell about activities, conflicts in the socialite community X. Eye contact is often done when seeking a consent, an unspoken agreement , Or to assert something to be conveyed to each other.

Proxemics, looking at the distance aspects used by socialite women to each other when interacting. Often they use intimate distances when interacting like kissing each other's cheeks, others kissing lips with lips like in western culture, and kissing the nose with the nose, but this is not considered a problem by them.

Paravocalis, looked at the vocal aspects of socialite women. Both informants A, B, C, D are active in changing their vocal intonation.

Olfactics, looking at non verbal aspects through odors. In using the smells of all the sosilita women in the X community is very fragrant, they use very expensive and classy perfumes, because according to informant D for them the smell greatly affects their mood in interacting.

D. Channel

Interpersonal communication is usually the perpetrators meet face-to-face, or otherwise use a medium such as telephone, email. The communications carried out by each other rely heavily on highly sophisticated gadgets to expand the networking of socialites X. Opening and expanding the network of a haha..hihi ... becomes a substantial, from introductions to finding matches and working together. It should not always be direct, but it can also be indirect, such as helping hook up or introducing members to other relationships outside the group, so the network is wider.

E. Interference (noise)

According to Infoman A this is included as a process of interaction performed by a dealer to members who experience interference while communicating.

F. Feedback

The message that the individual delivered to one another was a feedback that was responded to, with a fairly intimate member inviting someone closer to the goal of extending friendships and having gangs hanging out with fun personnel through socializing the X community.

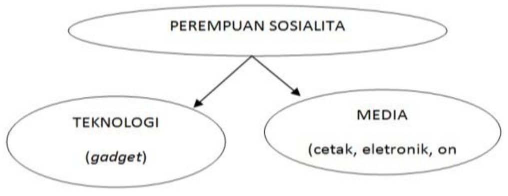
G. Field of experience

According to informant C not all socialite ladies socialite women have a negative thing in motivation and purpose, besides useful release stress, there is another very real benefit, that is expanding association or as entrance of certain community. Types of socialite women in living relationships within the community entrances of certain communities. The types of socialite women in living relationships within the community

Socialite between individual one with other individual by using experience socialite activityWhich are distinguished by social status, but unlike the same or the same, because of course each type has a different motivation.

H. Effects

The communication process always has various consequences, either positive or negative on one or both. According to D there is a negative effect of the activities undertaken by women socialite. According to D that not all smartphones can be used well by users, because the more sophisticated gadgets and smartphones so easy to upload messages, images presented to the public negatively by utilizing technology that is so sophisticated in modern times ini.Interaksi social When researchers in the field between informants A, B, C, D are very closely related to their friendship, but over time friendship between them there is a rift due to competition between each other. The relationship that lasts for about a year alone makes them separate because of the reasons C and D do not want to follow the conflicts in their household that can affect household C and D. According to informants A and B experienced conflicts in the household makes them stressed, Joining the Socialite community in Surabaya, stress, heartache, depression are all lost by interacting with their socialite friends. While informants C and D disagree with A and B who consider interacting with socialite friends making a negative impact on their household and personal life C and D. For most people, arisan is a fun activity, because the needs of "get-togethers" are met with Meet friends, this event is also considered effective for the release of stress, as a result pile up office work, or problems at home, so the load on the shoulder plong. The process of interaction by informants with the environment, they meet with different types of people and there appears many incompatibility between the desire with reality. When interacting, a human reflects on the other person's point of view. Then there is the process of thinking and ending with a self-belief and feelings of hurt or pride with that feeling. Social interaction makes the socialist in his life a mere imitation because of the demands of a socialist role that must be perfect like a top artist and not to be outdone by all the other socialite friends.



Bagan 2. Pola komunikasi kalangan sosialita X

Socialite women do social interaction within their community using the two most important things that can never be separated from women socialite, namely: a technology that is so sophisticated and a media.

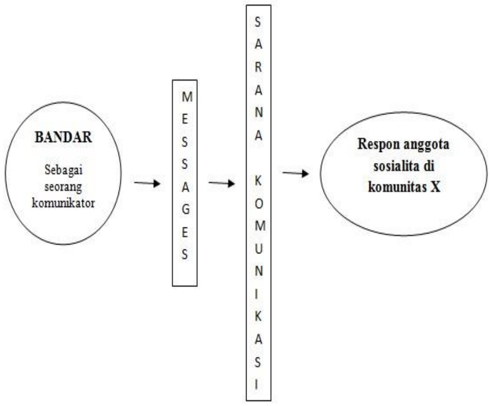
Globalization, modernization or technologization is one of the factors that cause the pressure of social change on individuals and structures in the life of the household. With this social change, values, norms are maze, interactive and interplay. The development of this technology encourages the people of Indonesia especially among socialites using electronic devices in doing all the daily activities. Even some women among socialites have a very high dependence on gadgets, with all activities arranged through the gadget. Technological progress is now more rapid than ever. Technology influences the lifestyle and mindset of society so that it can affect social life, with the technology of socialite able to convey an information accurately and quickly target. The socialites to convey important info to help others in charity, trade their merchandise (clothes, bags, shoes and so on), as self-actualization.

Most socialites have sophisticated technology regarded as lifestyle and trend setters because of advanced technology including luxury goods. Therefore, by having one or many advanced technologies, these circles feel that their social status will increase. It's like this is still going to continue, even become a habit when new technology continues to emerge.

Women socialite with sufficient material owned by the upper middle class, it is easy for them to get the technology that the socialite want. Instead of curiosity or imgin add knowledge, but because they want to bandwagon and do not want to be labeled as outdated people who make this circle willing to spend deep enough to maintain prestige.

A media also plays an important role in their own existence, by inviting the media into their events to be covered, taken pictures, taken pictures, socialite women can raise their image in front of friends of other socialites, the more positive image of women socialite the more women The socialite is pamor, existence, imaging increasingly make up the rivals in the socialite. Like the natural law of "who is strong he who wins", who is strongly paying a media to cover himself, the socialite woman is increasingly seen winning among his competitors for an "imagery". The presence of a professional potographer is a natural thing, sometimes even obligatory during the socialte elite, imaging for a very high self-existence, with a fair competition that is sometimes extreme.

There is a pattern of communication that is intertwined when socialite women interact while doing activities within the community, as follows:



Arisan of course can not be separated from the name of the city. Bandar here is the most important position in the arisan. His duties are concurrently treasurer and event organizer, those chosen are generally the most active members. Unemployment itself is a fairly casual daily activity, as well as face-to-face, as one of the other tasks is to collect other members who sometimes suddenly amnesia and not arrange arisan fees.

Bandar affects all socialite members in community X, for example two weeks before the arisan, via BB bandar the city has reminded the members of the location of the arisan and the amount transferred. Bandar also coordinate events in arisan activities, coordinate fashion shows, makeup demos, and even trainning human resources for a fantastic social gathering the number of shuffles.

From a bandar as a communicator sends a message through a means of communication is used to generate the response felt by members of the socialite community X to interact with each other in reply to messages to be conveyed to the airport.

IV. CONCLUSIONS

The socialite community began to identify women socialites. Not all socialite community image is negative, there is a positive image of berkegiatan in socialite community. Knowledge and influence related to the concept of self as a socialite woman. Friends can provide values, information, and experiences that later or in perceiving a concept, in this case is the concept of women socialite. Socialite women identify identities related to their identity as a socialite woman to each other. The environment also affects in terms of individual behavior and its decisions related to becoming a socialite. Want

Ai role of the existing socialite community, in this research is socialite community that provides learning and information related to socialita.Perempuan Socialite world in live socialita community activities can be seen from the communication pattern as follows verbally, the use of calling greetings "beib, cin, say , Darla, darling "by socialite women to call their socialite friends. This suggests a sense of intimacy between one party to another. Non verbal, including: a) Kinecsic, a non-verbal aspect that includes facial features, eye contact, body movements, touch, posture, walking, and clothing selection when interacting with a partner. Eye contact is often done when seeking a consent, a deal that can not be talked about, or to confirm something to say to each other. Eye contact also often occurs when there is something that leads to displeasure and disapproval. But touch is often spontaneous and unintentional. This is probably because of the touching habits of each other among socialite women. For example when calling, asking for approval, or when confirming a thing to talk about. The touch is often a poke in the arms, shoulders, and small touches in the hand. In terms of selection of clothing, socialite women wear a themed dresscode, of course expensive clothing, branded and designer famous for one type of shirt just to be able to create their prestige. B) Proxemics, looking at the distance aspects used by socialite women to each other when interacting. Often brands use intimate distances when interacting like kissing each other cheek, others kissing lips with lips like in western culture, and kissing nose with nose, but this is not considered a problem by them. The use of intimate distance is usually followed by other non verbal aspects of touch, while when they do not use intimate distance, non-verbal aspects used are eye contact. C) Paravocalis, looked at the vocal aspect of women socialite. They use a special intonation to show attention, attract the attention of women socialite members at certain moments, and to revive susana. However it is not often used and does not need to be used in public. D) Olfactics, looking at non verbal aspects through odors. Socialite women use the smells of all the sosilita women in community X very fragrant once, they use a very expensive and classy perfume, because for them the smell greatly affect their mood in interacting.The above signs provide an overview of the communication characteristics of women socialite in community X Related to the non verbal aspects they use when interacting. Based on the description that researchers have given in this research, it is hoped that the public can use the information contained in this research related to the formation of communication pattern of socialite women in community X. Information in this research can Provides an overview of how the pattern of communication that occurs within the socialite community X against a thing, is the result of the interaction between the individual with the environment and socialite community where they associate. This can give an example to the community, so that people begin to pay attention to the impact of socialite women's behavior on other people, the environment, and their circle of social, especially on children. Information on communication patterns within the community of women socialite X in Surabaya is expected to provide a clear picture to the community about things that have never been known by the public. This research has several shortcomings, one of which is the limitations of researchers to obtain data documentation of socialite women's activities Extreme (very secret) due to the limitations of researchers to too mengexplore activities in socialite community X. This allows for further studies related to the theme carried researchers, which is expected to dig deeper and enrich the existing research alternative.

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SALES MARKETING STRATEGY IN INCREASING SALES OF ORGANIC RED RICE IN CV. JATILUWIH RED RICE

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Abstract. Sales Marketing is a very important part in one company to achieve goals. This study, entitled "Sales Marketing Strategy In Increasing Sales of Organic Red Rice in CV. Jatiluwih Red Rice " is aimed to know about sales marketing strategy in increasing sales of Organic Red Rice in CV. Jatiluwih Red Rice. The research result shows that there was increase in sales of organic red rice from year to year, despite the fact that there were some declinesin sales in particular years, however it was not too significant.

Keywords**:** Sales Marketing Strategy, Selling increase, Organic Red Rice

I. INTRODUCTION

In a business world must not be separated from a competition. The increasingly sophisticated promotional system leads to increased competition in the market. Especially if the company is related to the product. Therefore needed a planned strategy to get the attention and the heart of the community as audiences and promotional targets are through some precise way to be prepared.

One such way is to dig in advance the wants and needs of society, in order to achieve a satisfactory decision for the community and of course for companies that offer products or services. Then the process of creativity in attracting the public was not just using below the line that is outdoor advertising media such as brochures and banners, but can be assisted by other alternative media that can add to the effectiveness of marketing is to adjust to the increasingly modern technology such as internet By posting photos of products or services offered through Facebook friendship sites, or promoting via radio and television ads is also a very important thing, so the community with easy to remember and know the products we promote. Thus it will be easier for the company to seize market share.

To achieve a goal, of course, we need the correct marketing and planned due to in order to achieve goals on target with a relatively short time and the cost is not too large.

Marketing system that will be done, required a planned strategy, do not let the cost out wasted, therefore, creative and efficient advertising media is very important in the communication strategy offered or even as a marketing strategy required a good company The new company as a process of cultivating public awareness of a product, or a large or growing company that wants increased sales.

Similarly, CV. Jatiluwih Red Rice which has so far contributed to agriculture in Bali by producing rice crops of red rice from farmers in Bali. As a big company and has long struggled in producing crops, especially rice harvest in Bali, this company does not want to lose its fangs.

To maintain the stability of its business, CV. Jatiluwih Red Rice carefully and precisely continue to hone the ability of its workforce in order to maintain the quality of red rice produced. Thanks to reliable and competent personnel in the field and supported by facilities such as adequate machines, CV. Jatiluwih Red Rice is able to produce brown rice in large quantities and quality.

In its goal of becoming a larger company again, CV. Jatiluwih Red Rice tries to increase or increase sales of its products, in this case, is the organic red rice jatiluwih, and to increase the sale, then CV. Jatiluwih Red Rice must distribute as much as possible. Of course to achieve this is not easy, it takes a long and quite complicated process.

One way to go is by relying on sales marketing. Sales marketing is an activity that aims to promote products to consumers with the aim that consumers are interested and then can buy products offered or promoted it. With the sales marketing strategy is proven to increase sales of organic red rice jatiluwih. From 2012 to 2017, organic jatiluwih red rice sales have improved although in the certain year there was a decrease it was not very significant.

CV. Jatiluwih Red Rice is a company located in Tabanan under the ownership of Mrs. Grace M. Tarjoto, the company is growing rapidly and continue to contribute to the development of the business world in Bali as well as assisting the absorption of manpower.

Based on the background research, the formulation of this research problem is how the strategy of sales marketing in increasing sales of organic red rice jatiluwih in CV. Jatiluwih Red Rice?

The purpose of this research is to know SalesMarketing Communications Strategy In Increasing Selling Organic red rice jatiluwih in CV. Jatiluwih Red Rice. In analyzing the research problems used the various underlying theories as described below:

The strategy is a tool to achieve goals. In its development, the concept of strategy continues to grow. This can be

demonstrated by the different concept of strategy over the past 30 years.
Understanding the strategy there are several kinds as presented by experts in their respective books. The word strategy derives from the word strategies in Greek is a combination of Stratos or soldiers and ego or leader. A strategy has a basis or scheme to achieve the intended target. So basically a strategy is a tool to achieve goals.
According to Chandler (1962) strategy is a tool to achieve corporate goals in relation to long-term goals, follow-up programs, and resource allocation priorities.
Learned, Christensen, Andrews, and Guth (1965) strategy is a tool for creating competitive advantage. Thus one strategic focus is to decide whether the business should exist or not exist. Furthermore, Argyris (1985) Mintzberg (1979), Stainer and Miner (1977) strategies are both continuous and adaptive responses to external opportunities and threats and internal strengths and weaknesses that can affect the organization.
According to Poter (1985) strategy is a very important tool to achieve competitive advantage. Andrews (1980), Chaffe (1985): strategy is a motivating force for stake holders such as managers, employees, consumers, communities, governments, etc., either directly or indirectly accrues profits or costs incurred by all actions taken by the firm.
The term communication comes from the Latin language Communis which means to build togetherness between two or more people. Communication also comes from the root of community which means to divide.
So many experts or communications experts are giving ideas about communication. They also define communication according to their own thinking, the following are:
According to Everett M. Rogers, a rural Sociologist from America who has paid much attention to the study of communications research, especially in terms of disseminating innovations, it is devised that: "Communication is the process by which an idea is transferred from source to a recipient or more, Changing their behavior. Later developed by Rogers with D. Lawrence Kincaid (1981) gave birth to a new definition stating that: "Communication is a process in which two or more people form or exchange information with each other, which in turn will arrive at mutual understanding depth.
However, from several definitions above can be drawn a conclusion that communication is a process or activity of delivering messages from someone to others to achieve certain intentions. Communication is a very important part of human life.
When viewed from the understanding, that Marketing is the whole system of business activities shown to plan prices, establish products, promote products, and distribute items that aim to satisfy consumers. While sales are activities that only focus on selling products, and aims to increase product sales only.
From Understanding that there, it is clear that the marketing process is longer and more complex when compared with the sales process.
In Marketing strategy, there are 7P which consist of Product (product), price (place), place (promotion), promotion (process), people, physical evidence (physical evidence). While sales only become part of promotion (promotion) so do not pay attention to other factors that can support the change.
However, when viewed from the function and purpose, then the two terms are the same because the same marketing products that are certain to increase sales and turnover of the company.
To explain the problem of increasing sales, it would be nice to explain one by one. We will explain the notion of "improvement" first.

A) Improvement

According to an expert named Adi S, the word increase is derived from the word level, which means the layer or layer of something which then forms the arrangement. The level can also mean rank, grade, and class. While improvement means progress. In general, improvement is an attempt to increase the degree, level, and quality, as well as quantity. In addition, improvement can also mean achievement in the process, size, nature, relationships and so on. The result of an increase can be quantity and quality. Quantity is the sum of the proceeds of a process or with the goal of improvement. While the quality describes the value of an object because of the process that has a goal of improvement. The result of an increase is also marked by the achievement of a goal at a certain point.

B) Sales

Sales are one of the marketing functions that are very important and decisive for the company in achieving company goals, earn the profit for the sake of life pureness.

According to Basu Swastha in his book "Azas-Azas marketing" (1998: 48), is "Sales is a science and art of personal influence undertaken by the seller, to invite others willing to buy goods or services offered" while the sense of sales according to Moekijat in his book The fifth (2000: 48) "Dictionary of Management" Dictionary is: "Making sales is an activity aimed at finding buyers, influencing, giving guidance so purchases can tailor their needs to the products offered and enter into agreements on prices that benefit both parties."

II. METHOD

This research uses case study design to field directly and with deepening in accordance with the purpose of research.
The subjects of the study were those who were used as sources when conducting interviews or the usual informants. The informant is all sales marketing amounting to 6 people.
There are also some data collection techniques such as interviews, observation, and documentation. While the data collection instrument that is in the form of interview guides as well as some images covered by the author.

A. Interview

The interview is a process of question and answers directly between the researcher with the subject of research, to obtain information needed for research.

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B. Observation
Namely, the data collection techniques obtained and implemented by observing how sales marketing communication strategy. As for that done in place of research that is to know the location of research; The state of the company, the organizational structure and the programs that it undertakes.

C. Document
That is the effort of collecting data and theory through books, documents, and other sources of information both in the research location and those outside the research location as supporting research (such as documents, agenda, research results, and notes).
The analytical technique used is descriptive qualitative. Qualitative data processing is data processing to draw conclusions from some events that are difficult to measure by numbers / quantitatively. Qualitative analysis shows a careful process through the stages of data processing, organizing data, and stages of discovery of results based on primary and secondary data sources. Relation with research is that happened in a problem / a case that happened that is marketing communication strategy in increasing sales volume of organic rice jatiluwih as a product marketed by CV. Jatiluwih Red Rice. The process of qualitative data is not treated with statistical formulas, numbers are numbers. The data obtained is then poured into a research report in the form of descriptions and sentences that describe the situation in accordance with the picture that occurred in the field. This research is focused on marketing communication strategy in increasing sales volume of organic red rice jatiluwih. So by doing the analysis of these elements can answer the formulation of existing problems. All data are interpreted to find meaning and broad implementation of the research results.
The location of this research is CV. Jatiluwih Red Rice in Gunung Sari area, Jatiluwih Village, Tabanan regency. Selected CV. Jatiluwih Red Rice as a place of study, because the place is one company that is not just a regular distributor but is a company that produces rice in large quantities. So far CV. Jatiluwih Red Rice has been working with more than one outlet/grocery store across Bali. This is because the quality of organic red rice jatiluwih that can compete and the ability of management in managing human resources (HR) to be able to win the hearts of customers/consumers. Thus the turnover from year to year is increasing. Not only that, CV. Jatiluwih Red Rice also has complete and adequate facilities as supporting employee performance, including several large mills, large buildings/buildings, and also means of transportation as a means of supporting the distribution of rice to every outlet or store.

III. RESULT AND DISCUSSION

The results showed that sales marketing communication strategy used in increasing sales of organic red rice jatiluwih is as follows:

Push Communication Strategy

Push communication strategy is a promotional strategy that uses salespeople and trade promotions to drive products through distribution channels. Manufacturers promote product to large retailers, wholesalers to retailers, and retailers promote to consumers. Sales Marketing as marketers/sellers always out the company to do promotion. Likewise with Sales marketing CV. Jatiluwih Red Rice conducts marketing activities by visiting consumers directly. Consumers are meant here are grocery stores that exist throughout Bali and become the target distribution to further sell the organic red rice jatiluwih to the wider community.
The purpose of this activity is to communicate and negotiate with the store about the organic red rice jatiluwih; Among others concerning quality, price, delivery process, and where the product can be obtained. In addition, this strategy allows sales as marketers can show the condition of rice directly to consumers to be more convincing. The activity also aims to establish a close relationship and established a sense of closeness between the sales of marketing with the store.
As a communicator in charge of selling and conveying information about the product, sales marketing CV. Jatiluwih Red Rice has the ability in the field of marketing sales and certainly know for sure about the organic red rice jatiluwih good about quality, price, packaging, distribution process, also where the product can be obtained. There is also a target area of distribution include Bangli Region, Buleleng, Gianyar, Jembrana, and Denpasar.
As in the previous explanation that, one of the sales tasks is to make observations, in this case, a sales marketing to observe the location of the target marketing. According to one sales marketing CV. Jatiluwih Red Rice is Mrs. Komang that; "A sales marketing is not just selling or promoting products, but looking for, reviewing and analyzing consumers. It is aimed for sales marketing can know which consumer is eligible to be targeted distribution of red rice organic jatiluwih ". Furthermore, he added that; Which became the target distribution of food stores or similar businesses that can be relied upon to be able to sell.
Organic red rice jatiluwih and willing to cooperate, so there is no loss for the company thus the increase in sales can be achieved.

Pull Communication Strategy

It can not be denied that in the sales communication communication process is not in the media role. Media is very important to disseminate information about a product so that the product can be known by Sari Bumi delivered by one of the sales marketing staff is Pull strategy. Furthermore he explained that "Pull strategy allows people to quickly find out about the organic red rice jatiluwih because we rely on the media to help the promotion and with the information from the media then the public knows and by itself they will seek organic red rice jatiluwih".
By definition, the Pull strategy is a promotional strategy that uses costs for advertising and consumer promotion to foster consumer demand. What if the pull strategy is successful, the consumer will search for the prodak from the retailer, the retailer will search from the wholesaler and the big merchant will search from the manufacturer. Includes marketing activities (especially advertising and promotions for consumers) directed at n users to persuade them to request

the product on intermediaries so that intermediaries then order the product to the company.

Similarly, the communication strategy of sales marketing CV. Jatiluwih Red Rice relies on advertising through the media as part of a promotional strategy. The media promotes the organic red rice jatiluwih through messages delivered. Messages delivered by the media include; Quality / advantages Organic red rice jatiluwih, Price, packaging, and where the product can be obtained.

The media used are electronic media such as Radio Gema Merdeka FM, Internet, and Telephone Plane. Besides advertising media through images such as Coupons, banners are also used by SM to increase the power of promotion:

- Gema Merdeka Radio (RGM FM)

  RGM FM is a veterinary radio used by CV. Jatiluwih Red Rice to promote organic red rice jatiluwih. RGM FM through the announcer read ad product organic rice jatiluwih 3 times a day with duration of 2-3 minutes. The content of the advertisement is about the quality of the organic red rice jatiluwih, price, dose of packaging, and also a place that can be visited to get the product. With these ads proven to be able to boost sales as more consumers or traders who buy organic red rice jatiluwih.

- Internet

  To increase the power of promotion and can be known by the public CV. Jatiluwih Red Rice has a website that can be visited at any time ie www.berasfuji.com. With this website then the public will find out and by itself will find the Product.

- Telephone

  Telephone phones such as HP are needed by Sales Marketing (SM) CV. Jatiluwih Red Rice to communicate and negotiate remotely so that SM does not need to visit consumers directly so can save time.

d. Coupons and Banners

Coupons and banners are outdoor advertising media that serves to provide understanding to the community about the existence of organic red rice jatiluwih. With this media allows people to always remember the organic red rice jatiluwih good quality, hargannya, packaging, and places that can be visited so that people can come themselves to the outlet that sells the product. Thus the process of distribution of parties in this case CV. Jatiluwih Red Rice to Consumers that the big pedagan can run smoothly.

IV. CLOSING

Conclusion

Based on the description in the previous chapters, it can be deduced as follows:

A. Communication strategy used by SM in CV. Jatiluwih Red Rice is implementing pushcommunicationstrategy which rely on salesmarketing communications as the spearhead of promotion through direct marketing activities to the wholesalers so that from wholesalers can promote to retailers and retailers to consumers.

B. Pullstrategy is a strategy that relies on the media as the spearhead of promotion. With pull strategy, allowing to attract consumers to come alone and buy organic red rice jatiluwih this is because the media has provide information about the product.

Suggestion

A. Salesmarketing communications strategy through media advertising must be supported with the tenacity and ability of the sales to visit consumers directly and mempresentasekan products with the best possible.

B. Pushstrategy must be supported with the ability of salesmarketing communications in presenting products so that buyers get a good understanding of the product.

C. It is necessary to add outlets or grocery stores as an agent or place of distribution prodak (organic red rice jatiluwih) ..

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THE INFLUENCE OF WORKING CAPITAL AND ENTREPRENEURIAL BEHAVIOR ON THE BUSINESS DEVELOPMENT OF INFORMAL SECTOR IN THE MARKET OF KADIPATEN – MAJALENGKA REGENCY

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Abstract. The problem in this research is the low level of business development of informal sector actors in Kadipaten Market – Majalengka Regency. The purpose of this study are as follows: (1) to determine the simultaneous effect of working capital and entrepreneurial behavior on the development of informal sector in Kadipaten Market - Majalengka Regency; (2) to know the effect of working capital on the development of informal sector in Kadipaten market Majalengka Regency; (3) To know the influence of entrepreneurship behavior on the development of informal sector in Kadipaten Market Majalengka. The method used in this research is quantitative method of survey type. Hypothesis in this research is as follows: Working capital, entrepreneurship behavior simultaneously affect to the development of informal sector business. Statistical test used for testing hypothesis using t-Test of Partial Regression Coefficient, Hypothesis Test of Overall Regression Coefficient (Test-F), and Compound Determination Coefficient Test (R2). The results of his research are: Working capital and entrepreneurial behavior together simultaneously affect the development of informal sector business in Kadipaten Market of Majalengka regency. Working capital has a positive and significant influence on entrepreneurial behavior that ultimately affects the development of informal sector businesses in KadipatenMarket of Majalengka. This means that with the addition of working capital will affect entrepreneurial behavior, and entrepreneurial behavior will affect the development of informal sector business in Kadipaten District of Majalengka Regency.

Keywords**:** Working capital, entrepreneurial behavior, development business, informal sector actors.

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IMPLEMENTATION OF PANCASILA VALUES IN *NYENTANA* MARRIAGE IN KUKUH VILLAGE, MARGA, TABANAN, BALI

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This study aims to determine the implementation of Pancasila values in *Nyentana* marriage that occurred in Kukuh village, Marga, Tabanan, Bali. This research is a qualitative descriptive research. The subjects of this research are i.e : (1) married couples (*nyentana);* (2) *kelian banjar (head of the village)* (3) *bendesa (head of traditional village);* (4) Hindu ethnic community in Kukuh village. Data were collected by using (1) interview method; (2) observation method; (3) documentation. Data analysis technique used descriptive qualitative. The results of this study shows that: (1) the implementation of God's value can be seen from the implementation of married couples that worship to the God; (2) the implementation of humanitarian values can be viewed by the recognition of equality, equal rights and equal obligations between spouses*;* (3) implementation can be seen from the value of unity in the family relationship of mutual respect for one another as well as within the community is able to receive *nyentana* marriage as a solution to overcome the gender imbalance in patriarchy societies; (4) the implementation of the value of democracy can be seen in solving the problems that occur in the family by discussion (5) implementation of the values of justice can be realized by division of tasks and mutual respect rights occur between family members, and the community is able to receive the status *purusa* inherent to women while *pradana* status inherent to men.

Keywords: Pancasila, Value, *Nyentana* Marriage , and Gender.

I. INTRODUCTION

Pancasila is used as a life view of the Indonesian Nation. The view of life is a matter of guidance and direction of life in the world which is the result of thinking based on historical experience. The Main Function of Pancasila As a way of life of the Indonesian Nation is the guidance of life, and direction for all activities of life and livelihood of the nation of Indonesia in various aspects of life. This means that all attitudes and behaviors of the Indonesian nation must be imbued and a manifestation of the experience of precepts in Pancasila.

The essence of Pancasila as the view of life of the nation of Indonesia is that all parts in Pancasila is a reflection or a picture of the attitude and way of the Indonesian view of the religion (Belief in Godhead), fellow human beings (just and civilized humanity), nation and country (Indonesians Unity) , Democratic governance (Democracy led by the wisdom of deliberation and representation), and common interests (social justice for all Indonesians).

Pancasila as the view of life of the Indonesian nation has animated every culture that exist in Indonesia. It is seen in the mating system *nyentana* which took place in Bali. Marriage *nyentana* used as a solution in realizing gender equality in Balinese society that embraces the patrilineal system *(Vaderrechtelijk).* Patrilineal system that takes into account family relationships through the lineage of the men or *purusa*. With the adoption of the patrilineal system, the main thing that stands out is that men are seen as having a more important position than woman.

According to Utari (2006) Balinese Customary Law which grew up and lived in the society's order, until the year of 60'an strongly felt the injustice of gender, especially coercion of will to woman is very high, such as: forced marriage practice, polygamy, Maintaining her chastity, marrying at a young age, and the existence of a caste social strata that prohibits women from marrying others, only in caste alone, when she is discharged from her family, there is much physical and mental violence against womsn. The same thing was also expressed by Sukerti and Ariani (2014) that Balinese girls still get discriminating treatment especially in the field of customary law of inheritance, it shows the existence of gender injustice. The gender inequality experienced by woman can also be seen from the research disclosed by Wiasti (2008) that gender inequality can be seen in several areas, such as in the areas of education, employment, politics, and family planning.

Based on the background as described above, in this study article will discuss the implementation of Pancasila values in *nyentana* marriage that occurred in the village of Kukuh, Marga, Tabanan, Bali. It is expected to realize gender equality and justice in accordance with the values of Pancasila.

II METHOD

This study uses empirical approach, ie an approach in which the phenomenon to be investigated have been there naturally *(real situation)* (Mardalis, 1994: 35).

Determination of the subjects in this study using *purposive sampling* technique. *Purposive sampling* is based on consideration of the purpose of research studies, that the informant can provide the information needed for the study. In this case, the subject of research i.e. (1) married couples (*nyentana);* (2) *kelian banjar (head of the village)* (3) *bendesa (head of traditional village);* (4) Hindu ethnic community in Kukuh village.

Table 2.1. Data on those who have made a marriage *nyentana* from 2012 to 2016 in the village of Massy

No	Initials Man	Home Address	initials Women	Home Address	Marriage Date
1	DM	Br. Uma Ancak	KP	Br.Tegal, Kukuh, Marga	January 20, 2012
2	NN	Br. Den kayu, Mengwi, Badung	KS	Br.Lodalang, Kukuh, Marga	June 24, 2012
3	MD	Br.Lodalang, Kukuh, Marga	WP	Br.Lodalang, Kukuh, Marga	April 14, 2013
4	TA	Br. Split , Luwus Village, Baturiti	PS	Br.Lodalang, Kukuh, Marga	March 22, 2014
5	YS	Br.Menalun, Kukuh, Marga	KY	Br.Munggal, Kukuh, Marga	April 6, 2014
6	WM	Br. Manik yang	KS	Br.Tegal, Kukuh, Marga	February 6, 2015
7	KS	Br.Denuma, Kukuh, Marga	WR	Br.Tegal, Kukuh, Marga	August 2, 2015
8	MI	Br. Old, Marga Village	LI	Br.Munggal, Kukuh, Marga	December 23, 2016

Data collection techniques used were interview method, observation method, and documentation method. Data analysis technique used in this research is descriptive qualitative. Descriptive qualitative research is conducted to describe a variable independently, either one variable or more without making a comparison or connecting variables with other variables (Narbuko and Achmadi, 2005: 44).

III RESEARCH AND DISCUSSION

Based on information from resource persons in this case I Wayan Sukanada as ethnic Hindu community Kukuh Village states that Pancasila is a fundamental foundation for the state of Indonesia, especially in the implementation and implementation of the state. In addition, the values of Pancasila is also a moral ethical foundation in the life of nation and state. Indonesia is an archipelago and has ethnic and cultural diversity is a major factor founding of a more global culture or commonly called a national culture which is sourced from local culture and one of them is for the Kukuh Village community *Nyentana* Marriage.

Culture is a valuable wealth because in addition is a hallmark of an area is also a symbol of the personality of a nation or region. Because culture is a wealth and characteristic of a region, then maintaining, preserving and preserving culture is an obligation of every individual, in other words culture is a wealth that must be maintained and preserved by each tribe.

That it is associated with the values of Pancasila marriage *nyentana* also a manifestation of

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gratitude to God Almighty for all his own grace given to mankind and the realization of the social sense of man against his fellow man, this is contained also in the values of Pancasila, namely starting from the first principle to the five precepts Pancasila (the interview with I Gede Subawa as *Bendesa Adat).*

As for the values of Pancasila contained in *nyentana* marriage in the Kukuh village, Marga, Tabanan, Bali, including:

1. God Value

According *Kelihan Banjar,* marital *nyentana* have values of divinity. Implementation of God's value can be seen from the implementation of marriage that worship to God. While praying to God Almighty in *Sanggah* families a plea may the ancestors bless and accompany any proceedings will be done so as to obtain a good result.

This Majesty of Godhead of its values encompasses and animates the other four precepts. In the principle of Belief in the Almighty is contained the value that the established state is the creation of God Almighty. Therefore all matters relating to the implementation and implementation of marriage must be in accordance with the principle of Belief in the One Supreme God. It is also reinforced by Law no. 1 Year 1974 about marriage, where in Article 1 mentioned that marriage is the inner birth bond between a man with a woman as husband and wife with the aim of forming a family (household) is happy and eternal based on Belief in the Almighty.

2. Civilized Humanitarian Value

Based on partner interviews to *nyentana,* that in marriage *nyentana* contains the value "Just and Civilized Humanity". Implementation of human values can be viewed by the recognition of equality, equal rights and equal obligations between spouses *nyentana.*

The "Just and Civil Humanity" is systematically grounded and imbued by the Divine Precepts of the One and underlying and animating the following three precepts.The principle of humanity as the fundamental foundation in the life of statehood, nationality and society. The value of humanity is based on the anthropological philosophy that human nature is the composition of the spiritual (soul) and body.

The nature of individual nature and social beings, the position of the nature of personal beings stand alone and as the creature of God Almighty. Based on the interviews to I Gede Subawa in marriage *nyentana* Kukuh Village community has meaning individual natures and have social values, for example, worked together at the time of preparing the *nyentana* marriage.

In marriage *nyentana* Humanitarian fair value also contains a meaning that human nature as a creature cultured and civilized must be fair. This implies that human nature must be fair in relation to oneself, just to the environment, and just to God Almighty. Consequently, the value contained in a just and civilized humanity is to uphold the dignity of human beings as creatures of God Almighty, upholds human rights, respect for equal rights and degrees without distinction of race, race, descent, social or religious status . Developing the attitude of mutual love among human beings, tolerance, not arbitrarily against fellow human beings, and uphold the values of humanity.

3. Unity Value

Based on the interview with the couple in marriage *nyentana nyentana* also contains the value of unity. Implementation can be seen from the value of unity in the family relationship of mutual respect for one another as well as within the community is able to receive *nyentana* marriage as a solution to overcome the gender imbalance in patrilineal societies.

Events that have been experienced by some of the perpetrators of marriages of different religions and different *nyentana dynasty* can be used as experience in strengthening our common sense, so that the marriage is no longer the issue of religion or *dynasty* who became a bottleneck. The participation of the community, especially the villagers of Kukuh, in establishing relationships with their fellow citizens no longer question their ethnic, religious and racial backgrounds, as in the motto of our Bhineka Tunggal Ika. In the perspective of critical theory, marriage can actually be positioned as a cultural capital that can reduce conflict and strengthen integration (Mudana & Sudariya, 2012:104).

Marriage *nyentana* it as a breaker of the conflict in the community as a part in realizing the integration of society if the family *nyentana*and supported by the community to be able to accept the differences between each individual and be respectful, surely this will realize the integration of communities, particularly rural communitie.

The value contained in the principle of Indonesian unity can not be separated with the other four precepts because all the precepts constitute a systematic entity. The precepts of Indonesian unity are based on and inspired by the just and civilized principle of a just and civilized Godhead and Humanity and underlies and imbued the people's precepts led by the wisdom of wisdom in deliberation / representation and social justice for all Indonesians.

In the principle of unity of Indonesia contained the value that the state is as incarnate nature of human nature monodualis that is as individual beings and social beings.In connection with the principle of unity *nyentana* Indonesia with their marriage for the village community Strong Strong *Indigenous Bendesa* very active role in the establishment of a community effort to live together among elements of society that are formed in the form of ethnicity, race, group, class or religious groups.

4. Populist value Led By Wisdom Wisdom in Consultation and Representation

Based on partner interviews to *nyentana,* in this event, too, has a value Populist Led By Wisdom Wisdom in Consultative and Representative. Implementation of popular values can be seen at the time of solving problems that occur in the family, namely priority through deliberation.

The values contained in the precepts based on the wisdom of wisdom in the deliberations of representatives are based on the principle of Belief in Godhead, Just and Civilized Humanity and Indonesian unity, and underlies and animates the Precepts of Social Justice for all Indonesians. The philosophical value contained in it is that the nature of the state is as the embodiment of the nature of human nature as individual beings and social beings.

The essence of the people is a group of human beings as the united God Almighty God who aims to realize human dignity in a state territory. The people are the subject of the main supporters of the state. The state is from by and for the people, therefore the people is the origin of state power. So in the sanctity of democracy contained contained democratic value that absolutely must be implemented in the life of the country.

5. The Value of Justice

Based on partner interviews to *nyentana,* this event also has the value of justice. Implementation of the values of justice can be realized with the division of their duties with fairness and mutual respect between the rights of families and communities are able to receive the status *purusa* inherent in the status of women and men *pradana*

The value contained in the principle of social justice for all Indonesian people is based on and inspired by the principle of the Supreme Godhead, the just and civilized Humanity, the Unity of Indonesia, and the People led by the wisdom of wisdom in the deliberations / representatives.

In the fifth framework is contained values that is the goal of the state as a goal in living together. So in the fifth sila embodied the value of justice that must be realized in life together (social life). Justice is based and inspired by the nature of human justice that is justice in human relations with himself, man with other human beings, people with society, nation and country and human relationship with God. It is intended to form good citizens and smart *(to be smart and good citizenship)* (azis wahab and Sapriya 2011; Rusnaini, 2010).

IV. CONCLUSION

In accordance with the discussion of the subject matter of the above, it can be concluded that the implementation of Pancasila values in marriage *nyentana* in the village of Massy, District of Marga, Tabanan, Bali is: (1) the implementation of God's value can be seen from the implementation of married couples that worship to the God; (2) the implementation of humanitarian values can be viewed by the recognition of equality, equal rights and equal obligations between spouses*;* (3) implementation can be seen from the value of unity in the family relationship of mutual respect for one another as well as within the community is able to receive *nyentana* marriage as a solution to overcome the gender imbalance in patriarchy societies; (4) the implementation of the value of democracy can be seen in solving the problems that occur in the family by discussion (5) implementation of the values of justice can be realized by division of tasks and mutual respect rights occur between family members, and the community is able to receive the status *purusa* inherent to women while *pradana* status inherent to men.

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PROCUREMENT AND ACHIEVEMENT TARGET OF ORGANIC FERTILIZER MARKET AT POKTAN WERDHI SEDANA TABANAN REGENCY

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Abstract. The agricultural sector consists of several sub-sectors, including agriculture sector of food crops, livestock, fishery, plantation, and forestry. In order to develop the agricultural sector in Bali Province, the Bali Provincial Government implements integrated farming system, hereinafter known as Simantri. In Tabanan regency there is one Gapoktan that get Simantri program assistance is located in Mambang Village, East Selemadeg District named Gapoktan Sri Sedana Murti. This Gapoktan get Simantri assistance in 2013. In the implementation of this program Gapoktan submit to Poktan Werdhi Sedana who became the executor in Simantri activities. The purpose of this research is to know the procurement process until the achievement of target of organic fertilizer market at Poktan Werdhi Sedana. The population in this study is Poktan Werdhi Sedana which consists of 20 peasants who all participate in the production process of organic fertilizer. Selection of respondents in this study using purposive sampling method. Respondents in this study amounted to 6 people. The respondents included Group Leader, Secretary, Treasurer, Group Members totaling 3 people. Data analysis used qualitative and quantitative descriptive analysis. The results showed that the process of organic fertilizer procurement by Poktan Werdhi Sedana is in addition to the property itself, also from farmer groups and individual farmers with the amount adjusted to consumer demand. Achievement of target market by Poktan Werdhi Sedana seen from marketing mix strategy consisting of 4 P. Organic Fertilizer product divided into 2 that is organic liquid fertilizer and solid organic fertilizer. The price of solid organic fertilizer product is Rp. 1000 / kg while the liquid organic fertilizer product is Rp. 2000 / ltr. Distribution channels such as ornamental plant stands, farmers, farmer groups and the Provincial Government of Bali. The promotion is to offer its products directly to the target market, provide discounts and introduce the product with a business card.

Keywords: *Procurement, Marketing, Organic Fertilizer*

I. INTRODUCTION

Agricultural development in Indonesia is still the most important sector of the overall economic development, especially since this agricultural sector became the savior of the national economy in the monetary / economic crisis, as growth grew, while other sectors had negative growth. The vision of long-term agricultural development from 2005 to 2025 carried by the Ministry of Agriculture is "The realization of a sustainable industrial agricultural system that is competitive and able to guarantee food security and farmers' welfare". In relation to that vision, from 2005 to 2009 the Ministry of Agriculture has rolled out three main programs of agricultural development, namely: (1) food security improvement program; (2) agribusiness development program; And (3) farmer welfare improvement program (Syahyuti, 2006).

As an agricultural country, the agricultural sector becomes one of the important factors supporting the economy in Indonesia. This causes the agricultural sector more trigger themselves to be able to improve agricultural products (Handayani, 2009). To realize the tough agricultural ideals, various improvement efforts in the agricultural sector must be mobilized. Recognizing the large number of people living in Indonesia who are living and dependent on the agricultural sector, efforts in this sector have become a central point.

The agricultural sector consists of several sub-sectors, including agriculture sector of food crops, livestock, fishery, plantation, and forestry. Not infrequently among these sub sectors there is a demand and supply mechanism. That is, there is a demand process and supply from one sub-sector to the other sub-sector. This study becomes very important to know fully how the performance of the agricultural sector in Bali, especially when associated with the creation of market mechanisms in order to drive the agricultural economy and economy in general (Kembar Sri Budhi, 2009). One of the supporting to improve agriculture in Indonesia is by doing organic fertilizer business.

Organic fertilizer is a fertilizer derived from living things or living creatures that have died, including animal waste, litter, garbage and various products of living organisms (Sumekto, 2006). Indonesian society is now beginning to realize that the food products they have consumed are very harmful to their body health because of chemicals. To overcome this then now many people have started to switch to consume organic foods, such as organic vegetables and organic rice (Winarno, 2002).

In the province of Bali Distribution of organic fertilizer is used for development in the field of agriculture covering paddy rice and horticultural crops and plantations.

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The development of environmentally friendly agriculture is in the future able to reach other commodities to produce food that is safe to eat. Foods that are safe and fresh are consumed to be market demand, whether locally, nationally or exported. Therefore, farmers are directed to use organic fertilizers and as much as possible avoid the use of pesticides.

In order to develop the agricultural sector in Bali Province, the Bali Provincial Government implements integrated farming system, hereinafter known as Simantri. In integrated business systems cattle are kept so they can produce manure, while the process of producing plants to produce food and waste is used for animal feed and compost. Integration is developed through the intermediaries of farmers who are members of the Joint Farmers' Group (Distan, 2012).

The Simantri Program was first introduced by the Provincial Government of Bali in 2009, in eight districts in Bali, conducted by the Ten Combined Farmer Groups (Gapoktan). Until 2016, in Bali Province there are 632 implementing groups of Simantri, spread across nine districts / cities and in all districts in Bali. One of the regencies that get Simantri program assistance is Tabanan regency which is dubbed as rice granary in Bali.

Tabanan regency has the most widespread rice crop where the rice field in Tabanan regency is 22,465 hectares out of the total of 81,482 hectares of rice field in Bali Province (Distan, 2009). In Tabanan regency there is one Gapoktan that get Simantri program assistance is located in Mambang Village, East Selemadeg District named Gapoktan Sri Sedana Murti. This Gapoktan get Simantri assistance in 2013. In the implementation of this program Gapoktan submit to Poktan Werdhi Sedana who became the executor in Simantri activities. Poktan Werdhi Sedana has been able to run Simantri activities well from the agricultural and livestock sectors. Every month Poktan Werdhi Sedana can produce solid organic fertilizer up to 10 tons while liquid organic fertilizer is only 1 M^3 per month.

Poktan Werdhi sedana produces a larger solid organic fertilizer because the demand for organic fertilizer is overwhelming. By producing organic fertilizer Simantri Poktan production can improve the standard of living of members of the farming group. However, in reality, Poktan Werdhi Sedana is still experiencing problems, namely in the field of marketing, this is because of the many rivalry of farmer groups and other organic fertilizer companies, so Poktan Werdhi Sedana is difficult to enter the target market.

According to Kotler (2002), marketing is the most important thing implemented by the company in an effort to create a market to gain the opportunity to get the optimal profit and maintain the viability of a business. One effort in any field requires marketing concept support in the form of marketing mix which includes product, price, promotion and distribution. To achieve marketing objectives, the four elements must be mutually supportive of each other. Can not be only one component that is prioritized, because if the company wants to meet the needs satisfactorily it must be supported by the four elements above.

In meeting the market demand of Poktan Werdhi Sedana has its own way of doing organic fertilizer procurement to meet market demand. Apart from Simantri organic fertilizer procurement is also supported by farmer groups and individual farmers. For the achievement of target market by Poktan Werdhi Sedana needed marketing means that is marketing mix strategy. This marketing mix is a set of marketing tools that companies use to achieve their marketing goals in the target market (Kotler, et al, 1996). The marketing mix strategy consists of 4P: product, price, distribution channel and promotion. The combinations or variables between the four components must be interrelated and affect each other. Such variables or activities need to be combined and coordinated as effectively as possible in performing marketing tasks / activities to the target market. Based on the problem it is very interesting to be studied about the procurement process until the achievement of target of organic fertilizer market at Poktan Werdhi Sedana.

II. METHODS

This research was conducted in Mambang Village, East Selemadeg Sub-district, Tabanan Regency. Determination of research location is done by purposive or a method of determining the location done intentionally on the basis of certain considerations. The considerations are (1) Poktan Werdhi Sedana is a group of farmers engaged in agribusiness business from procurement to up to market organic fertilizers, (2) Poktan Werdhi Sedana is a producer of pure organic fertilizer without mixture.

Population is a generalization region consisting of objects or subjects that have a certain quantity and characteristics set by the researcher to be studied and then drawn conclusions (Sugiyono, 2001). The population in this study is Poktan Werdhi Sedana which consists of 20 peasants who all participate in the production process of organic fertilizer. Selection of respondents in this study using purposive sampling method, the selection of sampling members determined deliberately based on the duties and responsibilities of respondents (Mustafa, 2000), by selecting certain people who are considered capable of providing information in accordance with the required in this study For the following considerations, practical, precision and for data analysis (Husaini and Purnomo, 2000). Respondents in this study amounted to 6 people. The respondents included Group Leader, Secretary, Treasurer, Group Members totaling 3 people.

Based on the nature of data collected in this study is the type of quantitative data and the type of qualitative data. Quantitative data is data expressed by using numerical units that can be calculated include the number of procurement of products, the number of product sales and product prices. While the qualitative data is data that is not in the form of numbers, expressed in the category, class, the nature of the data, but the data can illustrate the problem under study which includes, general description of the location of research, location, and topography. Based on the source data consists of primary data and secondary data. Primary data in question is data obtained from respondents through direct interviews, such as identity data, business type, production data, sales data and other data required in this study. Secondary data is data obtained from the agencies and institutions that deal with the problems in this study.

The quantitative and qualitative data that has been collected is then analyzed descriptively qualitative and quantitative. This method is used to find out the process of product procurement and the achievement of the target market which includes Poktan Werdhi Sedana strategy in product development, setting the price, determining the proper place / distribution system and knowing the promotion media used in marketing the product. Further procurement strategies are provided and the target market reaches those used to overcome obstacles from procurement to marketing.

III.RESULT AND DISCUSSION

Procurement Process

Procurement is the best acquisition of goods / services to meet buyers' needs in terms of quality and quantity, time, and location. Procurement may affect the whole process of the flow of goods as it is an important part of the process, therefore procurement should be considered as a strategic function in logistics management, where in the implementation of this procurement should be available in sufficient quantities, at the right time and must be replaced by sustainable And regular (Anon., 2009).

Based on the result of research, the process of procurement of solid organic fertilizer is done by individual farmer and farmer group around the village while liquid organic fertilizer produced only in production from poktan only. In the procurement of this organic fertilizer products Poktan Werdhi Sedana buy raw materials and then processed itself. Poktan Werdhi Sedana works with farmer groups and individual farmers in accordance with agreements made by each farmer group. The agreement given by Poktan Werdhi Sedana is oral. The agreement regulates farmer groups or individuals to deposit to Poktan Werdhi Sedana only and should not provide to other suppliers.

In the procurement of organic fertilizer material is done every week with the determination of how much individual farmers and farmers groups have raw raw material. Organic fertilizer material deposited into Poktan Werdhi Sedana in the form of raw impurities mixed with sawdust. This raw organic fertilizer material is given price ranges from Rp 50.000,00 up to Rp 75.000,00 per pick up.

If at any time Poktan Werdhi Sedana lack of organic fertilizer stock because demand is higher then that is done by looking for other farmers or other farmer groups from outside the district. To overcome this matter Poktan Werdhi Sedana has its own way is to anticipate consumer demand, for example by way of only able to meet consumer demand at least 70% of the general demand. In addition Poktan Werdhi Sedana only provide organic fertilizer products at least 70% only and do not want to know if there is excess demand because it is in accordance with the agreement to the consumer.

The constraints in the procurement of organic fertilizer products are:

1. The state of the natural conditions that can change at any time and rainfall is too high to make organic fertilizer products require a relatively long process in drying.
2. Group of farmers or individual farmers is not honest in giving organic fertilizer because the time of crisis organic fertilizer farmers are sold to others with a fairly high price.
3. In the procurement of organic fertilizer materials farmers usually mix cow dung with other soils to reproduce the material.

Achieving Target Market

Achievement of this target market by Poktan Werdhi Sedana is used marketing mix analysis which is a marketing tool used by Poktan Werdhi Sedana to continuously achieve its goals in the target market. The marketing mix analysis by Poktan Werdhi Sedana includes product, price, distribution channel, and promotion.

Product

According to Assauri (2010) the product is anything that can be offered to the market to get attention, owned, used or consumed which includes physical goods, services, personality, place, organization and ideas or ideas. Factors contained in a product are quality, appearance, options, styles, brand names, packaging, sizes, product lines), Product items, warranties, and services. The products produced by Poktan Werdhi Sedana are organic liquid fertilizer and solid organic fertilizer products. Solid organic fertilizer is most in demand by consumers among farmers in both wetland and plantation fields.

Solid Organic Products

Poktan Werdhi Sedana is a group of farmers engaged in the manufacture of solid and liquid organic fertilizer products. Solid organic fertilizer is a processed product whose basic ingredients come from cattle dung waste, especially cattle. Poktan Werdhi Sedana obtained raw materials of cow dung from cattle managed by groups and also from other farmer groups.

Solid organic fertilizer is a superior product of Poktan Werdhi Sedana, organic fertilizer is the best-selling product to be marketed because many farmers who want to produce organic crops. Organic fertilizer Poktan Werdhi Sedana is packaged in packs of sacks with a weight size of 20 kg and some are packing 40 kg. For quality, Poktan Werdhi Sedana is of high quality quality, because the composition of the organic fertilizer produced does not use soil mixture. This solid organic fertilizer is really pure from cow dung.

The product of solid organic fertilizer produced by Poktan Werdhi Sedana reaches 10 Ton / month. Of the products that have been produced is still very low compared with the consumer demand is very much, especially from the government of Bali province to the subsidy farmers in all districts in Bali Province.

Solid organic fertilizer Poktan Werdhi Sedana has conducted laboratory tests at Udayana University. From the results of Laboratory Test showed that solid organic fertilizer is good enough for horticultural crops and very support to be marketed for farmers communities in support of the Bali program into an organic island.

Liquid Organic Products

Poktan Werdhi Sedana besides producing solid fertilizer also produces liquid organic fertilizer. This liquid organic fertilizer is made from cow urine fermented using decomposer of urine formula, so the result of urine preparation is in the form of Bio Urine which is named on "Putri Dhiana" packaging. The function of this fertilizer is used to fertilizer plants can also be used as organic pesticides. Bio Urine produced by Poktan Werdhi Sedana is 1 M^3 per month. Bio urine has also been conducted laboratory tests at Udayana University with high levels of NPK. Packaging of bio urine is used a large bottle of aqua and already contains labels to facilitate promote.

Price

Price is the amount of money needed to get some combination of products and services. Pricing determines the amount of profits earned by the company. Price is the only element of marketing mix that generates sales revenue. Price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, distribution, and promotion) lead to cost (expense). This is done by the company with the aim that the company get a turnover of sales or income as much as possible. Not only that, a business of any kind will want the lowest cost of expenditures as big as possible, because a company is said to be successful and successful when the sales turnover of its products or services keeps increasing as the company's profit grows. While consumers regard prices as the value of goods that can provide benefits for the fulfillment of needs and desires such as frugal, prestige, and so forth (Budiarto and Ciptono, 1997).

Determination of Poktan Werdhi Sedana product price has its own way in determining the price of each product. In determining the price of solid organic fertilizer given the price of Rp 1000 / kg, organic fertilizer is packed in 2 types of packaging that is packing 20 kg with the price of Rp. 20.000 and 40 kg with the price of Rp. 40,000. As for the liquid fertilizer made from bio urine given the price of Rp. 2000 / ltr. Poktan Werdhi Sedana provides discounts for consumers who buy directly at manufacturers according to mutual agreement of the seller and buyer.

Poktan Werdhi Sedana determines the price based on production cost considerations from start to market, the cost is as follows:

1. Production cost, this cost starts from the beginning of product procurement
2. Labor costs, this cost is given to labor through the processing until the process of inserting into the sack
3. Shipping costs, these costs are used in the process of shipping organic fertilizer products.
4. Other costs, such as electricity costs, machine tool costs and others.

The price is adjusted to the quality of Organic Fertilizer product, if the high price is adjusted with the superior product or the best quality. The form of cooperation that is done with the consumer is committed and through agreements that are not harmful to either party.

The constraints in the price of organic fertilizer product encountered by Poktan Werdhi Sedana:

1. At the time of over production, the price becomes drastic so that consumer demand also decreases.
2. Pricing by consumers is not in accordance with production costs but based on market surveys that are not in accordance with the quality of organic fertilizer products.
3. The right to enter the target market is limited by competitors because of lower price games.

Distribution channel

Firdaus (2007) argues that every agribusiness activity should determine how to move and distribute (distribution) of its products to customers. Distribution channel with respect to trace of distribution of goods from producer to end consumer. Institutions involved in the distribution of goods include producers, intermediaries, and end consumers. A company may determine the distribution of its products through wholesalers or distributors, who distribute it to the intermediate trader or subdistributor and forward it to the retailer, who sells the product to the user or consumer.

Organic Fertilizer Marketing Channel Poktan Werdhi Sedana uses 2 marketing channels:

1. Direct Marketing Channels

Direct distribution channel from producer to consumer, that is consumer come directly to farmer group or by sent directly to consumer. This consumer is the last marketing channel, which is Organic Fertilizer product which is purchased directly from Poktan Werdhi Sedana then used in private.

Here below is a direct marketing image to the consumer.

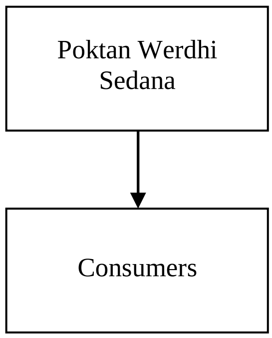
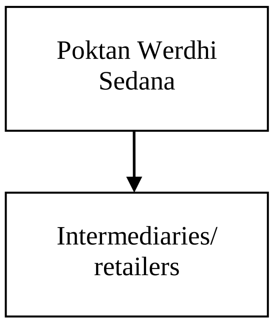


Figure 1. Direct marketing channel

2. Indirect Marketing Channels

Indirect distribution channels are marketing channels from indirect producers to consumers, through intermediaries such as traders and retailers acting as distributors to products produced by Poktan Werdhi Sedana to consumers.



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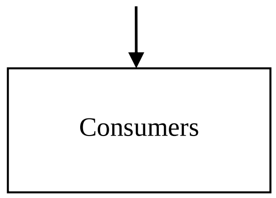

Figure 2. Indirect marketing channel

Location is one element in the marketing mix that plays an important role in terms of placing goods and the flow of goods from producers to consumers. Distribution from producers to end-consumers is not easy to do without adequate location. Kotler (2003)

Place is a combination of location and decision on the distribution channel, in this case relates to how to deliver to consumers and where the strategic location. In the distribution of goods from producers kekonsumen there is an important factor that is very influential on it, namely the selection of appropriate distribution channels to menyapaikan goods from producers kekonsumen. Many companies are using improper distribution channels this causes the company's products do not reach the target consumers.

Channels of Organic Fertilizer Marketing Poktan Werdhi Sedana include stalls of ornamental plants, farmer groups, farmers and the Provincial Government of Bali. Poktan Werdhi Sedana is also working with one of Simantri in helping to distribute organic fertilizer. The means of transportation used to send its products to consumers, namely motorcycles and cars owned by Poktan Werdhi Sedana. When booking on a small scale using a motorcycle, while in large quantities and can not be delivered using a motorcycle, will be delivered by car and not infrequently consumers who take their orders directly to farmer groups.

Poktan Werdhi Sedana is also to be keen to see the market, which means which market is better profitable then Poktan more focused on the market sales. The constraints in distributing the distribution faced by Poktan Werdhi Sedana that is in the delivery to a village there are some sacks that ripped and the road conditions are not good then the received product is not in accordance with the wishes of consumers.

Promotion

Promotion is an effort undertaken by a company to provide information and to introduce a product or brandtertentu to consumers through several media.Perusahan promote a product so that consumers can recognize the product and for the purpose so that consumers can make the best purchasing decisions.

A product however useful but if not known by consumers, then the product will not be known benefits and may not be purchased by consumers. Therefore, companies should seek to influence consumers, to create demand for products that are then maintained and developed. Promotion is an activity undertaken by companies to communicate the benefits of a product or service and convince target consumers about the products they produce. According to Swastha (2005), the last factor in marketing mix is promotion. This factor is related to notification activities and affect the market for the company's products.

In support of marketing activities Poktan Werdhi Sedana is doing promotional activities with the aim of introducing its products to consumers. The promotion used by Poktan Werdhi Sedana is a direct offer to the target market. Poktan Werdhi Sedana does not promote organic fertilizer products through electronic media, but by providing business cards. Poktan Werdhi Sedana performs his marketing activities in various ways to attract potential buyers such as:

1. Offer their products directly to target markets such as booths by introducing their products to the farmers. Besides giving direct samples and offers to see how to make organic fertilizer at Poktan Werdhi Sedana.
2. Provide discounts on customers who buy in bulk and provide fertilizer with more capacity.
3. Promotion through business cards that can be distributed at any given time or with close relatives.

Poktan Werdhi Sedana has many good relationships with consumers, friendly attitude and easy association with others causing consumers to know the existence of this Poktan business. Poktan Werdhi Sedana is very active in finding consumers who want their products, this is done in order to occur the relationship between farmers with consumers and increase the number of relationships from all walks of life, because with the many relations Poktan will be faster in searching market information to immediately market their products.

How to retain customers made by Poktan Werdhi Sedana is by:

1. Maintaining the quality of standard organic fertilizer products.
2. Maintain continuity in accordance with consumer orders.
3. Maintain commitment between Poktan and consumers so as not to harm each other on the one hand.
4. Keeping in touch with consumers to stay good
5. Providing good service to consumers.
6. Listen to consumer complaints and fix them

The constraints faced by Poktan Werdhi Sedana in promoting to the target market:

1. In conducting its product offerings, competitors usually offer cheaper but these competitors are not in accordance with the standard quality, this resulted in consumers cheated.
2. Supplier who has binding contract (business opponent), usually often raise and lower prices, making it rather difficult to compete.

IV. CONCLUSIONS

Based on the results of the discussion can be drawn conclusion as follows:

1. The process of procuring organic fertilizer by Poktan Werdhi Sedana is in addition to self-owned, also from farmer groups and individual farmers with the amount adjusted to consumer demand.
2. Achievement of target market by Poktan Werdhi Sedana seen from marketing mix strategy consisting of 4 P. Organic Fertilizer product is divided into 2 that is organic

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liquid fertilizer and solid organic fertilizer. The price of solid organic fertilizer product is Rp. 1000 / kg while the liquid organic fertilizer product is Rp. 2000 / ltr. Distribution channels such as ornamental plant stands, farmers, farmer groups and the Provincial Government of Bali. The promotion is to offer its products directly to the target market, provide discounts and introduce the product with a business card.

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IMPLEMENTATION CONCEPT OF TRI HITA KARANA AS THE FOUNDATION OF DEVELOPMENT IN SUBAK

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Abstract. Implementation concept of Tri Hita Karana as the foundation of development in Subak. Research on the influence of variable pawongan and palemahan which are the element of Tri Hita Karana which is a harmonious relationship between natural human (palemahan's variable) and the relationship between human and human (pawongan's variable). The relationship between humans and nature can take the form of mutual cooperation, water sharing, and pattern of planting pattern, whereas in the relationship between humans and human beings with each other can be seen from regular meeting activities, compulsory fee payments and obedience to regulations implemented (awig -awig). This research using porporsive sampling technique (intentionally sample) that samples are 19 peoples : each can represent group and one coordinator, all group in Keramas village, with descriptive qualitative data analysis method, The following: 1. Palemahan which includes water distribution and planting schedule pattern is a concept that wants a harmonious relationship between human and the surrounding environment, thereby fostering a sense of togetherness and solidarity to produce and conduct environmental sustainability. 2. Pawongan includes mutual cooperation, meeting members, obligatory dues, fines is a harmonious relationship between human beings as one of Tri Hita Karana elements that can deliver human well-being and happiness both in life and personality.

Keywords**:** Tri Hita Karana, subak, human

I INTRODUCTION

Subak with innocent wisdom is always resistant and trying to solve severe problems in achieving the goal of healthy living and inwardly in accordance with the teachings of Hindu religion. "*Moksartham jagad Hitaya ca iti dharma"* meaning the goal of Hindu religion embodies the welfare of the inner and outer, and as a customary institution, the subak is also based on the "Tri Hita Karana" fulsafah, which is related to selara and the balance between man and man, man with atma and man With his God On the basis of the above teachings, Subak is at least the XI century and is capable of developing and sustaining to the present day. Tjelantik Sishila in Teken (2000).

Subak is an institution that has the right of autonomy to govern itself widely, such as subak has the right to form administrators, regulate finances and make regulations, impose sanctions on violations of its members without outside interference and the most important is to maintain the order and welfare of its members. Subak in addition to having other activities, such as regulating water, the

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distribution of water as fair as possible for its members, raising the water source, arranging the type of plants to be planted and regulate the rotation of subak plants is also an organization that boeh move out, which is related to the government And farmers in terms of delivering their orders, advocating / conveying extension more nowadays that demand that new technology in agriculture should be implemented immediately. Subak thus becomes an effective change in the modernization of agriculture from the government in Teken (2000).

According to Tjelantik Sushila argued that subak is an organization or institution that is engaged in religious and independent And the institution of subak is still to be recognized by the government, in addition to the independence of customary institutions. In essence subak is not only an organization, but also an irrigation system that includes systems that include physical and social systems. Where in the physical system includes praarana and subak means, while the social system is the manager of the physical system. But the motto of subak is able to develop and manage infrastructure and physical facilities to support other members business fairly and equitably.

In performing its duties, subak coordinates every movement of its members in order to reach the right target that is fair water division of organization role and subak management becomes very important. The holder of the highest power in subak is Sedahan Agung. He is based in the office of civil servants appointed by the regents and regents to task:

A. Watering irrigation and irrigation water supply in the district.

B. Solve problems that arise in subak that can not be resolved by subordinate officers.

C. Taxing.

D. Become a liaison between subak and government to set implementation dates for jero and subak.

E. Coordinate custom ceremonies associated with subak at the district level.

Sedahan Agung is paid by the government and generally does not acquire land and evidence and does not get any portion of the tax it collects. Under the great sedahan there are sedahan from civil servants with a salary from the government that has the same goal with sedahan agung but with a narrow territory and each of the sadness consists of dozens of subak. And under sedahan there are pekaseh and not from civil servants, he was chosen from from and by members of subak in a member meeting and as for the requirements as members of Pekaseh namely:

- Must be a subak member
- Can read and write
- Willing a position
- Should not be concurrently positioned in other villages
- Have skill and farming in farming
- It's mature and has leadership qualities

Under Pekaseh there is a member of this subak for small subak on subak which is wider subak area divided in smaller parts called tempek.

And for each of the tempek selected a leader from the members of subak kelian tempek. In general a pekaseh have auxiliary namely: deputy pekaseh, kelian tempek, interpreter, kesinoman as a general aide. Teken (2000).

Redi Panuju (2001) argued in reality communication always appears in the process of organization. Even by the eyes of other organizations communication is like a car in which there is a set of automotive tools, which are forced to not work because there is no flow of functions between one part with another. Meanwhile, according to: Barty Cushway Derek Lodge describes the function of communication in the organization as a form of climate organization, namely the organizational climate that describes the working atmosphere of the organization or a number of overall feelings and attitudes of people working within the organization. Besides the communication has contributed to build an organization climate also has an impact to build organizational culture (organization culture), that is mean and trust

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which belongs to the center of organization. Organizational culture is built on deeply held beliefs about how the organization should operate.

Culture is a value system and will affect how work is done and how employees behave in the climate and organizational culture ultimately affect the efficiency and productivity.

Culture and communication can not be separated because culture not only determines who speaks to whom, what and how people convey the message, the meaning that he has for his messages and conditions to pay attention to and translate the actual message entirely our repertory behavior is very dependent on culturally appropriate We grew up. Consequently culture is the cornerstone of komuikasi when the culture of various aims then the various purposes also communication practices. Deddy Mulyana (2000).

Culture is an intriguing concept, formally. Culture is defined as the extent of knowledge, experience, belief, attitudes, values, meanings, hierarchies, religions, time, the role of people's relationships, concepts in the universe, material objects and possessed by a large group of people from generation to generation through individuals and groups. Culture manifests itself in the patterns of language and in the form of activities and behaviors that serve as models of adaptive acts and communication styles that enable people to live in a certain level of climate development at any given moment. To understand intercultural communication, because through the influence of culture people learn communication. Dedy Mulyana (2000).

One of the goals of development communication in Indonesia is to encourage community participation in the development process. Participation of the expected community is participation from all walks of life. Because the purpose of the builder is for the welfare of society. Then the message of development must be launched by existing communication system, whether information through mass media or information developed through interpersonal communication channel to individuals who lack direct media or their reliance on information on others is huge. Eduard Depari (1985).

A separate rule of play called awig-awig, this legal instrument is a standard rule of play, co-organized by the workers and members of subak, and gets the approval of its members' meetings. Because, binding all members and administrators of subak, all members of other subak organizations are no exception subject to this legal instrument. Awig-awig this is actually flexible or flexible in the sense always adapted to the times. But usually also set in detail the things that have been deemed raw. For example, the most prominent water distribution system of this awig-awig is the goal that seeks to provide a sense of security and order for the subak members. It can even be said that the existence of this awig-awig is primarily to provide certainty for the protection of security, orderliness, justice and work convenience for its members. In line with the teachings of Hindu, subak with local wisdom always trying to solve facet problems faced in achieving the goal of life welfare born soul that is "*moksartham jagadithayaca iti dharma*"

In Bali the development of agriculture, especially food crops can not be separated from the existence of subak that was formed long ago as a customary socio-religious socio-religious society that has historically been established since long time ago and continues to grow as a land ruling organization in the field of water regulation and other rice fields of a (In Bali Province, number 2/1972 on the irrigation of Bali), whereas through PERDA (regional regulation) number 9/2012 on subak is mentioned that subak is a traditional organization in the field of water use and or plant governance at the farm level Adat in Bali that is socio agrarian economic and religious (philosophy of tri hita karana) is independent. (Gede Sedana).

Sutawan mention subak is characterized by the presence of several components, namely: (1) Collection of water management of both the owner of the farmers, as well as for the results. (2) rice fields in hydrological boundaries (3) Pura bedugul (4) autonomy, and (5) awig awig.

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1.1 Meaning of *Tri Hita Karana*

Literally means three causes of prosperity where Tri means three, Hita means good, happy, happy prosperous, sustainable, and Karana parallel, palemahan and pawongan. The description of Tri Hita Karana Pusposutardjo, (2001) is:

A. Parhyangan:

Parhyangan derived from the word Karahyangan means divinity or religious matters in order to worship Hyang Widhi. Hyang Widhi is the creator, He is the source of all that exists, He creates in the universe and its contents and He is the origin and ultimate purpose of life which belongs to the parhyangan is the building of the sacred place, the ceremonies performed, the duty of karma in the spiritual context.Parhyangan is a concept that wants harmony between human and God. This is in relation between the role of temple in the activities of the Tri Hita Karana system, Pusposutardjo (2002) in Windia (2002) stated that the extension of temple in subak system, is not only an ordinary building artifacts (building) temple also basically function to exercise spiritual control Subak behavior so that aspects of parhyangan concerning human relationship with the spiritual environment as a reflection of the essence of human beings as homoreligius creatures which means the creature has a belief in the power of God Almighty

B. Palemahan:

Palemahan is derived from a weak word which means land also means buana or nature in a narrow sense means the area of a settlement or residence included in the aspect palemahan eg: security, and order in subak area, water distribution to subak members, planting schedule, maintenance and Repair of irrigation networks.Palemahan is a concept that wants harmony between humans and the natural environment surrounding Puspotardjo (in Windia, 2002) mentions that human nature is to master nature but to maintain harmony and harmony with nature is recommended. Besides, it is also that keeping harmony with nature in production, does not actually reduce the productivity, but only increase the variation of resources which is used to produce a certain output or a longer production process.

C. Pawongan

Pawongan is derived from the word wong which means the subject related to the person or the related personality in the social life, which is included in the aspect of pawongan regulated about the membership of the board, the rights and obligations of members and administrators, subak meetings, and others related to aspects Human beings and organizations including sanctions and penalties that must be met every karma if a violation, as well as the dues to be paid in members.

Pawongan is a concept that wants harmony between man and his neighbor. Basically a life of harmony is always the dream of everyone, this can be achieved through a harmonious cooperation with humans. The demands of cooperation and harmony are generally driven by the uncertainty, limitations, and scarcity of human resources. Thus social with others becomes a necessity. In nature human beings do have a tendency to nurture, nurture, and develop relationships between sesame by forming a unity of society and inhabit a certain area called the community.

In the life of pawongan has a direct connection to the harmony of relations between human beings in a region of joint activity.

As we know that Subak is the smaller communities of indigenous villages, and is part of the traditional village and a unity of social life both in happy and difficult. The principle underlying the alliance of social life in the member Subak is the principle of togetherness and kinship is reflected in the terms nyama karma Subak is a term commonly used in meetings karma Subak to refer to the members manners Subak is concerned, the principle of solidarity and kinship that encourage the emergence of a soul and a spirit of mutual cooperation among karma subak (farmers) themselves. Thus it can be

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understood that the main function of subak is to realize mutual cooperation and unity of life together in the state of joy and sorrow and in the term commonly called sabayantaka coil, meaning together face the danger, especially death, if traced deeper that soul and spirit of mutual gotong royong Togetherness and kinship in the life of karma subak provide encouragement to the subak residents concerned to harmonize and harmonize his life in the form of karma subak. The principle of togetherness and kinship motivates the soul and spirit of mutual cooperation conceptually, the principle of togetherness and kinship stems from the society's view that man does not live alone in the world and the principle of togetherness, encourages people-oriented (Mandia 1999).

1.2 Implementation of Tri Hita Karana On Social System in Bali

Tri Hita Karana is a concept or often referred to as a philosophy. Balinese Hindu society as a concept or philosophy of Balinese society is often caused that Tri Hita Karana is an abstract concept because it can not be measured.

But the concept of Tri Hita Karana that has been applied in a social system is basically not measurable. Arif (1999) mentions that the concept of Tri Hita Karana is basically a universal concept, which in essence exists and embraced by other communities. Although they are not Hindus in Bali, there is a social system that real and consciously apply Tri Hita Karana. Because it is applied to a certain social system in Bali (Subak and Desa Adat) then its existence can be measured basically.

The elements - elements that can basically be expressed as Tri Hita Karana in the subak system can be seen from the aspect of artifact / material, in detail the elements are basically related to things like seen in the table below:

Table 1
Some elements of Tri Hita Karana implementation on subak system in Bali.

Tri Hita Karana	***Subak System***		
	Subsistem Pola Pikir	**Social Subsystem**	**Subsystem Artifact / material**
Parhyangan	Water as God's creation - The existence of religious values - Harmony and togetherness - Agreement of giving and receiving - There are awig-awig who manage and manage Subak	- Implementation of religious ceremonies - Cooperation - Justice	- There is a temple system in the community. - It's in the subak system.
Pawongan	- Harmony - Togetherness - Transparency - Justice	- Organization - Members - Board - Sanctions - Rights and obligations - Mutual cooperation	- Membership fee - Distribution of dna for the maintenance of irrigation channels - Expenditures for ceremonial execution
Palemahan	- Borderline - Proportionality - Sustainability	- Cooperation between regions - Borrowing borrow water irrigation - Irrigation maintenance -Allocation and distribution of irrigation water	- Water sources - Subak region - Irrigation network - planting schedule

From the table above shows that basically the elements seen in the table above are the elements applied by subak to maintain harmony and togetherness which is a universal concrete form of the concept of Tri Hita Karana. The existing in subak activity is basically introduced to avoid conflict and vice versa to seek harmony and togetherness. Particularly in the process of allocation and distribution of water in the subak system which is the most important role and goal of subak, it is carried out to find agreement and togetherness, if subak does not hesitate to continuously hold a dialogue to find the way out which he deems most fair (1999).

1.3 Objective
The purpose of this writer is to re-interpret the local kerifan and its role in improving ecosystem and environmental sustainability through traditional irrigation system subak

II. METHODS

The location of this research was conducted in Desa Keras, Blahbatuh District, Gianyar Regency. The location of this research was determined purposively (porpusive) with consideration because Keramas Village has implemented Tri Karana Concept as a whole.

In this research used explanatory metotode that is research which take samplenya only take from one population by using questionnaire as collector of data base (Singaribun). By reason:

A.Unit analysis is an individual but not all individuals are sampled.
B. The data taken from the sample above the popolation represent all the popolations.

2.1 Population and Sample Determination.

In accordance with the objectives of the study then the entire population is all subak members in Keramas Village, District Blahbatuh, Gianyar regency that is as many as 253 people and the number of samples taken is as many as 19 people by using sampling design (intentional sampling) so in this peneletian Taken subak name Subak Gede, on the grounds Chairman of the tempek, Secretary and Sedahan Agung can represent each subak and is very much a role model and followed by subak members besides that the selected respondents disseminates the results of the meeting meeting to the subak members.

2.2 Types and Data Collection

Types of data collected In this research is primary data data sekuner. Primary data is data obtained directly from respondents covering, age of farmer, number of member of

through applying the concept of Tri Hita Karana in subak

The purpose of this writer is to re-interpret the local kerifan and its role in improving ecosystem and environmental sustainability through traditional irrigation system subak through applying the concept of Tri Hita Karana in subak.

farmer and age of farmer. Whereas is data obtained from various leteratur of books, journals, and instasi related to this research.

2.3 Data analysis.

All data collected then tabulated based on each variables such as Palemahan, and Pawongan. Data analysis used in this research is Descriptive Method. With the intent to get a picture (description) of the variables in the carefully and provide inter achievement in accordance with the goals set.

III. RESULT AND DISCUSSION

3.1 Pawongan

According to Gorda (1996), cooperation and harmony in the relationship between human beings in a wider scope should also be carried out if he wants the well-being and happiness of the inner and outer, embodied in the seeds of help-helping in social life will earn the welfare of Hyang Widhi. In other words the work of ama and harmonization in relationships with fellow human beings is an important factor that brings mankind to the welfare and happiness of life.

Man is a social creature as the will of the creator who has provided equipment such as the nature of human being which is a factor so that the socialist thinks that man is a social being, that man always lives in an introduction to living together, has never expressed even some difficulties. Showing evidence means that humans can not live irrespective of the irrigation group. There are several aspects that drive people to work with each other:Aspek biologis, manusia tetap hidup dan mempertahankan harapannya yang hanya bisa dicapai secara kerjasama dengan sesamanya.

A. The biological aspect, man survives and maintains his hope that can only be achieved in cooperation with each other.
B. Psychological aspects, namely the willingness of the sense of cooperation to eliminate the discord that can arise and maintain personal dignity as a member of the irrigation of life with humans.
C. Economic aspect, human willingness to work together in order to meet, satisfy and satisfy all kinds of needs.
D. The cultural aspect, man is aware that all his efforts to create something can only be produced not alone.

These four aspects that drive people toward cooperation with others, can not be created from the same flow. The purpose of human cooperation, namely to meet, satisfy and satisfy all its various needs and cause a sense of kinship and mutual cooperation so as to foster a sense of solidarity among humans (Buddy L. Waney 1983).

Meanwhile, according to Mandian (1999), the activities undertaken in pawongan / karma subak, include:

a. Mutual cooperation Activity
Mutual cooperation at the subak organization in Bali is a reflection of the sense of togetherness karma subak. And this gotong royong activity is usually done before going down to work on the rice field and the main target is irrigation channel. The utilization of human resources is divided by groups in accordance with the interests, and some are responsible for water sharing and rotation at one time, so that members can feel all kinds of work in each field, but within the group remain maintained togetherness and mutual attitude Royong in carrying out its duties and responsibilities.

b. Subak Meeting / Member Meeting
Meetings conducted on subak are basically divided into two types namely meeting members and board meetings. Where meeting members are attended by all subak members, and board meetings are only attended by subak officials, whereas at the meeting there are held regularly, periodic and some are held short.

As for the culture, when viewed in terms of responsibilities of subak members in general can be divided into three groups namely:
1) Group of members directly in every subak activity in irrigation affairs. This means that those who are active in water-sharing activities, from drainage to irrigation channel repair, (sekaa yeh).
2) Members who are not actively engaged in watering activities and as members of this group shall pay and the amounts stipulated in the organization (pengampel).
3) Members of the group are exempt from the activities of the organization, especially in the distribution of water. This group usually consists of religious scholars and golongn this is a group that organizes some group activities, this is called krama / subak members.

The election is essentially imbued with the spirit of democracy and solidarity that leads the spirit of subak organization.

3.2 Palemahan

According Sumantrha (1999), subak as a user organization as well as water managers, of course are in one particular region. The unity of this region is usually determined by the unity of water. Not based on the unity of the territory of Indigenous Village or Dias Village. Because it is not uncommon for one subak with the territory of different villages they are united by the common interest, that is, to get water for each rice field.

While Dikbud (Culture Department) (2005) in the guidelines and criteria assessment of subak Bali province suggests that: Palemahan as one of the elements of Tri Hita Karana about the relationship of subak karma with in its environment palemahan is the subak work area clear borders that include:
A. The lands are mainly regulated on the safety and provision of subak areas.
B. Improvement of irrigation and water distribution for its members in accordance with the rights and obligations of members of subak.

C. Planting Patterns

Plant pattern is basically related to irrigation about planting time and planted species.

The planting pattern of each subak varies greatly, the presence of this is determined by the soil condition, the water present in each subak. The natural conditions faced by the varied farmers caused the farmers to develop part of the cropping pattern in accordance with the local pattern of scheduling owned, but the farmers are also expected to develop the pattern of cultivation system of the period and always contact, communication to the farm officer in the field , The number of types of rice grown and so on, will thus provide crop protection and order, fairness and comfort for the work of its members not only individually but also in the context of togetherness.

Meanwhile, according to Sumarta (1992) suggests that the determination of planting pattern and planting schedule that will be applied in a subak organization always through regular meeting of members, as long as the pattern and schedule of planting can be dating from ordinary members or subak leader, after reaching an agreement then the decision will Bind each member subak. When it comes to making decisions about the pattern and timetable of that planting season or climate conditions are taken into account and the basis of its calculations in Bali is called Sasih. Where sasih is a provision on the pattern and planting schedule that has been decided through regular meeting of subak members, will be done strictly. Here the togetherness and the adherence of the members are very deserved. And orgaisasi subak set schedule and pattern of planting in detail, covering time to start seed seeding, time of planting of rice end limit including type of rice that is used, if this schedule is violated then farmer will be sanctioned in the form of fine so farmer here will arise sense of togetherness in member of Subak .

IV. CONCLUSIONS

1. Parhyangan is a concept that wants harmony between man and God, this is evidenced by the existence of the temple building either in the community or in the subak itself and also held a joint ceremony together. Besides the individual prayer process
2. Pawongan includes meetings of members, compulsory dues, fines relationship between humans and others as one of the elements Tri Hita Karana that can deliver the achievement of welfare and happiness of human beings both in life and personality and in social life based on the principle of kinship and togetherness.
3. Palemahan that includes mutual cooperation, water division and planting schedule pattern is a concept that wants a harmonious between humans and the surrounding natural environment so as to foster a sense of togetherness and production and environmental sustainability.

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"REPOSITIONING THE LOCAL GENIUS VALUE IN CHARACTER EDUCATION".

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ABSTRACT

Character education is a very important issue to be carried out both formal education and non-formal education because it stands out in the context of the execution of moral education, values education or ethical education. If starting from the urgency of character education today, there are three reasons, such as: First, the need for a good character to be an integral part of the human figure. So educators / lecturers need to have a strong mind, good heart and good will and quality, such as owned the honesty, empathy, attention, self discipline, persistence, and become an intact in human figure. Thus, educators / lecturers need to have a strong mind, good heart and good will and quality, such as to own the honesty, empathy, attention, self discipline, perseverance, and strong moral drive, to be able to work by love as a characteristic of human maturity; Secondly, the school / campus is a good place and more conducive to carry out the learning process and values education; While the third reason is that character education is essential to build a moral society. Therefore it is necessary to reposition the local genius value in character education. The study is a qualitative research which is analyzed descriptively. The results of this study indicate if the geniuses local values such as Tri Hita Karana and Tri Kaya Parisudha performed well in everyday life, so human character will undoubtedly be good.
Keywords: The local genius value, Tri Hita karana, Tri Kaya Parisudha, Character

INTRODUCTION

Background of the study

Over the past few years, a comprehensive Character Education includes Values Education or Moral Education has risen sharply throughout the world. This is certainly a prominent issue in the context of the implementation of Moral Education, Values Education or Ethical Education.

In general, character Education as a part of education is a very important issue to be undertaken in schools ranging from (Kindergarten to University/college), Families, and society to help young generation to understand, comprehend, and behave on the basis of the real ethical values. If starting from the urgency of character education, there are three important reasons for the implementation of Character Education at every level of education, namely: First, the need for a good character to be a whole part in the human figure. So educators / lecturers need to own a strong mind, good heart and good will and quality, such as having honesty, empathy, attention, self discipline, perseverance, and strong moral drive, to be able to work with love as a characteristic maturity of human life ; Secondly, the school / campus is a good place and more conducive to carrying out the learning process and educating the values; While the third reason is that character education is essential to building a moral society. It is very important and urgent, as almost the whole world is undergoing a variety of social and moral problems. For example: domestic violence, extramarital sexual intercourse, anarchist deeds, increased dishonesty, materialistic growth, moral sloth and modesty, suicide, widespread drug problems and so on, such as corruption Especially among the nation's elite.

Indeed, if humans already possess a good character and moral and also a noble manners, they will undoubtedly live harmonious. Living harmonious as safe, peaceful, cool, prosperous are the desire of every human being in the world. However harmonious, dynamic and productive life together on earth does require a true, precise, accurate and powerful philosophical foundation. Thus the life of being together will be the container of every human being who crave the welfare and inner peace of mind intact and sustainable. In Hinduism based to the Vedic scriptures, it teaches its people to establish themselves as individuals and social beings, to establish themselves as social beings is to establish themselves to understand that everyone can live on this earth because there are other parties who contribute

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to each other so that life can last that character which this is the character that needs to be built. If expecting a happy life, peaceful and prosperous life, of course the quality and quantity of the mutual contribution should be improved. .

Based on the above consideration, Bali has a very noble cultural values in building human characters since an infants in the womb to birth as well as in family and formal education. Besides, it is very intriguing to examine the local genius values that is very noble and acceptable to all parties or is universal, so at this opportunity I try to lift the title of paper "Repositioning the Local genius Value In Character Education".

The aim of the Study

The purpose of the research is to create the local genius values (Tri Hita Karana and Tri Kaya Parisudha) as a guidance in educating the character of the young generation.

DISCUSSION

In discussing the local genius values in character education is a value that comes from various elements that exist and is believed by Hindu society such as Tri Hita Karana, Tri Kaya Parisudha.

Source of Values Developed from Tri Hita Karana

Although not spoken by everyone, it is ensure that everyone wants to own the life which is always prosperous, harmonious, safe and peaceful. Realizing a prosperous, harmonious, safe and peaceful life in this globalization era colored with a fast changes in all aspects of human life, it is certainly should be followed by the success of the education world so the progress of Science and Technology fastly will produce human creativity and innovate endlessly . From this endless creative and innovative result constructs a new theory / knowledge, which in the end, human beings are crushed by that change which results in loss of character. According to it, to create a prosperous, harmonious, safe and peaceful life with no loss of character, it requires the foundation / the correct philosophy foundation, accurate, and strong. In Hindu society in Bali it is believed that a harmonious life / balance is based on the teachings of Tri Hita karana. In short the teachings of Tri Hita Karana which can be formulated as three things that cause humans to achieve prosperity, happiness, and peace.

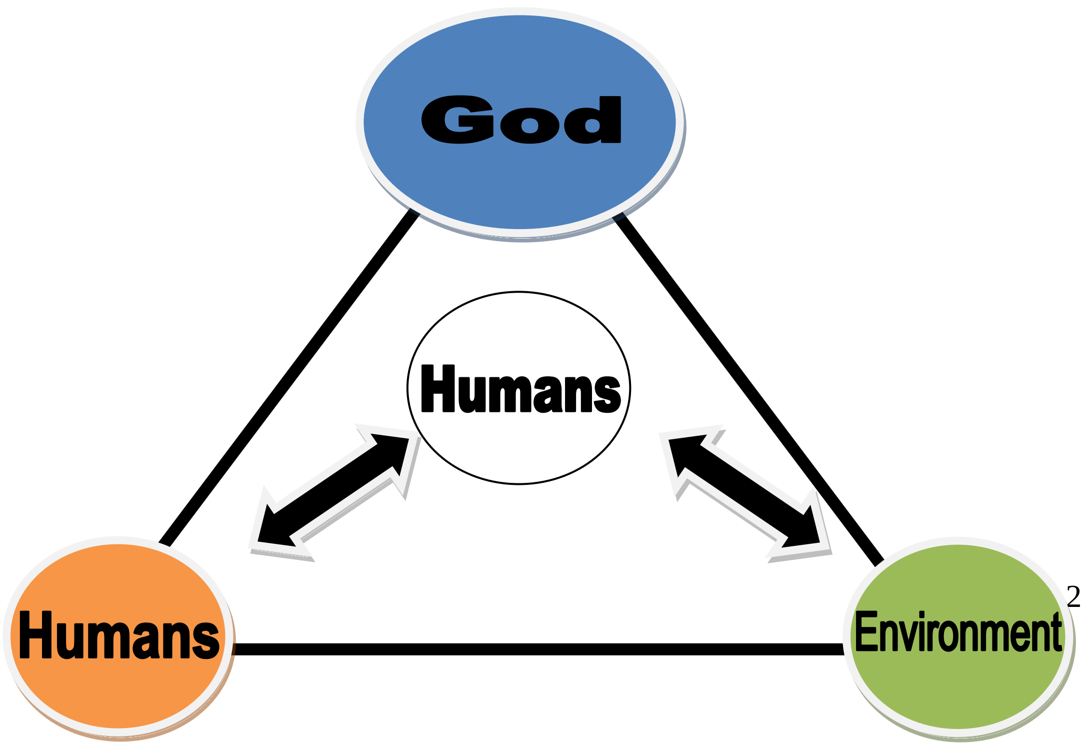
Therefore Tri Hita Karana means the three elements that are the source of cause which allows the emergence of goodness (I Gusti Ketut Kaler, 1983: 86). Furthermore, I Made Suasthawa dharmayuda in the book Traditional Balinese Philosophy confirmed that Tri Hita Karana teaches a balanced pattern of relationship between the three sources of welfare and peace, it is expected that humans always try to maintain harmony of relations between the three elements, as follows:

1. A harmonious relationship between man and God;
2. A harmonious relationship between man and nature;
3. A harmonious relationship between man and man.

These three elements are interconnected as follows way of three life which causes to a well-being:

Harmonious relationship:

- Man-God,
- Humans,
- Human-Environment



Local Wisdom
The Relationship between Man and Man

Concept		Value
The philosophy of life	Work for work	Loyalty, Diligent, 'Customized', Relationships, Non-material
Desa-Kala-Patra	Speech and action according to place, time, condition	Tolerance, Self-restraint
Tri Kaya Parisudha	Thoughts, speech and actions are in line	Consistency, truth
Kasta (Catur Warna)	The division of functions according to ability	Professional, Focus, Specialization
Rwa-bhineda	Two Different Sides Black-White Symbol	Co-existence, Openness Tolerance, Fairness
Tat Twam Asi	I am you	Togetherness
Karma Pala	Causality: Outcome according to action	Honesty

Local Wisdom
Harmonious Relationship between Man and Environment

	Value contained:
Respect for nature:	Self-control
1. Vegetation	Sync / Align
2. Animal	Balanced
Respect for human creation:	
1. Art	Gratitude
2. human creation	Sacrifice

The philosophy foundation of Tri Hita Karana is to cite Bhagawad Gita III. 10, in the sloka Bhagawad Gita there are three elements are expressed as mutually *beryadnya*. These three elements are Prajapati expression of God as king of living creatures on this earth. Praja as its human element and Kamadhuk is a symbol of the universe that is symbolized as a female cow that produces endless milk. According to Mr. I Gusti Ketut Kaler in a seminar on Tri hita Karana formulates Tri Hita Karana namely Parhyangan, Pawongan, and Palemahan. Parhyangan is a place of Hindu worship as a medium for Hindus to connect with God. Pawongan is a medium to build harmonious relationships with fellow human beings. While Palemahan is the medium to build a loving relationship of human to his environment.

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The formulation of Parhyangan, Pawongan, and Palemahan as the three elements of Tri Hita Karana which are more popular than Prajapati, Praja and Kamadhuk, as listed in the Bhagawad Gita holy book. In implementing the concept of Tri Hita Kara, so that people can live in peace and prosperous human must build togetherness by holding on to obligations (Dharma). Without dharma man is unable to build a dynamic, harmonious, and humanist unity. Due to the dynamic and harmonious harmony of human beings, it is impossible to be productive in promoting the common life to realize the goal of prosperous and happy life. With the dharma human will be able to find its obligations and human rights. Human can be called ideal if he is able to realize the balance between basic obligations and human rights

The balance of man's relationship with his God, man with his fellow human beings and with his nature will create three environments:

A. Spiritual Environment in Parhyangan
B. Social Environment in Pawongan
C. Natural Environment in Palemahan.

These three living environments must be kept balance of existence in order to take place continuously. If the imbalance or gap occurs between those three environments, hence Tri Hita Karana's objectives will be obstructed. If we observe that in achieving a harmonious and prosperous life in accordance with the philosophy precept of Tri Hita Karana's is very dependent on the human himself because humans are the central element here. Because that requires the implementation of this Tri Hita Karana is human. When a harmonious relationship is established between man and God, man with man and man with his environment, man is the first to feel the happiness. The harmony of these three dimensions is the implementation of the essence of Veda those are the eternal of Satyam and Siwam. While Satyam is the ultimate truth of the Vedas, Siwam here is holiness. From this truth and holiness will come a beautiful and harmonious life called Sundaram. Realizing Sundaram's life based on Satyam and Siwam is done in accordance with the philosophy of Tri Hita Karana.

TRI KAYA PARISUDHA

In realizing a harmonious life of happy, peaceful, beautiful by the Hindu society in the philosophy of Tri Hita Karana in everyday life must be based on Tri Kaya Parisudha. Tri Kaya Parisudha can simply mean thinking good, saying good, and do good. When viewed the meaning of the word is as follows: "Tri" means three, "*Kaya*" means behavior or deed and "Parisudha" means good, clean, holy or purified.

If we look at Tri Hita Karana's relationship with Tri Kaya Parisudha, it is very closely related. If we want to live in harmony, peace and beauty in everyday life must be with a good mindset in the present era we are familiar with positive thinking, trying to speak a good word, saying good people who hear will be happy, not vice versa, and do good also. The parts of Tris Kaya Parisudha in Hinduism are as follows:

a. *Manacika* or think good
   Manacika can be interpreted as any behavior associated with the mind, because in human life the mind is the essence of everything, whether man is willing to do good / bad to go to hell / heaven is the origin of the mind. Of the three elements of Tri Kaya Parisudha, the mind is the most basic that can cause words or deeds When humans / someone wants to enjoy a harmonious, peaceful, happy and beautiful life, then the mind is the most important to be controlled.
b. *Wacika* or saying good
   If we will talk to anyone including animals, before we talk / say we need to think carefully about the consequences. Like the first thought of income, regret then useless, this is a worthy understood. Let us not speak or carelessly speak, because in essence it is the talk of the content of the heart. Everyone should always say good, must be beautiful or nice to hear so people love listening not vice versa because less good we talk people can be offended even consequences can be fatal.
c. *Kayika* or do good
   Kayika can be interpreted as deeds or forms or behaviors that are related to the body. Indeed, with the members of human body someone can show the behavior, the behavior is certainly must be done properly and correctly according to the norms that apply among religious norms, customs norms, social norms and legal norms. This good and right behavior is called *Kayika Parisudha*

The aim of the Tri Kaya Parisudha for the Balinese Hindu is to always think well, to say good and to do good is to build good and noble character. The noble characters in question are as follows:

a. Developing the nature and attitude of honest and faithful in thinking, saying or in saying in the society.
b. Growing a responsible mental attitude without being supervised by others.

c. Growing awareness to do good and know due to the various consequences that can arise from thoughts, words and deeds done.
d. Can adapt to any environment or everywhere.
e. It teaches every human being to be vigilant and careful of thoughts, words and deeds, because those there if those are done unkindly it can upset, make angry and hurt others,

CONCLUSION

From the description above it can be concluded as follows:

A. The presence problem of educational character today is very important for the generation of nation, because so the influence of globalization where the world and the state has no limits so that the association of the world community cannot be avoided. Therefore, in the association of the world we must have a strong character so will not lose identity as a local community and as the Nation of Indonesia.
B. Every human being on this earth is certainly have a goal of a happy and peaceful life. In realizing the goal sometimes humans in the earth gets wrong way because he does not have a good and strong character.
C. If Tri Hita Karana for the generation / society of Hindu or others can make the guidance in everyday life, even if possible Tri Hita Karana because is ingrained in every human, so that harmony, peace, will be realized.

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Study on the Entrepreneurship Potential of Scavengers Community at TPA Air Dingin Kota Padang

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Abstract. This paper present about the study on the potential of entrepreneurship owned by scavengers community in an effort to improve the welfare of life to be better. This research is a qualitative research. The analytical approach used is descriptive analysis approach, whose purpose is to describe, explain or explain deeply about certain variables that exist in a society. Data collection using observation method, interview, documentation. The technique of selecting informants using purposive sampling. Informants in this research is scavenging community located around final disposal (TPA) Air Dingin, Padang City. The validation technique referred to the use of Lincoln and Guba standards of credibility, transferability, dependability, confirmability. The field findings that most of the scavengers are housewives who do not have the skills and reactivation, but have the spirit to have more results of the pulp that can be sold to agents or collectors even with low price. The entrepreneurship spirit they have is still passive, they just follow the existing habit by selling all the collected garbage directly to the dealer or collectors, however by they add a little innovation to the results of garbage collected such as process plastic waste into a variety of unique and interesting creations then the selling value will be increased, which means they will get additional income. For that there is a need subsequent review of the understanding of entrepreneurship and assessment of the type of skill that is appropriate for scavengers community in processing the results of the pulses that have added value.

Keywords**:** Scavengers community; entrepreneurship; and welfare improvement

I. Introduction

Associated with the country development program, which one of the goals to be achieved is to perform individuals and communities become independent. Such independence includes independence of thinking, acting and controlling what they do. Community independence is a condition experienced by the community that is characterized by the ability to think, decide and do something that is considered appropriate in order to achieve the solution of problems encountered by using the ability that they have (Widjajanti, 2011).

Soetomo (2011: 234) says that the empowerment process can be considered as a means for poverty reduction, based on the assumption that the source of poverty is helplessness. Therefore, the goal of empowerment is to realize a society that is not poor economically as well as empowered in another dimension. The main targets for community empowerment are those who weak and have no power, strength or ability to access productive resources or marginalized communities in development.

A person who does not have a soul of independence, all his behavior will depend on the other side. Dependence causes them to be immature, spoiled and unwilling to strive, so that innovation and creativity do not develop. Conversely, a person who has a soul of independence will appear in them the attitude of trust in self-ability, dare to take advantage of opportunities, not afraid to fail and always work hard, tenacious and creative (Sukidjo, 2012).

Wijatno (2009: 2) defines entrepreneurship as an activity to create something new. While Hendro (2011: 30) explains that entrepreneurship is an ability to manage something that is within you to be utilized and improved to be more optimal (good) so that it can improve your standard of living in the future. Saiman (2014: 43) entrepreneurship is matters or efforts related to the creation of activities / business / business activities on the basis of their own volition.

The ultimate goal of the process of community empowerment especially scavengers, is that they can be independent so as to improve the family life and optimize the resources it has. Through understanding the spirit of entrepreneurship, it is hoped they can try to be independent by looking at the various opportunities that exist around them. In accordance with the potential power / power they have. In order for a job to scavenge does not become the main job, it becomes a side job. In other words when they do not scavenge or are not able to scavenge, they no longer have difficulty to meet the needs of their family life.

Based on the phenomenon that has been described above, the authors have been conducted research to study on the entrepreneurship potential of Scavengers community and reported in this paper.

II. Methods

This research was conducted at Disposal Site (TPA) Air Dingin, Padang City. The reason took this location because based on reality they still survive to be scavengers to date, they are also reluctant or unwilling to move the profession to other jobs, whereas the conditions where they work / scavenging is very dangerous and very risky to various diseases. It could be when they work punctured nails / needles, exposed to broken glass, inhaled toxins, skin diseases, and so forth. Their lives are also far from adequate, reflected in daily life.

Based on the problems that will be discussed then this research uses a qualitative approach of research that produces descriptive data in the form of words written or spoken from the people and behavior that can be observed. Moleong (2007: 6) that qualitative research into a study that produces descriptive data in the form of words both oral and written from the subject of research. The analytical approach used is descriptive analysis approach, that research which purpose is to describe, explain or explain deeply about certain variable that exist in a society

The location of this research is in Kelurahan Balai Gadang Subdistrict Koto Tangah Padang of West Sumatera precisely in Final Disposal Place (TPA) Air Dingin as shows ini Figure 1. Located ± 2 km from the highway bypass Lubuk Minturun, ± 17 km from Padang City Center and ± 7 km from residential area. This landfill area ± 30ha, the land used 18.3ha and the rest 11,7ha still not used. This location became the center of garbage disposal in Padang City which came from 11 districts and every day about 400 tons of garbage transported to this landfill (Wati, 2014). The reason the researchers took this location because based on reality they still survive to be scavengers and do not seem to have other occupational professions, whereas conditions where they scavenged very dangerous and prone to various diseases. Their living conditions are far from adequate, reflected in daily life.

Figure 1. Main Gate of TPA Air Dingin

A. Research Informant

Selection of informants is done intentionally (purposive sampling), where the research informant selected in accordance with the intent and purpose of the study. Informant is the subject of research that is determined as a source of information relevant to research problems, therefore informants in this study are people who are directly involved as a scavenger in the TPA Air Dingin Kelurahan Balai Gadang Kecamatan Koto Tangah Padang, and people who understand the situation and conditions around the Air Dingin subdistrict.

B. Kind and Data Resources

This research consists of two types of data namely primary data and secondary data. Primary data is data obtained directly from the respondents, in this case is the community of scavengers TPA Air Cold, the community around the TPA Air Dingin, Water Cycle Cleaning Management Officers Air Dingin. Bungin (2010: 65) states that the primary data is data directly obtained from the first data source at the research location or research object. While secondary data in this research is data related to archives / documents that exist in Office of TPA Air Dingin, Office of Balai Gadang Village, Koto Tangah Sub-district Office, BPS Kota Padang, as well as sites sourced from internet, and papers or journals related to the theme of the research being raised. According Sugiyono (2008) secondary data is data that is not directly obtained from the source.

C. Data Collection Techniques

The techniques have been used to get the data were:

1. Observation

Observation or observation is the activity of a human day by using the five senses as the main aids other than the other five senses such as ear, smell, mouth and skin (Bungin, 2008: 115). In this research, the researcher will conduct direct observation in Final Disposal Site (TPA) Air Dingin. Researchers are involved as the main instrument, researchers will go to the informants directly to see, hear, and observe the activities undertaken by scavengers at TPA Air Dingin relating to research purposes. This observation activity was done repeatedly until obtained the required data.

2. Interview

Moleong (2007) argues that the interview is a conversation with a specific purpose by two parties, there are interviewers (interviewer) as questioner and interviewee (interviewee) as a giver of answers to the questions posed. It can be concluded that the interview is an activity done in order to obtain information directly by asking various questions to the respondent.

Interviews have been be conducted in two ways: structured interviews according to the interview guidelines and the focus of the study, and the unstructured interviews that are still referring to the life of the scavenger community. Interview results will be recorded and then grouped based on questions and answers, then analyzed.

3. Documentation Study

The data of this research is not only obtained through observation / observation and interview but also through library data. According to Mestika Zed (2004: 4) ideally a professional research using a combination of literature and field research. Literature research is planned to be obtained from the library of Sanitation and Gardening Agency (DKP) of Padang City, Central Bureau of Statistics (BPS) of Padang City, Koto Tangah Sub-district Office and Balai Gadang Head Office with the aim of increasing the accuracy of administrative data. In addition, researchers will also collect personal documents in the form of photographs during the research process took place.

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The validation technique referred to the use of Lincoln and Guba standards of credibility, transferability, dependability, confirmability (Lincoln Lincoln, Y.S and Guba, E.G. 1985).

III. RESULT AND DISCUSSION

A. General Finding

Most of the scavengers are people who live around the TPA Air Dingin. Scavenging activities carried out in conjunction with the operation of waste. Usually the garbage collected is dry waste or electronic waste that has selling value. From the amount of garbage that enters about 400 ton / day, the weight of garbage collected by scavengers is about 1 ton / day. Location of garbage disposal shown in Figure 2.

Figure 2. Location of garbage disposal

The observations that researchers do during the research process can illustrate that the life of the scavengers community in the TPA Air Dingin is very simple, they have no other job than to be scavengers, they enjoy this job, as evidenced by their long scavenging up to tens of years, 20 years, and even 35 years, they are reluctant to switch to another job, for a variety of reasons they reveal, one of the reasons is that they have no special skills and no capital to open a business.

They are in the location of the TPA Air Dingin for most of the day, relying on their physical strength and sincere intentions, if their physical disturbance will be disturbed as well as the amount of income they receive. Their average income runs out to meet the needs of everyday life, only a few can be set aside for savings, and some even can not save at all. They used to save in a building store in order to repair a house, some of them managed to fix their house and some could not, depending on their income during the scavenging.

As told by Mrs. Ernawati (45 years) who has been scrolling for about 19 years as follows: "I went to the garbage around 8:00 am after the children went to school I went on a motorbike. When my body is healthy usually quite good results, I can bring money between Rp 50.000,00 - Rp. 60.000,00 but when I'm not healthy the result is not much, most get money between Rp.30.000,00 - Rp. 40.000,00. Alhamdulillah can be for food and children pocket money to school tomorrow morning ". Sumarni (2011) revealed that every day scavenger income ranges from Rp. 40.000,00 - Rp. 70.000,00. This means they can collect between Rp.1.200.000,00 - Rp.2.100.000,00 / month.

Figure 3. Scavengers are waiting in line to weigh their garbage collected.

Like most people, they go to the garbage in the morning when the children have gone to school, and come home in the afternoon at around 16.30 WIB after weigh their garbage collected as shown in Figure 3. Returning home from scavenging they have bought rice and ingredients to be patched, in the evening they cook for food the next day also for lunch, so on and they never get bored, even in the rain they sometimes go to the garbage.

Every day the scavenger community sells the collected garbage, even if they receive only a small amount of money, because they need money for daily survival, as told by Mrs. Yulmira (34 years) "Almost all my friends sell their products every day, including me, it's hard to take home. Unless a new lightweight aluminium bottle can be brought home, and even then it must be gathered first if it has been sold a lot, but sometimes lazy also collect it.

The researcher also met with RT: 03 RW: IX chairman, Mr. Anwar Baily whose house is right in front of the TPA Air Dingin. From the researcher he obtained additional information that before this scavenger community worked as a scavenger before they worked to find firewood then sold, and the money to meet the needs of daily life. Interview with him, he told that: "Before this TPA existed, people's lives were to find firewood in the forest. But since the TPA moved here, there have been changes to the lives of the surrounding communities, the economy is getting better, people are leaving their old jobs and switching to work in the landfill, so we are very grateful. Some work as honorary staff, become drivers, stokers, even some of them already exist who become permanent employees or civil servants. There are also some people who choose to be scavengers because the income is quite good, the goods can be sold directly to the dealer / collectors every day, and immediately get money, compared to search for firewood in the forest is not clear income.

B. Entrepreneurship Potential

As long as the researchers conducted observations and interviews with the scavenging community in the Air Dingan landfill, researchers found out that their scavengers because they did not have a full-time job or were laid off from previous jobs, this was mostly experienced by male scavengers. As for women or wives who scavenge, the reason they are almost the same is because their husbands' income is uncertain so it is not sufficient to meet the needs of everyday life, while they only rely on income from this scavenging job alone.

The results also show that this scavenger community knows that the products they collected can be used as any recycled creations that have economic value but they do not know how. As told by Mrs. Asmanidar (47 years), she have scavenged already 17 years: "She scavenged to help her husband, she has no side income, while the children still need a fee for school. I know that some of these pulp products are said to be recycled, but she do not know how. If anyone wants to teach you how grateful you are, but who will teach us? "

Mrs. Masliana (55 years old) has been scavenging for 23 years, the reason she scavenged also because of the higher cost of living that is not sufficient, he has 6 children who must be funded also revealed: "For almost 23 years scavenging has never though the results of its collected can made a variety of recycled creations. I know but do not know how. All the products are sold to the collectors, never thought to make them recycled creations. In a day most mothers get money Rp. 65.000,00. This money is directly used for the mother's shopping needs and some more for pocket money children. This mother did not have time to save, because the money was exhausted. She also has no side job. If the mother is sick mother does not scavenge, that means the she must owe to the stalls or borrow money to the collectors who later mothers pay with the results of the pulp ".

Mrs. Yuhelmi (50 years) has been a scavenger for 20 years revealed that: "She scavenging to help the husband, husband's income is not sufficient to meet the needs of everyday life. Mom does not have reliable skills. She also has no side job, our life depends entirely on TPA Air Dingin, if the result of the pulp that get a little, little money that can take home, if many, much money that can take home ".

Mrs. Isnawati (39 years old) has 10 years of scavenging has 3 children, revealed that: "I've heard that the results of this waste collected , such as plastic waste, can be recycled and made a variety of different creations that if sold very high price can reach Rp. 40.000,00 to Rp. 50.000,00 but as long as I am a scavenger I have never received any training on this subject. And I want to try it, maybe I can make these different creations when I can not scavenge, such as heavy rainy days or when sick, so I do not pensive at home just like that ".

From the expression of the scavengers above it can be seen that they only rely on life from scavenging, because they do not have reliable side jobs. Their goal of scavenging is on average to help husbands who are insufficient incomes to meet the needs of family life. They know that the partially recycled goods can be recycled, but they do not know how, they also hope there will be trainers on how to create recycled creations. The entrepreneurship spirit they have is still passive, they just follow the existing habit of selling all the products directly to the dealer or collectors, if they do a little innovation to the results of waste things such as processing plastic waste into various unique and interesting creations then the selling value will increase Which means they will get additional income. For that we need a subsequent review of the understanding of entrepreneurship and assessment of the type of skill that is appropriate for scavengers community in processing the results of the pulses that have added value.

It is necessary to utilize the results of the pulses that have the value of selling by using a simple technique, cheap and efficient utnuk improve the economy of the scavenger family and empower the used goods into useful goods again. It takes effort to grow the entrepreneur's souls of scavengers so that the products are not sold at all, but there are some that are set aside to create a work that has a sale value, so the income scavengers become more

IV. Conclusions

The findings in the field that most of the scavengers are housewives who do not have the skills, but have the spirit to try to get the results of the pulp that can be sold to agents or collectors even with a low price. The entrepreneurship spirit they have is still passive, they just follow the existing habit of selling all the products directly to the dealer or collectors, if they do a little innovation to the results of waste things such as processing plastic waste into various unique and interesting creations then the selling value will increase Which means they will get additional income. For that we need a subsequent review of the understanding of entrepreneurship and assessment of the type of skill that is appropriate for scavengers community in processing the results of the pulses that have added value.

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PERANAN SISTEM AGRIBISNIS TERHADAP KEBERHASILAN TUMPANGSARI CABAI-TEMBAKAU (KASUS SUBAK DI DESA SUKAWATI, KECAMATAN SUKAWATI, KABUPATEN GIANYAR)

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ABTRACT

THE ROLE OF SUCCESS AGRIBUSINESS SYSTEM INTERCROPPING CHILI-TOBACCO (CASE SUBAK VILLAGE SUKAWATI, SUKAWATI DISTRICT, GIANYAR REGENCY)

Agricultural development in Indonesia is still the mainstay and the most important sectors of the overall economy; by developing the potential of existing regional one through horticulture and plantation of the people and implement the correct agribusiness management system. Agribusiness as a sector of the economy people are still considered to have excellent prospects for further development, both to reinforce the people's economy as well as the mainstay of the State of Indonesia. Sukawati village has the potential to develop a chili-tobacco cropping system because it has the potential for the most suitable and widest in Gianyar, cabai- tobacco plants have the same genus can grow well, have local varieties that still exist, and tobacco developed a tobacco plantation people who are used to the fringe. The study was conducted in the village of Sukawati; site selection study done purposively. The population in this study all the farmers who have applied intercropping chilli-tobacco farming in 2013 and 2014 in 13 Subak in the village of Sukawati. The research sample in this study using simple random sampling method; with a total sample of 90 respondents. Technical analysis of the data using the Partial Least Square (PLS) with the help of Smart PLS program.

The analysis showed: (1) subsystems procurement and distribution of production facilities contribute positively and significantly to the success of chilli-tobacco intercropping with both categories; (2) The role of farming subsystem positive and significant effect on the success of chilli-tobacco intercropping with both categories; (3) post-harvest and processing subsystem continued positively and significantly contribute to the success of chilli-tobacco intercropping with both categories; (4) subsystem marketing positively and significantly contribute to the success of the chilli-tobacco cropping system with unfavorable category; and (5) subsystem supporting services contribute positively and significantly to the success of chilli-tobacco intercropping with either category. Advice can be given is (1) in the form of informal education of farmers field schools and training should be improved; (2) Farmers group who have formed cooperatives, which serve only fertilizer inputs can cooperate with local villagers to form village-owned enterprises (BUMDES) are able to market the chilli-tobacco that price stability can be maintained; and (3) other studies with models of different variables that need to be done further.

Keywords: role, the agribusiness system, the success of intercropping

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PRELIMINARY

Agricultural development in Indonesia is still the most important sector and the mainstay of overall economic development, because the agricultural sector has proved more resilient in the face of the global crisis compared to other woods sectors. One measure of the ability or the purchasing power of farmers in rural areas is through the exchange rate of the farmers (NTP).

NTP target achievement in the agricultural sector is not maximized due to agribusiness management system that starts from the upstream, midstream and downstream is less integrated in an integrated manner as: (1) provision of superior quality seed quality and difficult to obtain; (2) human resource farmers are still low in implementing technology access; (3) post-harvest handling and marketing which is still less than the maximum; and (4) the support of the supporting institutions is still lacking.

Particularly in sub-district Sukawati Sukawati village consisting of 13 water control system with an area of 756 ha of agricultural land, has the characteristics of agriculture farming tobacco unique cabai- namely: (1) chili-tobacco plants have the same genus can grow along with the good, and is the only only in the Province of Bali; (2) Sukawati village has the most suitable potential and widest in Gianyar in developing chili-tobacco farming; (3) has a local seed varieties of chilli-tobacco which is still often used; and (4) the type of tobacco used is the people's tobacco plantation. With the farming system of intercropping chilli-tobacco farmers would expect increased revenue from farms under its management; but in fact the farm profits earned farmers have not been up this is caused by the peasants in the village of Sukawati yet to implement agri-farming system of intercropping chilli-tobacco proportionally.

LITERATURE REVIEW

Agribusiness management

Agribusiness is a unified business activities that include one or more of the entire chain of production, processing and marketing of which has to do in agriculture in the broad sense; is meant by agriculture in the broadest sense is the business activities that support agricultural activities and business activities are supported by agricultural activities (Soekartawi, 2003). According Suparta (2005) concept of agribusiness system that overall business activity in agriculture are interlinked and mutually dependent on one another, ranging from: (1) subsystems procurement and distribution of the means of production; (2) subsystem farming; (3) The processing and storage subsystem results (agro-industry); (4) The marketing subsystem; and (5) subsystem supporting services.

Supply and Distribution Subsystem Production Facilities

Subsystem procurement and distribution of the means of production are also often referred to as agribusiness upstream (up-stream agribusiness); defined as activities that innovate, producing and distributing agricultural inputs, both the machine tool industry, fertilizers, seeds and drugs to control pests and diseases (Saragih, 1999). Furthermore, according to standardized Bali Province (2010) that includes upstream agribusiness industries that produce capital goods for the agricultural sector such as; Industrial seeds, vegetables, livestock, fish, agrochemical industry and agricultural machinery industry.

Subsystem Farming

According Soekartawi (2003) defines farming as the study of how people allocate existing resources affectively and efficiently for the purpose of obtaining high profits at a certain time. For a farmer, the analysis of income is a measure of the success of a farm run and this income is used to meet the daily needs and even can be used as capital to expand their farming.

Post Harvest Processing Subsystems and Advanced

Subsystem post-harvest and processing continued to work to hold further processing both at primary, secondary and tertiary to reduce shrinkage value or improve the quality of products to meet the needs and tastes of consumers, as well as serve facilitate the marketing of products via the planning of good marketing system (Suparta 2005).

Subsystem Marketing

Agricultural marketing is an activity which aims to improve and develop the activities of marketing a product, we must consider the marketing channels that can be used to distribute the products from producers to consumers. According Khotler, et al., (1992) noted that to achieve the target market, marketers use three types of marketing channels, namely: (1) the channel komonikasi that deliver and receive messages from the proposer; These channels include newspapers, magazines, radio, television, mail, telephone, internet and billboards; (2) the distribution channel to hold, sell or deliver physical products or services to customers or users; and (3) meelakukan service channels for transactions with potential buyers; These channels include warehouses, transportation companies, banks and insurance companies that helped the transaction.

Subsystem Support Services

Subsystem Supporting Services which include: (1) extension; (2) research; (3) information to agribusiness; (4) setting; (5) capital and (6) passive or active transport function is to provide services to the needs of the agribusiness system actors to launch the company's activities and agribusiness systems (Suparta, 2005). Subsystems supporting services is also supporting the activities of pre-harvest and post-harvest which include: (1) means the trade system; (2) banking / credit; (3) extension of agribusiness; (4) farmer groups; (5) agribusiness infrastructure; (6) cooperative agribusiness; (7) SOEs; (8) the private sector; (9) research and development; (10) education and training; (11) transportation and government policies (Herman, 2008).

FRAMEWORK THINK, THE CONCEPT AND RESEARCH HYPOTHESES

Framework for Thinking

Agricultural activity is human efforts to manage natural resources, namely land, water, plants and animals that can be cultivated man to make ends meet to food and energy so that they can live a decent according to the values of civilization and socio-cultural developments.

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Agribusiness management applied in Subak-Subak not be separated from the existing subsystems must be integrated and move together so success rather than agribusiness intercropping be achieved either provitas and production.

Potential Gianyar regency with soil fertility, water resource availability and climatological factors suitable for agricultural activities and supported by the socio-cultural aspects will provide opportunities for the development of agricultural activities. The success in the implementation of the agribusiness in the District Sukawati-Subak Subak especially in the village of Sukawati is expected to support the achievement of the success of agribusiness management at the farm-tobacco intercropped pepper plants.

Conceptual framework

(1) Second order construct subsystems procurement and distribution of production (X1) consists of seven first-order construct, namely: (a) the availability of seeds chili (X1.1); (B) Availability of seed tobacco (X1.2); (C) the availability of fertilizers (X1.3); (D) the availability of pesticides (X1.4); (E) the availability handtraktor (x1.5); (F) the availability of tobacco chopper machine (X1.6); and (g) the availability handsprayer (X1.7) (Figure 3.2).

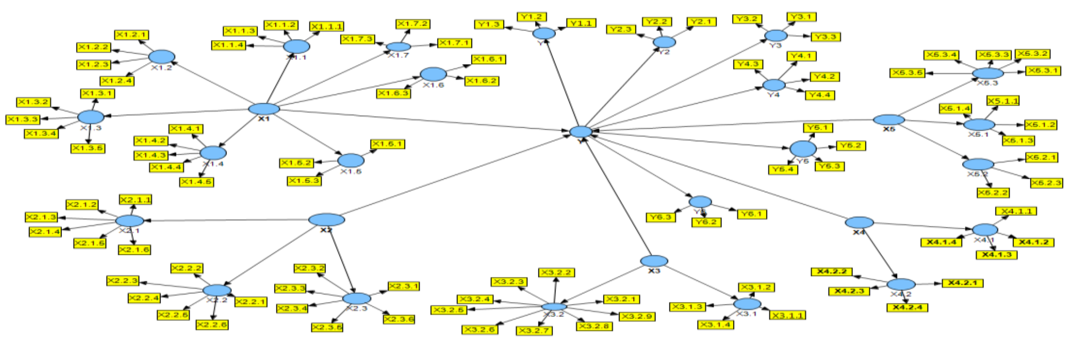

Figure 3.2
Agribusiness System Concepts framework Tumpangsari
Chili-Tobacco

(2) Second order construct farming subsystem (X2) is composed of three first-order construct, namely: (a) farming chilli-tobacco (X2.1); (B) the farm harvest and post-harvest tobacco; and (c) farming chili (X2.2). (3) Second order construct of post-harvest and processing subsystems advanced (X3) consists of two first-order construct, namely: (a) post-harvest handling chili (X3.1); and (b) post-harvest handling and further processing of tobacco (X3.2). (4) Second order construct subsystems marketing results (X4) consists of two first-order construct, namely: (a) the marketing of chili (X4.1); and (b) the marketing of tobacco (X4.2). (5) Second order construct subsystems supporting services (X5) consists of three first-order construct, namely: (a) Extension (X5.1); (B) capital loans (X5.2); and (c) transport (X5.3). (6) Second order construct success rate intercropping chilli-tobacco (Y) in the village of Sukawati consists of six first-order construct, namely: (a) planting chilli-tobacco successful and has been done many times (Y1); (B) the assistance of government subsidies in the form of fertilizer inputs for years (Y2); (C) technically

can improve soil fertility and reduce the pests and diseases (Y3); (D) the development of the rural economy (Y4); (E) job creation (Y5); (F) increased incentives through increased farming production (Y6). The conceptual framework of this research can be seen in Figure 3.2.

Research hypothesis

The hypothesis must be verifiable in this study are:

1. Subsystem procurement and distribution of production contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, Sukawati District of Gianyar regency.
2. Subsystem farming contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, Sukawati District of Gianyar regency.
3. Subsystem advanced post-harvest and processing contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, Sukawati District of Gianyar regency.
4. Subsystem marketing results positively and significantly contribute to the success of intercropping chilli-tobacco in the village of Sukawati, Sukawati District of Gianyar regency.
5. Subsystems supporting services contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, Sukawati District of Gianyar regency.

RESEARCH METHODS

Research sites

The study was conducted in the village of Sukawati, District Sukawati, Gianyar, Bali Province. Research locations purposively.

Population.

The population in this study are all farmers who have applied intercropping chilli-tobacco farming in the period in 2013 and 2014 with 13 water control system with comprehensive consideration of 387 ha, the population in this study were 756 farmers in the village of Sukawati, District Sukawati, Gianyar.

The research sample

The research sample in this study using simple random sampling method; determination of the respondents use the theory formulation Slovin (Sevilla, 1993). In this study, a sample of 90 respondents taken.

The independent variable

In this study, the independent variables include:

(1) Second order construct subsystems procurement and distribution of inputs (X1) was measured with seven first-order constructs are: the availability of seeds chili (X1.1); availability of tobacco seeds (X1.2); availability of fertilizers (X1.3); availability of pesticides (X1.4); availability handtraktor (x1.5); availability of tobacco chopper machine (X1.6); and availability handsprayer (X1.7); (2) The second order construct farming subsystem (X2) were measured with three first order constructs are: chili-tobacco farming (X2.1); farm harvest and post-harvest

tobacco (X2.2); and chili farming (X2.3); (3) The second order construct of post-harvest and processing subsystems advanced (X3) were measured with two first order constructs are: handling pascpanen chili (X3.1); as well as handling paasca advanced harvesting and processing of tobacco (X3.2); (4) The second order construct subsystems marketing results (X4) was measured with two first order constructs are: marketing chili (X4.1); and marketing of tobacco (X4.2); (5) second order construct subsystems supporting services (X5) is measured with three first order constructs are: counseling (X5.1); capital loans (X5.2); and transportation (X5.3).

dependent variables

Dependent variables studied were second order construct the success of agri-farming intercropping chilli-tobacco (Y) consists of seven constructs first order, namely: (1) planting chilli-tobacco successful and has been done many times (Y1); (2) the aid of government subsidies in the form of fertilizer inputs for years (Y2); (3) technically can improve soil fertility and reduce the pests and diseases (Y3); (4) development of the rural economy (Y4); (5) the creation of employment (Y5); (6) increasing farmers' incentives attempted through increased production (Y6).

RESULTS AND DISCUSSION

1. Evaluation of the measurement model (outer model)

(1) Convergent validity

Skala loading under 0.50 was issued later in the re-estimation of the model so that all loading factor value is above or equal to 0.50.

(2) Discriminant validity

All variable has a value AVE is above 0.50 and √AVE value higher than the correlation of the latent variable

(3) Composite reliability

Value composite reliability showed that the highest value is in the construct of the success of agribusiness by 0878 and the lowest value in the procurement and distribution subsystems construct production facilities by 0733.

2. Evaluation of structural models (inner model)

(1) R-square

The test results showed the R-square value for the variable success of intercropping chilli-tobacco amounted to 0.432 relatively moderate (Chin, 1998).

(2) Prediction relevance

Based on test results obtained value of 0.18 Q2 (Q2 = 1- (1-R2) Q2 value above zero provides evidence that the model has predictive relevance.

Description of Research Results

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Procurement and distribution of the means of production

Achievement scores from highest availability chili seeds obtained from indicators of punctuality in memdapatkannya which is an average of 4.03 (80.66%) is high and the lowest rice with the average value of 3.16 (63.33%) is classified as moderate; This means the farmers get seeds chili field is very easy to get.

Availability of seed tobacco shows that the average value of the highest score obtained in getting the seeds are in accordance with the required amount is 4.24 (84.88%) and the lowest in price with a value of 3.68 (73.77%); but overall in getting tobacco seed is high with an average value of 3.98 (79.61%); this means in getting tobacco seeds are very easy to obtain.

Availability of fertilizers like shows that the average value of the highest scores obtained on the availability of fertilizer in the right dose is 3.74 (4.88%) and the lowest in price with a value of 3.05 (61.11%) were medium category; but overall in getting fertilizer is high with an average value of 3.58 (71.60%); this means in getting fertilizer for intercropping chilli-tobacco easy to get.

The availability of pesticides showed good indicator of quality of pesticides has the average value of the highest score of 4.02 (80.44%) and the lowest at that price with the value of 3.92 (78.44%); but overall in getting the pesticide is high with an average value of 3.95 (79.06%); this means the availability of pesticides in both the element of timeliness, number of needs, types of needs, quality and price in the market is easy to obtain.

The availability of handtraktor showed that in cultivating the land in a timely element to score the highest score is 3.56 (71.33%), where the availability handtraktor with the required amount is enough land area of needs that exist with a score of 3.38 (67.77%). On average availability will handtraktor including high category with a value of 3.94 (69.85%); meaning that the process is easy to obtain land handtraktor according to need.

Availability will be the engine chopper tobacco, using elements of timeliness in getting the highest score of 3.72 (74.44%) is high, the lowest on the quality of the engine with a value of 3.38 (67.77%) were classified as moderate; overall availability of tobacco chopper machine to get the value of 3.51 (70.22%) is high. This means that in terms of availability of tobacco chopper machine is easy to obtain at the time of use

Availability will handsprayer element of timeliness in use to get the highest score is 3.88 (77.77%) is high, the lowest on the quality of the goods with a value of 3.55 (71.11%) is high; overall availability handsprayer get a value of 3.74 (74.81%) is high. This means that in terms of availability handsprayer easy to obtain when using it.

Chili-tobacco farming

The cost of nurseries and nursery chili-highest tobacco carried by eight (8.88%) respondents with a range of Rp 107,000 s / d 121,000 categorized as very high; while 17 (18.88%) of respondents with a cost range of 50,000 s / d 64,000 with very low category; the overall cost of nurseries and nursery chilli-tobacco obtained average value of US $ 80 600 fee includes the category of being; it is the average farmer did nurseries and nursery done simply.

Cost tillage chili-highest tobacco carried by four (4.44%) of respondents with a range of costs > Rp 950.000 s / d 1.17 million with very high category; while 15 (16.66%) of respondents with a range of costs 70,000 s / d 290,000 categorized as very low; the overall cost of processing land-tobacco chili obtain the average value of Rp 494 500 including the low category; this means farmers who cultivate the soil slightly tillage perfectly.

Cost-highest tobacco planting chili made by two (2.22%) of respondents with a range of costs > Rp 586,000 s / d 700,000 categorized as very high; while 25 (27.77%) of respondents with a range of costs Rp 130,000 s / d 244,000 categorized as very low; overall, the cost of planting chilli-tobacco obtained average value of Rp 314 900 including the low category; means intercropping chilli-tobacco farmers in the village of Sukawati has been able to reduce the cost of planting chilli-tobacco.

Maintenance costs chili-highest tobacco carried by one (1.11%) respondents with a range > cost Rp 3.2 million s / d 3,900,000 categorized as very high; while 88 (97.77%) of respondents with a range of costs Rp 400,000 s / d 1,100,000 categorized as very low; overall maintenance costs chilli-tobacco obtain the value of the average cost of Rp 730 300 include the category is very low; means the maintenance costs consist of the cost of fertilizer, the cost of weeding, watering costs, the cost of spraying and pruning costs can already be controlled and suppressed by intercropping chilli-tobacco farmers.

The cost of cleaning the former highest tobacco plants were conducted by two (2.22%) of respondents with a range of costs > Rp 178,000 s / d 210,000 categorized as very high; while 23 (25.55%) of respondents with a range of costs Rp 50.000 s / d 82,000 with very low category; overall, the cost of cleaning the former tobacco plants obtained average value of Rp 108 800 including the low category where farmers have been able to reduce the cost of cleaning secondhand tobacco plants.

Fixed costs chili-highest tobacco farming is done by six (6.66%) respondents with a range > cost Rp 1.2 million s / d 1,450,000 categorized as very high; while 19 (21.11%) of respondents with a range of costs Rp 200,000 s / d 450,000 categorized as very low; overall fixed costs of farming chilli-tobacco obtain the value of the average cost of USD 722 900, including the category of moderate means fixed costs consist of depreciation of tools, dues Subak, loan interest and taxes is a burden cost burden of farmers, where farmers are less able to suppress it because related to government policy and civil society organizations, but still remains at the stage of reasonableness.

Farm harvest and post-harvest tobacco

In Table 5:20 shows that the highest cost of the tobacco harvest is done by six (6.66%) respondents with a range > cost Rp 773 600 s / d 952,000 categorized as very high; while 23 (25.55%) of respondents with a range of costs Rp 60,000 s / d 238 400 with very low category; the overall cost of the tobacco harvest obtain an average value of Rp 359,000 including costs low category; means the cost of tobacco crop has been able suppressed as low as possible by intercropping chilli-tobacco farmers in the village of Sukawati.

Cost before the highest shredded tobacco carried by four (4.44%) of respondents with a range of costs > USD 1.7616 million s / d 2.142 million with very high category; while 34 (37.77%) of respondents with a range of costs Rp 240,000 s / d 620 400 categorized as very low overall cost of tobacco chopped before obtaining the average value of Rp 833,000 including low category means the cost which consists of cleaning midrib of tobacco, curing, and rolling has been able reduced as low as by farmers in the village of Sukawati.

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Cost perajangan and after the highest shredded tobacco conducted by three (3.33%) of respondents with a range of costs > Rp 2.278 million s / d 2.784 million with very high category; while 10 (11.11%) of respondents with a range of costs Rp 254,000 s / d 760,000 categorized as very low; the overall cost of tobacco chopped perajangan and after obtaining the value of the average cost of USD 1.2075 million including low category.

The highest tobacco fertilizer costs carried by one (1.11%) of respondents with a range of costs > USD 7.8216 million s / d 9.722 million with very high category; while 88 (97.77%) of respondents with a range of costs Rp 220,000 s / d 2120. 000 with very low category; the overall cost of tobacco fertilizer obtain the value of the average cost of USD 822 500, including very low category means fertilizer costs incurred by farmers to cultivate tobacco plants mostly just using urea fertilizer alone because of fluctuations in the price of tobacco is decreasing.

Cost of the highest tobacco pesticides carried by one (1.11%) of respondents with a range of costs > Rp 687 400 s / d 850,000 categorized as very high; while 85 (94.44%) of respondents with a range of costs Rp 37,000 s / d 199 600 with very low category; the overall cost of pesticides tobacco scored average cost Rp 110.500 include the category is very low because of the more frequent activities of the government in the form of Field School Movement Integrated Pest Management (SLGHP) do so in membrantas pest of tobacco is directed and controlled by utilizing natural enemies first before doing Pembrantasan chemically, in addition to the many retailers of pesticides in the village of Sukawati.

The highest transport costs carried by the tobacco (1.11%) of respondents with a range of costs > Rp 330,000 s / d 400,000 categorized as very high; while 23 (25.55%) of respondents with a range of costs Rp 50.000 s / d 120,000 categorized as very low; the overall cost of transportation of tobacco scored average cost Rp 164,000 including low category means that farmers have been able to reduce the transport costs of tobacco by using the means motorcycle.

chili farming

The highest maintenance costs chili performed by one (1.11%) of respondents with a range of costs > Rp 5.432 million s / d 6.7 million categorized as very high; while 89 (98.88%) of respondents with a range of costs Rp 360,000 s / d 1.628 million with a very low category; overall maintenance costs chili obtain the value of the average cost of US $ 667 400 which include the category of extremely low; means the cost of fertilizing, weeding, watering, and spraying pepper plant has been able to be pressed by a farmer in the village of Sukawati.

The highest costs chili harvest is done by four (4.44%) respondents with a range > cost Rp 13.14 million s / d 16.2 million with very high category; while 27 (30.00%) of respondents with a range of costs Rp 900,000 s / d 3.96 million with a very low category; the overall cost of harvesting chili obtain the average value of US $ 6.0265 million including the cost of low category.

The highest costs chili seeds carried by one (1.11%) of respondents with a range of costs > Rp 164,000 s / d 200,000 categorized as very high; while 21 (23.33%) of respondents with a range of costs Rp 20,000 s / d 56,000 with very low category; the overall cost of purchasing seeds chili obtain the value of the average cost of US $ 77 850 including low category means for using local seed varieties of chili farmer in the village of Sukawati able to get relatively cheaper price with best quality and quality.

The highest cost of fertilizer chili performed by one (1.11%) of respondents with a range of costs > Rp 2.269 million s / d 2.79 million with very high category; while 77 (85.55%) of respondents with a range of costs Rp 185,000 s / d 706. 000 with very low category; the overall cost of fertilizer chili obtain the value of the average cost of USD 568 500, including the category of very low due to the inputs of fertilizer procurement is handed over to the cooperative so that the price is relatively cheap to obtain, as it also because he often did activities Field School of Integrated Crop Management (SLPTT) application of fertilizer use more purposeful and proper use.

The highest pesticide costs chili made by two (2.22%) of respondents with a range of costs > Rp 284 000 s / d 352 500 with a very high category; while 21 (23.33%) of respondents with a range of costs Rp 10,000 s / d 78,500 with very low category; the overall cost of the purchase of pesticides chili obtain the value of the average cost of Rp 110.500 including low category.

Chili highest transport costs carried by six (6.66%) of respondents with a range of costs > Rp 1.619 million s / d 2,000,000 categorized as very high; while 19 (32.22%) of respondents with a range of costs Rp 95.000 s / d 476. 000 with very low category; overall transport costs chili obtain the value of the average cost of US $ 781 500 including the low category.

Post-harvest and further processing

Post harvest handling chili showed that the average value of the highest score obtained in the cleaning chilies ie 3.96 (79.33%) with a high category and the lowest on the selection of chilies into quality classes with a value of 3.93 (78.66%) is high; but overall in post-harvest handling chili obtain an average value of 3.94 (78.94%) with a high category, where farmers have been able to handle post-harvest chili properly so that no damage.

Post harvest handling and further processing of tobacco shows that the average value of the highest score obtained in the mixing result of chopped tobacco leaves are 4.51 (90.22%) with a very high category and the lowest in the folding of the results of chopped tobacco with a value of 3.93 (78 , 66%) is high; but overall in post-harvest handling and further processing of tobacco obtained average value of 4.29 (85.95%) with a very high category; means farmer in the village of Sukawati was used to carry out post-harvest chili-tobacco properly.

Marketing results

Marketing chili highest average value obtained at the information chilli prices are 1.75 (43.75%) including a lower category; pricing chili has the lowest value is 1.13 (28.33%) were categorized as low; the general marketing of chili has a value of 1.58 (39.71%) were categorized as low; this is due to marketing chili seen from the aspect of sales area, where most sales are still in sekup between local villages through the collector and the regulars who had been there many years, the pricing of chili is still left to the market and market information pepper prices are still less intensive obtained ,

Tobacco marketing the highest average value obtained on tobacco price information is 1.94 (48.61%) medium category; pricing of tobacco has the lowest value is 1.45 (36.38%) were categorized as low in general marketing of tobacco has a value of 1.72 (43.19%) were categorized as low; this is due to tobacco marketing from the aspects of sales area, where most sales are still in sekup between local villages through collecting, pricing chili is still left to the market and market information tobacco prices have started to change, where farmers have started sensitive to this information berpluktuasinya along with the price of tobacco, where the information was obtained through agricultural extension, farmer groups are held nearly every week extension or when there is the agricultural extension and plantations.

Supporting services

Extension highest average value obtained on the benefits of extension activities namely 4.08 (81.77%) were high; The most successful education institution has the lowest value is 3.70 (74.00%) were categorized as high; general support services such as counseling to get an average value of 3.88 (77.71%) with a high category; outreach activities undertaken by the agricultural extension are considered very helpful, active, and mastery of the material as compared to the presence of other private extension.

Capital loans have the highest average value obtained on credit resources to do multiple cropping ie 3.58 (71.77%) were high; limit credit loans have the lowest value is 2.48 (49.77%) were categorized as low; capital loans generally get an average value of 3.18 (63.84%) with moderate category; meaning that the problem of capital to farm-tobacco intercropping chili is easy to obtain, besides being an educator to disseminate the Bank's access to credit from the Government.

Transportation highest average value obtained on the transport facilities such as cars and motorcycles are 3.61 (72.22%) were high; the physical condition of farm roads have the lowest value is 2.91 (58.22%) were medium category; this is due to the transport supporting services such as cars or motorcycles to transport the means of production, agricultural output is dujumpai whereas physical kodisi farm roads is not good so necessary improvements; overall subsystem supporting services included into high category with a score of 3.42 (68.70%); extension services, credit capital, transportation is readily available.

Variable success of agri-tobacco intercropping chilli

Planting tobacco chili-managed and has been done many times, elements multicropping chilli-tobacco crops as a substitute to score the highest score is 3.94 (78.88%) were categorized as high, the lowest in the interest of farmers to change intercropping chilli-tobacco with other intercropping pattern ie with scores of 3.91 (78.22%) were classified as high anyway; the overall success of planting chilli-tobacco managed to have an average value score of 3.92 (78.59%) is high; indicates multicropping chilli-tobacco is done in order to replace the crops after the rice plants to regulate the distribution of water in addition to regulate the planting patterns that increase soil fertility and pest be decreased.

The participation of the government subsidized fertilizer for many years participated contributed the success of agri-tobacco intercropping chilli, organic fertilizer aid elements to score the highest score is 4.45 (89.11%) were categorized as very high, the lowest on the help of NPK fertilizer is to score value of 3.97 (79.55%) is high; overall the assistance of government subsidies to get a score value of 4.20 (84.14%) were categorized as high; meaning that the government's attention both central and local governments in terms of excellent fertilizer aid to farmers in the village of Sukawati.

Variable technically can improve soil fertility and decrease the pest to the success of agri-tobacco chilli intercropping, soil fertility indicators be further improved with the help of fertilizers from the government to get the score the highest score is 3.98 (79.77%) were categorized as high, lowest in chilli-tobacco use to make organic pesticide that is with scores of 3.65 (73.11%) is high; overall technical variables can improve soil fertility and reduce the pest to get a score value of 3.82 (76.44%) were categorized as high; with the help of fertilizers from the government, do intercropping chilli-tobacco and utilization for making organic pesticides will assume farmers can improve soil fertility and lowers pest primarily on organic fertilizer aid.

Variable rural economic development, the creation of indicators that independent farmers' cooperatives to score the highest score is 4.35 (87.11%) were categorized as very high, the lowest on the creation of savings and loan unit in kelompoktani ie with scores of 2.11 (42, 22%) is relatively low; the overall development of rural economic variables to get a score average value of 3.82 (73.10%) were categorized as high. The creation of cooperatives dikelompoktani airport activity limited only saprotan form of fertilizer alone with no airport savings and loan; community development activities of small and medium enterprises can be evidenced by the proliferation of local entrepreneurs local villages as collectors chili-tobacco crops.

Variable creation of jobs, kelompoktani indicator has succeeded in creating job opportunities for farmers to score the highest average score is 4.55 (91.11%) were categorized as very high, lows in kelompoktani has successfully created youth groups active farmer is to scores average value of 3.73 (74.66%) is high; overall variable job opportunities to score an average value of 4.25 (85.16%) were categorized as very high. Job creation has been considered successful against intercropping chilli-tobacco with proven through harvesting chilli and pemrosesaan tobacco leaves begin harvesting, removal of midrib, curing, rolling, perajangan, drying, mixing, folding and wrapping the results of chopped tobacco, at this stage all uses wage costs within the family or outside the family, both men and women.

Variable increasing incentives to farm through increased production, kelompoktani indicator has managed to increase farm production to score the highest average score is 4.44 (88.88%) were categorized as very high, lows in kelompoktani have succeeded in doing that with a score of farming efficiency the average value of 3.06 (61.33%) were classified as moderate; overall variable incentives rising farming through increased production to score an average value of 3.95 (79.18%) were categorized as high.

The role of the success of the Agribusiness System Tumpangsari Chilli-Tobacco

1. The role of procurement and distribution subsystems to the success of the agribusiness production intercropping chilli-tobacco

The coefficient of path parameters obtained from the role subsystems procurement and distribution of inputs (X1) on the success of intercropping chilli-tobacco (Y) amounted to 0,201 with the value t count 4.578> 1.988 (t-table) at a significance level of 5%; this shows that the hypothesis subsystems procurement and distribution of the means of production contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar provable. Subsystem procurement and distribution of chilli-tobacco production facilities including high-value category average score of 3.70 (74.19%), which means that the availability of seed, fertilizer availability, availability of pesticides, availability handtraktor, chopper machine availability, and availability handsprayer in doing agribusiness farming intercropping chilli-tobacco in the village of Sukawati easily obtained ..

2. The role of farming subsystem to the success of intercropping chilli-tobacco

Subsystem farming contribute positively to the success of intercropping chilli-tobacco. The coefficient of path parameters derived from farming subsystem relationship (X2) on the success of intercropping chilli-tobacco (Y) of 0.117 with value t count 2,387> 1,988 (t-table) at a significance level of 5%; This case shows that the hypothesis subsystem farming and real positive role towards the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar provable. Judging from the average score of the cost of farming peasants who did farm agribusiness chili-tobacco in the village of Sukawati has an average value very low to moderate means farmers intercropped chili-tobacco in the village of Sukawati been able to keep costs as low inside do intercropping chilli-tobacco farming.

3. The role of post-harvest and processing subsystem further the success of intercropping chilli-tobacco.

Post-harvest and processing subsystem further contribute positively to the success of intercropping chilli-tobacco. The coefficient of path parameters obtained from the relationship of post-harvest and processing subsystems advanced (X3) on the success of intercropping chilli-tobacco (Y) of 0.241 with value t count 4,813> 1,988 (t-table) at a significance level of 5%; This case shows that the hypothesis of post-harvest and processing subsystem further contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar provable. Post-harvest and processing subsystem further chili-tobacco were high with the average value score of 4.11 (82.44%); means intercropping chilli-tobacco farmers in the village of Sukawati been able to carry out post-harvest and processing of chili-tobacco advanced well.

4. The role of marketing subsystems to the success of intercropping chilli-tobacco

Subsystem marketing of a positive role in the success of intercropping chilli-tobacco. The coefficient of path parameters obtained from relationship marketing subsystem results (X4) on the success of intercropping chilli-tobacco (Y) amounted to 0,153 with value t count 3.474> 1.988 (t-table) at a significance level of 5%; This case shows that the hypothesis marketing subsystems contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar provable. Chili-tobacco marketing subsystems including low category with an average value score of 1.65 (41.45%); this is due to aspects of the sales area is still mostly between villages, mostly in the collecting point of sale, the price is still determined by the market, the market is less intensive information obtained.

5. The Role subsystem supporting services to the success of intercropping chilli-tobacco

Subsystems supporting services contribute positively to the success of intercropping chilli-tobacco. The coefficient of path parameters obtained from the relationship subsystem supporting services (X5) on the success of intercropping chilli-tobacco (Y) of 0.437 with value t count 6.437> 1.988 (t-table) at a significance level of 5%; This case shows that the hypothesis subsystem supporting services and real positive role towards the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar provable. Subsystems supporting services, including high-value category average score of 3.42 (68.70%); it means that a

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subsystem supporting services that include counseling, credit capital and transport in the village of Sukawati already running and well coordinated.

Based on the role of exogenous construct the endogenous constructs shown in Figure 5.1 can be seen how big a role directly between exogenous constructs against endogenous constructs.

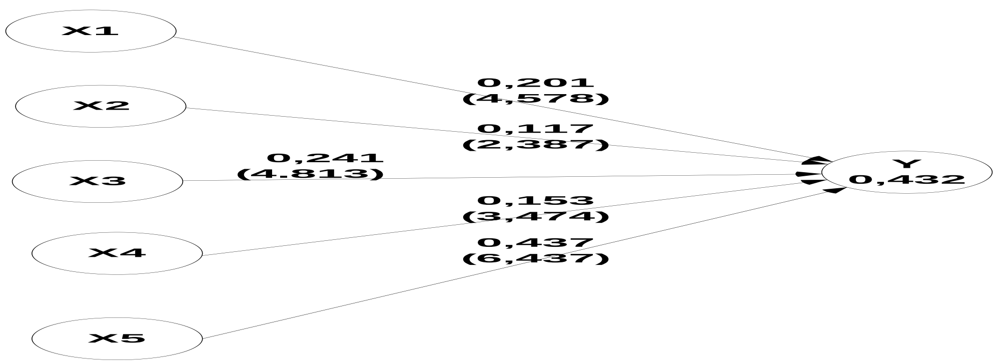

Figure 5.1
Structural Model Role Construct Construct Against Exogenous Endogenous

Direct role subsystems procurement and distribution of the means of production amounted to 0,201, a direct role subsystems farming amounted to 0.117, a direct role subsystems post-harvest and advanced processing of 0.241, a direct role subsystems marketing results by 0,153, a direct role supporting services amounted to 0.437 in the success of agribusiness intercropping chilli-tobacco , Of the five factors, subsystems supporting services have a direct role relatively greatest (0.437) on the success of intercropping chilli-tobacco.

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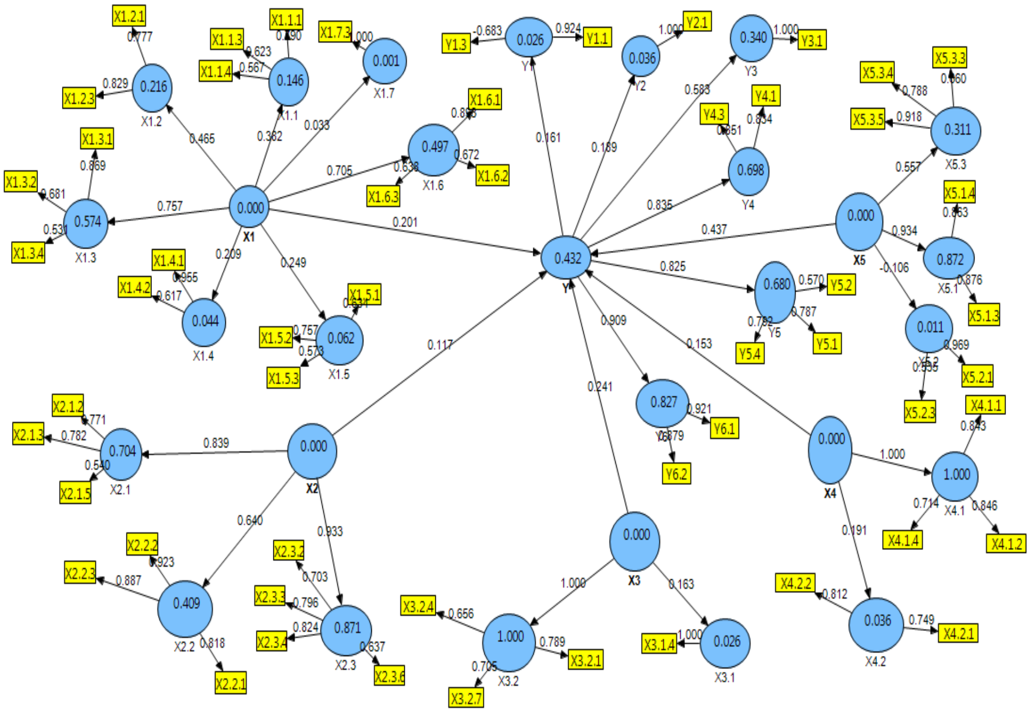

Figure 5.2
Structural Research In Overall

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the analysis and discussion, it can be concluded:

1. Subsystem procurement and distribution of the means of production contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar.
2. Subsystem farming contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar.
3. Subsystem advanced post-harvest and processing contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar.
4. Subsystem marketing results positively and significantly contribute to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar.
5. Subsystems supporting services contribute positively and significantly to the success of intercropping chilli-tobacco in the village of Sukawati, District Sukawati, Gianyar.

Suggestion

Based on the results of the discussion, conclusions and facts on the ground related to the results of this research can be submitted several suggestions, as follows:

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1. Education in the form of informal farmer field school and training are required should be improved to keep pace with the most formal education elementary school graduate or equivalent, so that the application of the system could be better agribusiness.
2. Farmers group who have formed cooperatives, which serve only N fertilizer inputs can cooperate with local villagers to form village-owned enterprises (BUMDES) are able to market the chilli-tobacco that price stability can be maintained.
3. Other studies with models of different variables that need to be done in order to obtain the value of R-Square better.

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COMPARATIVE OF FINANCIAL PERFORMANCE COMPANY ASTRA AGRO LESTARI TBK LISTED IN INDONESIA STOCK EXCHANGE INDEX LQ45

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Abstract. This study aims to analyze the financial performance of the company Astra Agro Lestari (AALI) Tbk Listed on the Indonesia Stock Exchange LQ45 Index based on the ratio analysis of Return On Assets (ROA), Return On Equity (ROE), Gross Profit Margin (GPM), and Net Profit Margin (NPM). The selection of Astra Agro Lestari (AALI) is done by purposive sampling technique with the consideration of PT Astra Agro Lestari Tbk (AALI) listed in Indonesia Stock Exchange issuer / index LQ 45 has good financial performance and has Provide financial statements as of December 2012 until June 2016.

The data used are qualitative data, and quantitative data. The data source used is secondary data. Data collection method is done by documentation study, with data analysis used is ratio analysis that is ROA, ROE, GPM, NPM. Based on the results of the analysis shows that the level of financial performance of Astra Agro Lestari (AALI) Tbk listed on the Indonesia Stock Exchange LQ45 Index from 2012, 2013, 2014 year 2016 to June amounted to 3.21.

Furthermore, the ratio of ROE (%) of 2012 amounted to 26.91, the year 2013 of 18.55, the year 2014 of 22.16, the year 2015 of 5.95, and the year 2016 to June amounted to 4.96. The ratio of GPM (%) in 2012 is 37.68, the year 2013 is 32.21, the year 2014 is 30.37, the year 2015 is 23.60, and the year 2016 until June reaches as high as 21.03. While for NPM (%) in 2012 is 21.79, in 2013 of 15.02, in 2014 is equal to 16.08, in 2015 of 5.33, in 2016 to June reached 12.84. Based on the results of the analysis and discussion, it can be concluded that the financial performance of PT Astra Agro Lestari Tbk (AALI) during the last five years fluctuated and has a downward trend.

Keywords: *Financial Performance, ROA, ROE, GPM, NPM.*

I. INTRODUCTION

Indonesia is a country with a very large and very fertile agricultural area, even the largest in the world: //www.deptan.go.id/ renbangtan / concept of agricultural development.pdf, Accessed, February 2012). However, it is very ironic to note from the growing number of companies engaged in agriculture (agribusiness companies) when compared with manufacturing companies listed on the Indonesia Stock Exchange (IDX), the amount is relatively small. Of the 45 companies listed on the Indonesia Stock Exchange Issuer LQ45, only 4 (four) companies engaged in agribusiness that is AALI (Astra Agro Lestari Tbk.) A company engaged in agriculture, CPIN (Charoen Pokphand Indonesia Tbk.) Engaged in the field Production of livestock feed, LSIP (PP London Sumatra Indonesia Tbk.) Is engaged in agriculture, UNSP (Bakrie Sumatera Plantation Tbk.) Is engaged in agriculture. This information is obtained from the website www.idx.co.id.

The low interest of investors to invest in agribusiness companies may be due to the low profits that can be obtained from the business, or perhaps because it already knows from the development of stock sales in Indonesia Stock Exchange, especially seen from the ability of companies in gaining profits,

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thus affecting investors To invest both money and capital in fixed assets. One of the information that can indicate the advancement of a company is the financial statements. "The financial statements are reports that indicate the company's financial condition at this time or in a certain period" Kashmir (2011). In order for financial statements to be more meaningful so that can be understood and understood by various parties, it is necessary to analyze financial statements (Cashmere,2011).

The results of financial statement analysis will also provide information about the weaknesses and strengths of the company. By knowing the weaknesses of the company, management will be able to fix or cover up those weaknesses. Then the strength of the company must be maintained or even improved. This power can be further capitalized in the future. Given the weaknesses and strengths, will be reflected the performance of management during this (Cashmere,2011).

According to Irham (2011) that financial performance is an analysis conducted to see how far a company has implemented by using the rules of financial implementation properly and correctly. Performance appraisal of the company can be done based on analysis of company's financial ratios including liquidity ratio, rentability ratio, solvency ratio. (Lukman, 2007) According Syafaruddin, (1994: 107), that: "Financial ratio is a tool that is expressed in terms of relative or absolute that explains a certain relationship between the numbers with the other numbers in the financial statements.Wiagustini (2010: 37) states that: "Financial performance analysis can be used as a financial planning and control framework". Performance measurement is defined as "performing measurement" is the qualification and efficiency of a company or segment or effectiveness in business operations during the accounting period (Dennybagus, 2009).
Comparative financial performance is the comparison of business results obtained by PT Astra Agro Lestari Tbk (AALI) in using all assets, long-term debt and capital to generate profit through financial statement analysis showing the increase and decrease in percentage from 2012 to June 2016.

Among agribusiness companies, it is very interesting to conduct research on Astra Agro Lestari Tbk. (AALI) engaged in agriculture. The comprehensive income statement achieved by the company in 2012 until June of 2016 which is used as the basis for calculation of company performance as follows.

INCOME STATEMENTS	Dec-12	Dec-13	Dec-14	Dec-15	Jun-16
Total Revenues	11,564,319	12,674,999	16,305,831	13,059,216	6,344,601
Growth (%)		9.60%	28.65%	-19.91%	
Cost of Revenues	7,206,837	8,592,003	11,352,975	9,977,118	5,010,331
Gross Profit	4,357,482	4,082,996	4,952,856	3,082,098	1,334,270
Expenses (Income)	832,589	1,484,383	1,271,019	1,906,585	254,765
Operating Profit	-	-	-	-	-
Growth (%)					
Other Income (Expenses)	-	-	-	-	-
Income before Tax	3,524,893	2,598,613	3,681,837	1,175,513	1,079,505
Tax	1,004,627	694,729	1,059,765	479,829	264,623
Profit for the period	2,520,266	1,903,884	2,622,072	695,684	814,882
Growth (%)		-24.46%	37.72%	-73.47%	

Resource: Pusat Referensi Pasar modal (PRPM), www.idx.co.id

Based on the background, it is very interesting to examine "Comparative Financial Performance of Astra Agro Lestari Tbk. (AALI) from 2012 to June 2016, as one of the listed Agribusiness Companies in Indonesia Stock Exchange Issuer / LQ45 Index ". With two problems are: a. How Financial Performance of Astra Agro Lestari Tbk. (AALI) from 2012 to June 2016 listed on the Indonesia Stock Exchange Issuer / LQ45 Index? ", B. Financial performance of which year is best in Astra Agro Lestari Tbk. (AALI) from 2012 to June 2016 listed on the
Indonesia Stock Exchange Issuer / LQ45 Index? ".

The purpose of this study is to analyze : Financial Performance of Astra Agro Lestari Tbk. (AALI) from 2012 to June 2016 listed on the Indonesia Stock Exchange Issuer / LQ45 Index. The best Financial Performance in Astra Agro Lestari Tbk. (AALI) from 2012 to June 2016 listed on the Indonesia Stock Exchange Issuer / LQ45 Index.

II.METHODOLOGY

This research was conducted at PT Astra Agro Lestari Tbk (AALI) listed on Indonesia Stock

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Exchange issuer / index LQ 45. The data collection time is from March to June 2016, data taken from Indonesia Stock Exchange accessed via internet .

Based on the number of agribusiness companies listed on the Indonesia Stock Exchange, there are 4 companies and one of them is PT Astra Agro Lestari Tbk (AALI) listed on the Indonesia Stock Exchange issuer / index LQ 45. Selection of PT Astra Agro Lestari Tbk (AALI) By purposive sampling technique with the consideration of PT Astra Agro Lestari Tbk (AALI) listed on Indonesia Stock Exchange issuer / index LQ 45 has good financial performance and has provided financial report as of December 2012 until June 2016.

Data collection techniques in this study was conducted by documentation study that is by accessing and studying the financial statements of PT Astra Agro Lestari Tbk (AALI) related to research through internet with http://www.idx.co.id site.

Data analysis used in this research is descriptive data analysis and comparative method. Descriptive method is a research that is intended to give description and explain the state of the company in the past are described through the financial statements.

The comparative method is the method used to compare the performance of PT Astra Agro Lestari Tbk (AALI) listed on Indonesia Stock Exchange issuer / LQ 45 index from 2012 until June 2016 so that it can generate conclusion.

III. RESULT AND DISCUSSION

1. Financial performance of Agribusiness Company Astra Agro Lestari Tbk. (AALI) Performance of Agribusiness Company AALI (Astra Agro Lestari Tbk.) Company engaged in agriculture during 2012 to June 2016 as follows.
   a. ROA in 2012 by 20.29%, 2013 by 12.72%, by 2014 by 14.13%, and by 2015 by 3.23% and in June 2016 by 3.21%.
   b. The 2012 ROE is 26.91%, the year of 2013 is 18.55%, the year 2014 is 2.16%, and the year 2015 is 5.95% and in June of 2016 it is 4.96%.
   c. GPM achieved in 2012 amounted to 37.68%, in 2013 of 32.21%, by 2014 by 30.37% and by 2015 by 23.60% and in June of 2016 by 21.03%.
   d. NPM in 2012 is 21.79%, in 2013 of 15.02%, in 2014 is 16.08%, as well as in 2015 of 5.33% and in June of 2016 of 12.84%.
2. Comparison Financial performance of Agribusiness Company Astra Agro Lestari Tbk. (AALI) Comparison of financial performance of Agribusiness Company Astra Agro Lestari Tbk. (AALI) listed on the Indonesia Stock Exchange Issuer / LQ45 Index as follows.

RATIOS	Dec-12	Dec-13	Dec-14	Dec-15	Jun-16
ROA (%)	20.29	12.72	14.13	3.23	3.21
ROE (%)	26.91	18.55	22.16	5.95	4.96
GPM (%)	37.68	32.21	30.37	23.60	21.03
NPM (%)	21.79	15.02	16.08	5.33	12.84

IV.CONCLUSION

Based on the results of the analysis and discussion can be summarized as follows:

1. Financial performance of Agribusiness Company Astra Agro Lestari Tbk. (AALI) listed on the Indonesia Stock Exchange Issuer / LQ45 Index from 2012, 2013, 2014, and 2015 and June of 2016 fluctuates and has a declining trend
2. Ompas Financial Performance of Astra Agro Lestari Tbk. (AALI) listed on the Indonesia Stock Exchange Issuer / LQ45 Index is the best performance in 2012 with the ratio of ROA is 20.29%, ROE of 26.91%, GPM of 37.68% and NPM reaches 21.79% .

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Strategy to Improve Nursing Students' Self Directed Learning Readiness in Central Kalimantan Indonesia

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Abstract. Objective: The study objective was to improve Central Kalimantan nursing students‘ self-directed learning readiness. Many studies have documented the need for nursing students to be prepared for the rapidly changing and complex health care environment. Lifelong learning identified as an important ability for nursing graduates because new knowledge and technologies created at increasingly rapid pace. Today nursing students must possess skills to achieve knowledge under rapidly changing condition where knowledge quickly becomes obsolete. **Method**: The study used a non-equivalent control group design with pre and post-test of an intervention and control groups. Simple random sampling used to select an intervention school and control school. The sample was 2nd year nursing students with 47 in the intervention school and 54 in control school. A pre-post test questionnaire using Self Directed Learning Readiness Scale (SDLRS) used to collect students‘ readiness for self-directed learning (SDL). An educational intervention program was developed, implemented and evaluated. **Results:** For majority of students readiness for SDL was ―below average‖. The introduction SDL concepts through an educational intervention program improved the level of readiness for SDL in the intervention group from ―below average‖ to ―average‖ compared to the control group who remained in the ―below average‖ range at the end of study. **Conclusions:** The study has potential to make a significant contribution to nursing educations in Central Kalimantan by promoting lifelong learning and SDL in nursing students through the development of innovative curricula and teaching learning practices.

Keywords**:** Self Directed Learning; Nursing Education; Lifelong Learning; Central Kalimantan.

I. Introduction

Rapid changes in health care environment have many implications for nursing education and nursing practice. More changes are predicted in coming decades such as increasing complexity of modern health care, and technology prolonging the individual‘s life span. The rapidity of knowledge change has resulted in knowledge become obsolete. People need to keep learning in response to the rapidity changing so they can keep abreast of knowledge and technological changes. Lifelong learning is important in rapid global changes and self directed learning is one strategy for lifelong learning and it can be used as a tool to prepare people to adapt with rapid global changes [1].

Self directed learning is not a new concept in adult learning. Educations in developed countries have already applied self directed learning (SDL) concept and have used varieties of technologies in learning [2]. Adult are self directed and able to take responsibility for their-own decisions. SDL readiness is essential for lifelong learning and professional development; however it has not been emphasized in nursing education. SDL requires students to be more active in their learning. Instructional methods to improve SDL readiness such as reflection, learning plans and asking critical questions can encourage students to take a deep approach to learning. Therefore, deep learning is more likely if students a more SDL in learning. Strategies are needed to move student away from their past traditional learning style to a more self-directed approach ([2], [3]).

The aim of teaching is simple –to enable students to learn and teaching always involves attempts to change students‘ understanding ([3], [4]). As ([3], [4]) further states that learning occurs because of what the students do, and that skilled teaching and design of teaching and learning activities can encourage student activity. However attitude to knowledge influences by individual teachers about what teaching is and what learning is. [5]. Assumptions about what learning is, and how it occurs, will influence the selection of activities teachers use to facilitate their students‘ learning. According to [5] knowledge and learning vary along a continuum. One end of the continuum, knowledge is seen as a relatively fixed and circumscribed form of ―wisdom‖ and learning is about conserving and transferring the wisdom. Teachers who perceive that knowledge is fixed will view teaching as the transmission of information and skills. This form of teaching encourages students to memorize and simply replicate the knowledge provided by teachers. Both the students and the teachers perceive the teachers as the exclusive or main source of knowledge. This certainly leads to teacher-centre approach. For example, high course contact hours and excessive amounts of course materials can mean students lack the opportunity to pursue subject in depth. As in [5] many Asian cultures including Indonesia place greater emphasis on conserving attitude to knowledge than western culture.

At the other end of the continuum knowledge is not bounded but is constantly being created. Learning in this context is seen as an extension and applying of knowledge in new and different ways. Reference [5] make the point that those teachers who place a greater emphasis in knowledge creation will perceive problem solving, critical thinking, and reflection to be greater importance than simple imitation and replication. Figure 1 shows influence of cultural attitudes to knowledge on teaching and learning strategies.

Attitude to knowledge Learning approaches		Conserving ↔ Reproductive ↔	Extending ↔ Analytical ↔	Creating Speculative
Teaching strategies	Role of teacher	Almost exclusive source of: Knowledge Direction/guidance Assessment	Coordinator of learning recourses Questioner, critical guide, gadfly Principal source of assessment	More experienced colleague & collaborator Preliminary critic & adviser patron
	Characteristic Activities	Transmission of information and demonstration skills Overt moral and social training	Analysis of information and ideas within interpretive frameworks Modeling of demand for critical approach to knowledge and conventions	Discussion/ advice on ideas & methods on individual basis Modeling of hypothetical & creative thinking Collaborative search for new ideas
	Assessment	Test of memory recall & practical demonstration of skills Emphasis on replication Geared on ranking	Assignments/exams requiring critical analysis & problem solving Emphasis on: Originality Quality of interpretation	Independent research-thesis & papers of publishable quality ‗Contribution to the field of knowledge‘
	Aim	Simple (‗unreconstructed‘) transfer of knowledge & skills	Independent & critical styles of thinking Development of capacity for theory and abstraction	Development of speculative Critical intelligence Expansion of knowledge base (theory, data, techniques)
		↑ ↓	↑ ↓	↑ ↓
Learning Strategies	Type	Memorisation & imitation	Analytical & critical	Speculating, hypothesizing
	Activities	Summarising, describing, identifying, & applying formulae & information	Questioning, judging & recombining ideas & information into argument	Research design, implementation & reporting Deliberate search for new ideas, data explanation
	Characteristic Questions	What?	Why? How? How valid? How important?	What if?
	Aim	‗Correctness‘	‗Simple‘ originality, reshaping material into a different pattern	‗Creative‘ originality, totally new approach/new knowledge

Source: [5, p. 12]

Figure 1: Influence of cultural attitudes to knowledge on teaching and learning strategies

Reference ([3], [4]) states that while the inherent ability of the student cannot be changed; teacher can influence student motivation, expectation and experience to encourage them to have a deep approach to learning. The different between surface approaches to learning is shown in table I.

TABLE I

Different approaches to learning

Deep approach Intention to understand Student maintains structure of task	Surface approach Intention only to complete task requirement Student distorts structure of task
• Focus on ‗what is signified‘ • Relate previous knowledge to new knowledge • Relate knowledge from different course • Relate theoretical ideas to everyday experience • Relate and distinguish evidence and argument • Organize and structure content into a coherent whole • Internal emphasis: ‗A window through which aspects of reality become visible, and more intelligible‘	• Focus on ‗the signs‘ • Focus on unrelated part of the task • Memorize information for assessments • Associate facts and concepts unreflectively • Fail to distinguish principles from examples • Treat the task as an external imposition • External emphasis: demands of assessments, knowledge cut off from everyday reality

Source: [3, p. 47]

II. Methods

Quasi-experimental: non equivalent control group design used to evaluate the impact of educational intervention on students‘ readiness for SDL [6]. The educational intervention was being implemented in the school; therefore randomization of participants was not possible because of the nature of the study design and educational system in nursing schools in Indonesia. If the researcher had randomly allocated students to either control or experimental groups from the same school or the same area, there would have been the opportunity for discussion of the intervention between members of both research groups, as students would have time together in clinics or in the class. The time together would provide opportunities to discuss aspects of the intervention, which may have caused contamination of the data collected from the control group and experimental group. The control group may have inadvertently adopted some aspects of the intervention in their method of study. Random selection of schools was possible, however, as they were located in different districts. Two of the four nursing schools in Central Kalimantan were similar in funding, size, human resources, and curricula. Based on those similarities, these two schools were selected to be in the study. Simple random sampling using a coin toss, ‗heads' as intervention and ‗tails' as control, was used to draw which school became the intervention school or control school.

The sample size for the study was estimated from mean scores for SDLRS, with 50 participants in each group, assuming a baseline average SDLRS score of 190 points (SD = 18) [7]. With this sample size it was possible to detect mean changes over time of 10 units or more with 80% power at 95% significant level (one-tailed). Therefore, the power is considered to be adequate with a sample of this size. To allow for eligible students who may refuse to participate and a further 10% of respondents who could withdraw or be excluded during the study, the sample needed to be inflated by 20% (to n = 60 per group). Thus, 120 eligible second-year nursing students were needed to be approached to retain 50 participants in each group by the end of the study. A total of 101 students participated in the study. The sample was 2nd year nursing students from two nursing schools with 47 students in intervention group and 54 students in the control group.

A structured educational intervention was developed and used for nursing education to introduce SDL concepts, followed by implementation of SDL into the learning situation. The intervention group received educational intervention program (EIP). Module and learning plans were used as learning strategies to operationalise SDL concepts alongside teacher-centre methods. The control group received the existing teacher-centered methods. At the completion of the intervention the control group received educational intervention program, learning plans and module.

Ethical consideration: The study was granted ethical approval from the University Human and Research Ethics Committee, Queensland University of Technology, and permission from the Regional Body Research and Development (Balitbangda), Central Kalimantan Province. All participants in this study were given verbal information and written information sheets about the study and informed of their rights. All information collected was confidential and was not disclosed to anyone other than the researcher. No names appeared on any results and a coding system known only to the researcher was developed and used.

Dependent and independent variables: The dependent variable in this study was students' readiness for SDL scores at post- test. This variable is a continuous variable. The main independent variable was the group (intervention or control group). Additional independent variables were selected in response to the literature in the area of SDL, which suggests these factors may influence SDL, included age and gender; first born order, father's and mother's educational background. Questionnaire was used to collect the quantitative data in the study—Self Directed Learning Readiness Scale (SDLRS) [7]

The SDLRS is a self-report questionnaire that uses a 58-item Likert scale and contains both positively and negatively phrased items, where 41 of the items are positively phrased and 17 negatively phrased. The questionnaire is designed to measure the attitudes, values and abilities of an individual relating to his/her readiness to engage in self-directed learning at the time of response. The readiness is assessed as a total score with possible scores ranging from 58 to 290. A high score indicates a high readiness for self-directed learning [8]. These scores are then converted into bands of readiness: low [58 to 176], below average [177 to 201], average [202 to 226], above average [227 to 251], and high [252 to 290]

The mean score of the original study was obtained in Guglielmino's study of 214, with a standard deviation of 25.6. According to [9] more than 100,000 adults and 100,000 children have completed the SDLRS. In order to use the SDLRS it was necessary to purchase the instrument from the author. The SDLRS had been used in a previous Indonesian study [10]. The SDLRS was translated into Indonesian contemporary language based on suggestions from [10]. She suggested adding further explanations for students in parentheses for items in number 33 and 53 to ensure that the students would understand the items clearly. Five bilingual Indonesian undergraduate students were asked to complete the translated SDLRS. No changes were made to the translated SDLRS draft. The draft of the translated SDLRS was then sent to a registered translator to check for accuracy and appropriateness of translation. After it was checked by the registered translator, the translated SDLRS was considered as a second draft. The second draft of the SDLRS was pilot tested before administration to participants in the main study.

Procedure of data collection: Letters of agreement from the schools were provided before conducting the research study. Information sheets and consent forms were distributed to the participants in the meeting and they were asked to read and sign the consent form. After informed consent was obtained, the participants from the intervention and the control schools completed the pre-test questionnaires. Both the intervention and the control groups were post- tested for SDL after 14 weeks. During the 14-week period, students from the intervention school participated in the educational intervention program. Analysis statistics were used in the study: a one sample t test was conducted to evaluate differences between SDLRS scores of the current study and norm group score. An independent sample t test was conducted to examine differences on SDLRS scores between intervention and control groups at pre test. Results from post-test were analysed using analysis of covariate (ANCOVA) and the pre-test SDL scores were used as a covariate. Multiple regressions were employed to find out the predictor of readiness for SDL. Statistical significance was set at alpha .05. [(6), (11)]

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III. Result and Discussion

Demographic characteristics of sample: One hundred and one second-year students participated in the study. Table II shows the demographic data of the sample.

TABLE II

Frequency of demographic variables of sample

Variables	N	Percentages (%)
Group		
Intervention	47	46.5
Control	54	53.5
Gender		
Male	37	36.6
Female	64	63.4
Age:		
≤20 year	57	56.4
≥21 year	44	43.6
Birth order: First-born		
Yes	43	42.6
No	58	57.4
Father‘s educational background		
≤ JHS [1]	36	35.6
≥ SHS [2]	65	64.4
Mother‘s educational background		
≤ JHS	53	52.5
≥ SHS	48	47.5

[1] JHS = Junior High School
[2] SHS = Senior High School

Of the sample of 101, forty-seven participants were in the intervention group and fifty-four were in the control group. Overall, the sample consisted mainly of female students (63%), with approximately a third (37%) being male students. The age of the participants ranged from 19 to 25 years (M = 20.59, SD = 1.22), with 56% of participants aged ≤ 20 years and 44% aged ≥ 21 years. Nearly half (43%) of the participants were first-born, and 64% of the students‘ fathers had graduated from high school or university. However, only 47% of the participants‘ mothers had graduated from high school or university. To check for any differences in demographic variables between groups at pre-test the chi-square test for independence was conducted. Table III shows differences between intervention and control groups at the pre-test. No significant differences for gender, age group, birth order, father‘s educational background and mother‘s educational background were identified.

TABLE III

Demographic differences between intervention and control groups

Variables	intervention n (%)	control n (%)	Chi-square test X^2	P - value
Gender				
Male	17 (36)	20 (37)	0.00	1.000
Female	30 (64)	34 (63)		
Age:				
≤ 20 year	31 (66)	26 (48)	2.56	.11
≥ 21 year	16 (34)	28 (52)		
Birth order: First born				
Yes	25 (53)	18 (33)	3.28	.07
No	22 (47)	36 (67)		
Father‘s educational background				
≤ JHS [1]	14 (30)	22 (41)	0.88	.35
≥ SHS [2]	33 (70)	32 (59)		
Mother‘s educational background				
≤ JHS	22 (47)	31 (57)	0.75	.39
≥SHS	25 (53)	23 (43)		

[1] JHS = Junior High School
[2] SHS = Senior High School

Of the total second-year students from intervention and control schools, the percentage who participated in the study at pre-test and post-test was high (92%). There was no attrition throughout the study. The lack of attrition may relate to the use of intact groups for intervention or control conditions; additionally, the cultural background features such as respect for authority (teachers) may have resulted in students continuing to participate until the end of the study. Level of readiness for SDL: Within a possible range of 58–290, the pre-test scores ranged from 143 to 235. The mean and standard deviation of the SDLRS scores for the whole sample was 196.48 and 16.63 respectively. As expected, the mean readiness scores reported by the nursing students in Central Kalimantan were lower than those reported for USA students, M = 214, SD = 25.59 [7].

A one sample t-test was conducted on the study sample‘s SDLRS scores to evaluate whether the mean was significantly different from the normative mean (M = 214), the accepted mean for adult learners in general [7]. The sample‘s mean of 196.48 (SD = 16.67) was significantly different from 214, t (100) = −10.59, p = .000. The 95% confidence interval for the sample‘s mean ranged from 175.67 to 182.24. The SDLRS mean for Indonesian Open University students in Indonesia (N = 369) is reported as 215.5, SD = 21.9 [9]. The lowest score in the current study (143) was also lower than that noted in [9] study. The range of SDLRS scores in [9] study was 148–268.

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In addition to having significantly lower SDLRS scores than normative data (based on the US students), the students in the current study have lower scores than other students in Indonesia.

Differences in pre-test scores: The intervention and control groups‘ means for SDLRS scores at pre-test were calculated. The scores are presented in Table IV.

TABLE IV

SELF DIRECTED LEARNING READINESS SCALE scores at pre-test

SDLRS scores	Intervention (n = 47)	Control (n = 54)
Mean	190.72	201.48
SD	18.57	12.95
Range	143–235	170–229

An independent sample t-test to analyse the difference between the two group means was performed. The assumptions for t-test were met. The scores for both intervention and control groups were normally distributed. The Levene‘s test indicated that the samples had equal variances (p = .87). There was a significant difference in scores t (99) = −3.42, p = 0.001. The mean SDLRS score was higher in the control group than in the intervention group. Students‘ level of readiness at pre-test was also examined according to the five levels as suggested by [8]—low, below average, average, above average, and high. The distribution of the intervention and control group within the five levels of readiness is shown in Table V.

TABLE V

Different levels of readiness for SDL at pre-test

Scores	Level of readiness	Intervention group		Control group	
		n	(%)	n	(%)
50–176	Low	9	(19)	2	(4)
177–201	Below average	27	(57)	27	(50)
202–226	Average	8	(17)	24	(44)
227–251	Above average	3	(7)	1	(2)
252–290	High	0		0	

At the pre-test, 76% of the intervention group and 54% of the control group were in the ―low‖ and ―below average‖ ranges. Only 7% and 2% of the intervention and control groups, respectively, were in the ―above average‖ range. No students were in the ―high‖ range for SDL readiness in the pre-test. More students in the control group scored in the average range and above average than in the intervention group (46% vs. 24%). Despite the randomisation of the two schools to intervention or control group, the students in the control group had high SDLRS scores.

Impact of the educational intervention program: To examine changes in SDL readiness following the introduction of the educational intervention program (EIP), differences between the intervention and control groups‘ pre- and post-test scores were calculated. Means and standard deviations for pre- and post- test SDLRS scores for intervention and control groups are shown in Table VI.

TABLE VI

Mean and Standard Deviations of SDLRS by group

Group	SDLRS (pre-test)		SDLRS (post test)	
	Mean	(SD)	Mean	(SD)
Intervention	190.72	(18.57)	203.04	(18.51)
Control	201.48	(12.95)	193.18	(17.36)

Because the SDLRS scores of the two groups were significantly different at pre-test, it was considered necessary to control for pre-test SDLRS scores. The pre-test scores for each participant were therefore used as a co-variate. A one-way between group analyses of covariance was conducted to compare differences between the groups [11]. The independent variable was group—intervention or control—and the dependent variable were post-test SDLRS scores. A preliminary check was conducted to ensure that there were no violations of the assumptions of normality, linearity, homogeneity of variance of regression slopes [11]. The assumptions were all met. After adjusting for pre-intervention scores, there was a significant difference between the two groups on post-test scores for the SDLRS, F (1, 98) = 63.25, p = .000, Partial Eta Square = .39. This result indicated that the intervention group improved their readiness for SDL after the educational intervention program. The SDLRS scores for intervention and control groups at pre- and post- test shown in Figure 2.

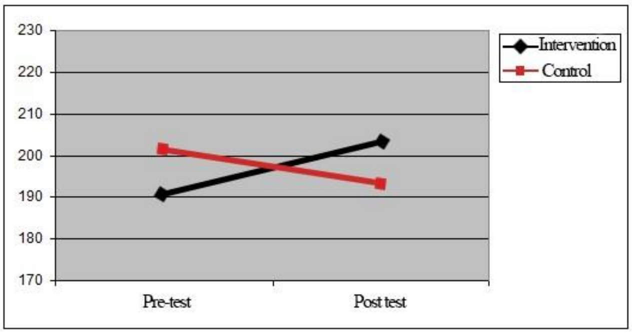

Figure 2: Graph of SDLRS scores for intervention and control groups at pre- and post- test

Influence of educational intervention and demographic variables: A standard multiple regression was performed with SDLR post-test scores as the dependent variable and

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intervention-control group, gender, birth order and parents' educational level as independent variables. Analysis was performed using SPSS regression and SPSS frequencies for evaluation of assumptions. A preliminary check was conducted to evaluate the assumption of sample size, outliers, multicollinearity, normality, linearity, homocedasticity, and independence of residual . The result of evaluation of assumptions led to transformation of the dependent variable to reduce the number of outliers, reduce skewness, and improve the normality, homocedasticity, and linearity ([6], [11]). No cases had missing data (n = 101). Logarithmic transformation was used on SDL readiness post-test scores.

Overall, the five variables explained 15% of the variation in readiness for SDL scores (R^2= .148, p = .009). Two of the independent variables contributed significantly to the prediction of readiness for SDL scores as logarithmically transformed. Results showed that intervention–control group had the strongest unique contribution ($\beta = -.243$, p = .01) with the intervention group having higher SDL readiness scores compared to the control group. The beta value for gender was slightly less ($\beta = .240$, p = .01) with females reporting higher SDLRS scores than males. Finally, birth order ($\beta = .026$, p= .79), father's educational background ($\beta = .076$, p = .50), and mother's educational background ($\beta = .086$, p = .74), did not make significant contributions to explain SDLRS post test scores (dependent variable). Therefore group and gender were important contributors to SDLRS scores, while birth order and parents' educational level were not. Students who participated in the educational intervention program and female students had high levels of readiness for SDL.

IV. Conclusions

The study confirmed the expected effect of educational intervention program on nursing students' SDL readiness. The educational intervention program (EIP) improved nursing students' SDL in the intervention group compared to control group. The study recorded the level of SDL readiness in Indonesian Diploma nursing students before and after an educational intervention. This provided baseline data for future study comparisons as the research method incorporated a control group who experienced teacher-centered approach and an intervention group who had an educational intervention program alongside teacher-centered approaches. The EIP involved the major changes in thinking and behavior in learning practice for nursing students. Introducing the concept of SDL through the educational intervention program was found acceptable by the sample and was deemed feasible to implement within the Central Kalimantan nursing education system. Limited human resources, funding, teaching and learning materials, and access to contemporary information technology influenced the decision to choose strategies and tools. It can be assumed that through the combination and tools to fit the local condition, students would get maximum benefit to increase their readiness for SDL. The study has demonstrated that learning theories can be adapted and implemented in culturally appropriate ways.

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ROLE IN BUILDING CHARACTER EDUCATION LEARNERS BEHAVIOR

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Abstract:

The impact of globalization is happening today bringing the Indonesian people forget the educational character of the nation. In fact, character education is a foundation of the nation is very important and needs to be instilled from an early age to children. Many factors led to the collapse of the nation's character Indonesia at this time, one of them is the education factor. We are certainly aware that education is an institutional mechanism that will accelerate the development of the nation's character. The world of education is rated only able to produce human graduates with adequate intellectual level. Many of the graduates of schools that have a high value, smart-witted, brilliant, and able to solve various problems of subjects very quickly and precisely. Unfortunately, not a few of them are smart it does not have the intelligent behavior and attitudes were brilliant, and less mental has a good personality, as well as academic grades that have been obtained on the benches of the school.

Keywords: character education, learner behavior

INTRODUCTION

One of the crucial role of education is a national character-forming agent (agent of nation character building), so the education required to ampu typical form of the nation. Indonesia as one nation in the world has the aspiration to form citizens who have noble values, prosperous and able to compete internationally. But lately, Indonesia burdened by problems that if not solved wisely will be able to lead to the disintegration of the nation and to the destruction of this nation.

If you observe things happening recently in Indonesia, then there are some problems experienced by the nation of Indonesia, namely the existence of disorientation and have not internalized the values of Pancasila. A lot of the movements that want to secede because of the absence of dissatisfaction with what is happening. In addition, there are also ethical values shift in national life, waning awareness of the cultural values of the nation and the deterioration level of confidence in the government and state officials. Besides, many of the problems of poverty in some parts of the country and the welfare of their imbalances. Many emerging security issues that disturb public order, public security and the welfare of citizens is difficult to be met. Therefore it is necessary to srategi-srategi to solve the problem that synergized with the character development of the nation, to our national goals can be more easily realized.

ANALYSIS

A. CHARACTER EDUCATION AND VALUES FORMING THE CHARACTER OF

The following will be presented several definitions of character. As is stated in Character Education in Higher Education (MONE Higher Education, 2001) ie:

1. The characters are typical values of good (to know the value of

kindness, would do good, real good Bohemian, and the impact on the environment) which is inscribed inside and terejawantahkan in behavior;
2. The character of coherently radiating from the result of a thought, though the liver, sport, and though the feeling and intention of a person or group of people;
3. Character is the hallmark of a person or group that contains values, skills, moral capacity, and perseverance in the face of difficulties and challenges;
4. The character education can be defined as the value of education, character education, moral education, educational character, which aims to develop the ability of learners to provide decision was bad, preserve what is good, realize and spread kindness in everyday life with wholeheartedly.

Character education can be defined as a process of education holistically linking moral dimension to the social aspects in the life of the learner as a foundation for the formation of qualified generation that is able to live independently and have the principle of a truth that can be justified (Raharjo, 2011).

Character education is also defined as education that instill and develop code sublime learners so that they have a noble character, applying and practicing in his life either in the family, as a community member and citizen (Wibowo, 2012).

In addition, in Handbook of Character Education explained that character education is everything that teachers do, which is capable of affecting the learner. Teachers help shape the character of the learner, which includes exemplary of how the behavior of teachers, how teachers speak or convey the material, how tolerant teacher and a variety of other related matters.

Character education is an effort embodiment of Pancasila and the 1945 Constitution mandate that has been overshadowed by the emergence of problems facing the nation and the state. The purpose of character education that develops the character of students / learners to be able ewujudkan noble values of Pancasila and berfungsiuntuk develop the potential basis for "good-hearted, good thoughts and good behavior"; poor behavior improvement and strengthening already good behavior; cultural filter less in accordance with the noble values of Pancasila.

In order to support the realization of nation building character (character nation building) as mandated by Pancasila and the 1945 Constitution, the government makes the character development of a national development priority. Besides, in the Law No.17 of 2007 on RPJPN 2005-2025 mentioned that the character of the nation is a nation that is strong, competitive, high morals, tolerant, worked together, patriotic, dynamic, cultural and science and technology-oriented based on Pancasila and imbued by faith and piety to God Almighty.

In connection with the realization of character education as stated in RPJPN, in fact it is already contained in the function and purpose of national education that serves to develop and form the character and civilization of the nation's dignity in the context of the intellectual life of the nation; aims for the development potential of the learner to become a man of faith and devoted to God Almighty, noble, healthy, knowledgeable, skilled, creative, independent, and become citizens of a democratic and responsible (Republic Act No.20 of 2003). Thus, RPJPN and the Law on National Education System is the foundation of a solid foundation for implementing character education as a priority of the national education ministry program 2010-2014. Which it is outlined in the National Action Plan for Character Education (2010) that character education is mentioned as values education, character education, moral education, education character that aims to develop the ability of learners to provide decision was bad, preserve what is good, and realize that kindness in everyday life with a vengeance (Suryatini, 2011).

As a moral education that character education should be understood in the cognitive domain so that learners understand what is right and what is wrong, which can feel good value and used to do in the habituation behavior in everyday life. Thus the character of a good education must include not only a good understanding (moral knowing), but also feel good (moral feeling) and good behavior (moral action). In order to form the nation's character, the influence of teachers and education plays a very important. Therefore we need educators (teachers) who are competent to implement the ethical values of humanity, has a positive self-image, work ethic and commitment, as well as the nature of the high empathy. In addition, efforts to establish the character of the nation that needs to be regulated systemically and serious in berkehidupan. One effort that can be done is integrate in education, both formal education in the realm of the family, non-formal education in the community, as well as formal education at school through character education.

To strengthen the implementation of character education, has identified 18 values derived from religion, Pancasila, culture and national education goals (Balitbang, Puskur, 2011), namely: 1) Religious, 2) honest, 3) tolerance, 4) Discipline, 5) hard work, 6) Creative, 7) Independent, 8) Democratic, 9) Curiosity, 10) The spirit of nationality, 11) Love homeland, 12) Appreciating achievements, 13) Friendly / communicative, 14) Love peace, 15) likes to read, 16) Care for the environment, 17) social Concern, and 18) responsibility.

Noble values as the foundation of the nation's character possessed by each tribe in Indonesia if summarized, it can be expressed as in the following table.

Table 01. Noble values as the foundation of the nation's character possessed by each tribe in Indonesia

NO.	VALUE	DESCRIPTION
1.	Religious	Docile attitudes and behavior in carrying out the teachings of his religion, tolerance of the practice of religion other and live in harmony with other faiths.
2.	Honest	Behavior that is based on an attempt to make himself as someone who always believed in words, actions and work.
3.	Tolerance	Attitude and action that respects differences of religion, race, ethnicity, opinions, attitudes, and actions of others who are different from themselves.
4.	Discipline	Measures indicating orderly behavior and comply with various rules and regulations.
5.	Hard work	Behaviors that indicate an earnest effort to overcome various barriers to learning and assignments, as well as completing the task as well as possible.
6.	Creative	Thinking and doing something to generate new ways or the

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		result of something that has been owned.
7.	Mandiri	Attitudes and behavior that is not easily dependent on others to complete tasks.
8.	Democratic	How to think, act, and act the same rights and obligations evaluate themselves and others.
9.	Curiosity	Attitudes and actions are always working to find a deeper and broader than anything they have learned.
10.	national spirit	How to think, act and sound that place the interests of the nation above self-interest and kelomoknya.
11.	Love homeland	How to think, act and do a show of loyalty, care and high appreciation of language, physical, social, cultural, economic and political nation.
12.	Rewarding achievements	Attitudes and actions that propelled him on the production of something useful for society and recognize and respect kebrhasilan others.
13.	Friendly / Communicative	Actions that show a sense of fun to talk, interact and collaborate with others.
14.	Love peace	Attitudes, words, and actions menyebebkan other people feel happy and secure the presence of himself.
15.	Like to read	Habits take time to read the various readings that provide welfare itself.
16.	Environmental care	Attitude and action which seeks to prevent damage to the surrounding natural environment, and develop measures to improve the environmental damage that has occurred.
17.	social care	Attitudes and actions always wanted to help other people and communities in need.
18.	Responsible	Attitudes and behaviors to perform their duties and obligations he should do to ourselves, community, environment (natural, social and cultural), country and God.

(MONE in Wibowo, 2012).

Of the 18 values forming the character of the nation, each unit can determine the priority of education development. So that the implementation of the number and the type and implementation strategies will vary from one school to another school, because they have adapted to the situation, conditions and interests of each educational unit.

In implemntasi character education in schools, all of stakeholders should be involved. Including educational components itself, namely the content of curriculum, learning and assessment, treatment or management of subjects, school management, the implementation of activities kokulikuler, empowerment facilities and infrastructure, financing and work ethos throughout the school community / environment.

B. SOME PRINCIPLES OF CHARACTER EDUCATION

Character education should be based on the following principles (Free Character Education in Schools, 2010).

1. Promote basic values of ethics as a base character,
2. Mangidentifikasi comprehensively character that involves thoughts, feelings and behaviors,
3. Using a sharp approach, proactive and effective way to build character,4) Creating a school community who have concerns,
4. Creating a school community who have concerns,
5. Provide opportunities for learners to show good behavior,
6. Has the coverage meaningful and challenging curriculum that respects all learners build their character, and help them to succeed,
7. Promote the growth of self-motivated learners,
8. Enabling the entire staff of the school as a moral community that is responsible for the education of character and faithful to the same core values,
9. The division of moral leadership and broad support in building the character education initiative,
10. Enabling families and community members as partners in building character,
11. Evaluate the character of the school, school staff function as teachers of character and manifestation of the positive traits in the lives of learners.

C. CHARACTER EDUCATION STRATEGY AT THE UNIT OF EDUCATION

As stated in the Code of Character Education (2011), that the implementation strategy of character education in the education unit is an integral part of the program School-Based Quality Improvement Management (MPMBS) are implemented in the development, implementation and evaluation of the curriculum by each educational unit. The strategy is implemented through active learning with classroom-based assessment accompanied remedial and enrichment programs.

1) Learning Activities

Learning activities within the framework of the development of the character of the learner can be implemented in a contextually based learning and learners are trained to relate theory to real situations in the life of society. In the process of learning, the learner is able to be personally directed utnu intelligent, responsible, tolerant, curious and responsible.

2) Development of Educational Cultural and Learning Center

Cultural development of schools and learning centers implemented through self development activities that routine activities performed learners continuously (such as flag-raising ceremony, activities picket etc.), Spontaneous activities (such as collecting donations when there are friends of the unfortunate, exemplary), and conditioning that creates a condition that supports the education of characters (such as: mengkondidikan clean toilets, bins, etc.).

3) Event co-curricular and Extra Curricular

For the implementation of character education as a whole and sustainable, it needs to be developed and implemented in activities pursued by the learner. To be assured can be performed well, supporting documents need to be prepared on the implementation of character education efficiently.

4) Activity Daily Life at Home and in the Community.

In order for character education can be done with either the values forming the characters introduced should be done in everyday life in the behavior of real learners. This is done not only while at school but united in learner behavior reflected both in performing daily activities at home and in the community. Therefore, its implementation should be organized both at the level of households, communities and at the level of schools and local and central government.

According Kemendiknas as stated by Wibowo (2012), curriculum development, character education is not included as a subject but integrated into subjects, self-development and school culture. Therefore, teachers and stakeholders in school education needs to mengintgrasikan values developed in character education into the curriculum, syllabus, lesson plans that already exist. To ensure the successful implementation of character education, should be a system of assessment (assessment) is done in a systematic and sustainable. Characters aberrant consequences should be given in accordance with the agreed rules. The model can be made anecdotal notes when the teacher saw the behavior with respect to the value developed. In addition, the teacher can give a task containing issues that provide the opportunity for learners to demonstrate its value.

Based on observations, anecdotal notes, tasks, and reports lauin resources, teachers can provide conclusions or judgments about achievement indicators of the value / character developed learners. Conclusions are as stated by Wibowo (2012) in a qualitative statement as follows.

1. BT: Not visible (if the learner has not showed early signs of behavior that is expressed in the indicator).
2. MT: Starting visible (if the learner has begun to show signs of early behavior that is expressed in the indicator but not consistently).
3. MB: Start developing (when the learner is already showing signs of behavior that is expressed in the indicator and start consistently).
4. MM: Start cultured (if continuous learner exhibits behavior consistently expressed in the indicator).

The qualitative statement can be used when teachers conduct assessments on each kegatan learning, so teachers get a learner profile in one half of the value associated with it. These symbols can be specified in the report. The position of the learner is indicated by the value of Learning at the end of the semester by comparing the initial conditions with achievement within a certain time.

Teachers as agents of renewal / change (change of agent) and as a professional educator must be nurtured in order to have an insight to support and develop the values mentioned above, so that in performing their professional duties can embed it on a self-learner. Teachers as a professional man should ahlli in the field; must appear polite, graceful, sympathetic and be an example; and educate learners with a sincere heart and can play a role as a teacher at heart learners; all components of it into the soul (sprit) professional teachers.

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ROLE OF TELEVISION TO FORM PUBLIC PERSONALITY

Ni Made Yuni Trisna Dewi

ABSTRACT

Television have an important role in the life of community, as a source of information,television as well as the source of entertainment.Now,almost all communities have television sets in their homes and have become a basic needs.finaly,this situation could to influence public personality and than become a nation personality.So,television need a special attention in content of tv program.In Indonesia, broadcasting regulated by law through the Independent Institute for Indonesian broadcasting is Komisi Penyiaran Indonesia (KPI), so content of tv program can helpful to community.

Keyword: The role of television, Broadcasting law, Public personality.

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INTRODUCTION

Television broadcast in Indonesia in 1962 when TVRI broadcast live the ceremony anniversary of Indonesian independence 17th on August 17, it was still press trial. Broadcast of TVRI officially started August 24, 1962 14:30 pm hours were broadcast direct opening of ASEAN GAMES 4 of the main stadium Gelora Bung Karno.About 27 years of television viewers in Indonesia can only watch one channel television.Finaly in 1989, the government granted permission to Bimantara business group to open a television station RCTI which is the first private television in Indonesia, followed by SCTV, Indosiar, quiz and TPI.By the year 2000 appeared almost simultaneously a new private television stations, namely METRO TV, Trans TV, TV7, Lativi and Global TV.Until this year, 2016 national television presence in Indonesia already exists as many as 11 units.

Each has a television media ranging from news segment, the family until teenager.All of television try to broadcast a good content and favored by the people.So, if that content not be regulated, it will be come a social problem..Komisi Penyiaran Indonesia (KPI) has a program P3 and SPS, which is a code of conduct and standards of broadcast media broadcast content that is presented by the radio and television.P3 and SPS contains guidelines and standards about what should and should not be displayed in radio and television.this is to maintain the identity of the community and the nation.

In the monitoring of the content of television broadcasts, the public should also participate. In Article 52 of the Broadcasting Law No.32 / 2002 on public participation in improving the quality of their broadcast.So, this is can make the community as an audience of broadcast have a role to corect the impression .Finaly will occur favorable conditions, to keep each other in the national identity and national stability.

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RESULTS DISCUSSION

Characteristic of Television

Television is an audio-visual medium, which can be heard and can be seen.This can make the television have a powerfull influence than radio or magazine and newspaper.If watching television, viewers will feel like being in a that’s situation.The power of pictures and sound can be disapear distance and time .This can lead to feelings of near or media personal.Hal negate the distance difference and this can generate a squeeze near or medium personal Character owned by television media can have negative impacts and positive for the audience. Azimah Subagijo on Panduan Sosialisasi Literasi Media Televisi , on her article is Diet tv,Upaya Menonton Televisi Secara Cerdas dan Kritis (2011:97) declare television is a strategic media.Television can to broadcast everyting of content from everywere.

Some characteristics of the medium of television is as follows:

1. It has a wide reach and can immediately touch stimuli human vision and hearing.
2. The object present very small / large, dangerous or rare.
3. .Presenting the experience directly to the audience.
4. It can be said "negate 'distance and time difference.
5. Ability to present the elements of color, movement, sound and good process.
6. to coordinate the use of a variety of other media, such as movies, photos and images properly.
7. .Can store a variety of data, information, and serfentak political or media spread rapidly to many far-flung places.
8. Easy to watch without having to darken the room
9. Generating freshly intimate or personal media.

Based on these characteristics, the television media carry three functions that borders can not be described as a sharp, ie as a subordinate of entertainment, information dissemination / lighting, and pendidikan.Ketiga they remain layered with each other (P.C.S Sutisno, 1993: 2)

Broadcasting Rules In Indonesia

To deliver broadcast-quality, dignified, and to provide benefits to the community, needed an agency that specifically regulate broadcasting in Indonesia.So, in 2002 formed the Indonesian Broadcasting Commission or Komisi Penyiaran Indonesia (KPI). His passion is the management of the broadcasting system is public domain should be administered by an independent body free from interference or the interests of investors.deferent with the spirit of the Act previous broadcasting, namely Law No. 24 1997 chapter 7, which reads "Broadcasting is controlled by state guidance and control by the government", indicating that the broadcast at that time was part of the instrument of power used for solely for the benefit of democratization in

Indonesia puts government.Proses publicly as the owner and the main controller realm of broadcasting. Because the frequencies are public property and limited in nature, hence its use must be for the greater public interest. For the greater public interest means the broadcast media should perform the function of healthy public information services.

To set up an intensive broadcasting in Indonesia it was issued Law of the Republic of Indonesia number 32 of 2002 concering broadcast.In order to move the role of the community in oversee content broadcast in Indonesia, KPI has a media literacy program, which aims to enable communities to participate in creating a healthy media and provide entertainment, information, education and other functions in accordance with east culture and does not violate religious norms and Pancasila.And than P3SPS program which is an important guideline broadcast media behavior made by KPI development for, which organizes KPI P3SPS school which opened to man broadcasting and also to the general this is done to improve the public's attention to the world of broadcasting in Indonesia. In philosophy, P3SPS is a form of state protection to the public in the realm of broadcasting. That rule was made to ensure the public in obtaining information that a healthy, decent and truthful. Scope and its main purpose the protection of the public interest above personal and group owners of broadcasters, then it is mandatory regulations understood and applied by broadcasters in its program.

CONDITION OF BROADCASTING IN INDONESIA AND IT'S IMPACT ON THE CONTENT FOR PERSONALITY VIEWERS

Characteristics of television have a potentiality in shaping the public personality. If the viewers always watching television can affect thinking and public behavior. The condition of broadcasting in Indonesia in 2016 is still worried. Proven in November 2016 KPI given a written warning on some of infotainment, talkshow program and some others programs, including:

1. Was-Was SCTV
2. Kabar Pagi TV One
3. Hitam Putih Trans TV
4. Cermin Kehidupan Ayat Penguasa Jagat Trans TV
5. CSI: Catatan Seputar Investigasi RTV
6. Song Hunter Global TV
7. Silet RCTI
8. D'Box Indosiar
9. Polemik On TV I-News TV

But every year KPI also carry out activities as an appreciation award for television in Indonesia which has a positive dedicated for Indonesia. On November 10, 2016 in Trans 7 held the KPI Award 2016, Karya Bersama Untuk Bangsa.

KPI Award 2016 held with the aim to give an appreciation and motivation of the works of the best human being broadcast in Indonesia. Appreciation of the best works of Broadcasting Institutions as well as KPI tasks as mandated under the Broadcasting Act 32 of 2002, in addition to supervision, give sanctions on broadcast Institute,KPI also gave apresiasi. Best work broadcasting Agency should continue to be improved even more radio.Appreciation broadcast on television and the best works broadcasting Institute broadcasting hopefully can inspire human beings to produce their works to the public interest , the nation and the country more better.Evaluation end of 2016 held in December, not to mention the KPI role in the process of license renewal 10 networked national private tv that are contained within one of the requirements for a Broadcasting Organization once a year to make a commitment to do evalution.And than survey quality index KPI broadcast program together with ISKI (Indonesia Communications Association), which is now four times conducted in 2016 showed that some broadcast programs like soap operas and infotainment bit much changed although the scale small..but KPI still working to initiate and realize the content is broadcast broadcasting Agency generally be qualified and qualified to build the civilization of the world community through broadcasting, "said Chairman of the KPI period 2016-2019, Yuliandre Darwis.

Since the beginning of television was created in order to attract viewers from all segment.Mc Luhan was quoted as saying by Mochammad Riyanto Rasyid (2011: 139) states that humans relate to television is not just look and watch it again, but is already involved in it.

Here are some of the positive impact of the television media, including:

1. In the news, the television will always defend the principle of actuality peritiwa.
2. The media also has an important part in inviting the public to combat violence and crime
3. Impressions will helpful in education for students
4. Television is one of the entertainment for impingement brain fatigue.
5. Television featuring many figures who have positif influences.
6. Television as a strategic force in the spread of information is one of the social authority influential in shaping attitudes and social norms of a society.

While the negative impact of television, including:

1. Can damage at the same mental mindset children.Children under five who often watch TV tend to have delays in cognitive development and language in 14 months, especially if they're watching television programs intended for adults and teens.
2. Teach or konsumersime commercial culture.
3. Watching television is being harmful to health because it can make eyes tired.
4. Television can miss their work, worship and other important obligations.
5. Influencing behavior if the children watched a lot of violence
6. Television produces the engineering world media notching results based media constructions.Often became strange and does not correspond to the social reality.

Efforts to overcome the adverse effects of television, including:

1. Do not put a television on childrens's room
2. Provide a time limit television viewing in the day, as much for two hours.
3. Assist children in watching television.
4. Parents together with children can engage in activities outside the home that is positive and supports brain development in children.

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CONCLUSION

Based on the above it can be concluded that the television media that is audio visual media becomes very easy to be heard and seen so easy to be imitated.If witnessed continuously will affect the character and personality of the viewers in particular and the national identity in generaly.Law Republic Indonesia Number 32 of 2002 concering the broadcast well as the presence of an independent agency of Komisi Penyiaran Indonesia (KPI) can make broadcast content more useful and reliable.

Society as viewers are also expected to participate in creating a good media.Become viewers also have to be smart to watch portion control, choose a display to watch according to the needs and care of the children we are currently witnessing a nation television.Personality impressions can be formed from quality impressions witnessed people as a source of information and entertainment.

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INTERVIEW

Darwis, Yuliandre, Wawancara Yuliandre Darwis Ketua KPI Pusat periode 2016-2019,

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Application of Interpersonal Communication In Counseling Drug Addiction in Badan Narkotika Nasional Provinsi Bali

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Abstract

The prevalence or the level of drug abuse in Bali according to Badan Narkotika Nasional Republik Indonesia research results in collaboration with Health Research Center University of Indonesia is 1.8% consisting of 14,430 - 17,678 classified as drug addicts, 22,503 - 28,331 classified as addicts regularly used, 840 to 994 classified as addicts Who used a syringe and 12,780 - 16731 belonged to an addict who did not use a syringe. From many numbers of narcotics addicts recorded in the province of Bali by the Health Research Center of the University of Indonesia and the National Narcotics Board of the Republic of Indonesia, it is necessary to implement Law No. 35 of Article 54 and the Joint Regulation on Rehabilitation Program for Narcotics Addicts. Badan Narkotika Nasional Provinsi Bali conducting rehabilitation activities through counseling activities with interpersonal communication approach. The purpose of this research is to know the application of interpersonal communication in drug addiction counseling using qualitative descriptive approach. The results of this study can be seen some application of interpersonal communication in counseling addiction is: listening, focus on the message delivered client, not judge the client, keep eye contact, care and motivate the client.

Keywords**:** Listening, caring, curing

I. INTRODUCTION

Drug abuse and abuse become serious problems in almost every country, not least in Indonesia. As mandated by Law No. 35 of 2009 on Narcotics and translated in Article 54 which reads; Narcotics addicts and Narcotics abuse victims are required to undergo medical rehabilitation and social rehabilitation. The Minister of Justice and Human Rights of the Republic of Indonesia Number: 03 of 2014, Minister of Health of the Republic of Indonesia Number 11 Year 2014, Minister of Social Affairs Republic of Indonesia Number: 01 / PB / MA / III / 2014 Indonesia Number 03 Year 2014, Attorney General of the Republic of Indonesia Number: PER-005 / A / JA / 03/2014, Chief of Police of the Republic of Indonesia Number 1 Year 2014 and Head of National Narcotics Agency Republic of Indonesia Number: PERBER / 01 / III / 2014 / BNN on the handling of narcotic addicts and drug abuse victims into rehabilitation institutions.

Drugs are very useful and useful when used in accordance with the interests of health services / medical and the development of the world of Science, especially in conducting scientific research activities. But the reality that happened during this precisely the drug misused many utilization, so it can cause adverse effects that are very dangerous and prolonged and harmful for individuals, families, communities and Nations and the State.

Based on data journal on prevention and eradication of misuse and illicit trafficking of drugs (P4GN) in 2011 2012 edition, the increasing number of drug abuse and economic cost of drug abuse misuse. Where the prevalence of drug users rose to 2.21% or 3.8 million, and if not seriously pursued to prevent and combat it, the prevalence of drug users in 2015 is expected to rise to 2.8% or 5.1 million inhabitants. Most of the drug abusers are young people who are the capital and assets of the nation in the future. In 2011, estimated economic losses caused by drug abuse reached Rp. 41.2 trillion.

The prevalence or the level of drug abuse in Bali according to BNN research results in collaboration with Health Research Center University of Indonesia is 1.8% consisting of 14,430 - 17,678 classified as drug addicts, 22,503 - 28,331 classified as addicts regularly used, 840 to 994 classified as addicts Who used a syringe and 12,780 - 16731 belonged to an addict who did not use a syringe.

From many numbers of narcotics addicts recorded in the province of Bali by the Health Research Center of the University of Indonesia and the National Narcotics Board of the Republic of Indonesia, it is necessary to implement Law No. 35 of Article 54 and the Joint Regulation on Rehabilitation Program for Narcotics Addicts.

In Bali, institutions engaged in the handling of drug addicts through the rehabilitation program has begun to grow a lot of: owned by the government is through the Badan Narkotika Nasional Provinsi Bali and the Provincial Social Service Bali while non-government in the form of foundations

Some foundations in Bali are engaged in the handling of drug abuse victims namely Yayasan Dua Hati Foundation, Yayasan Kasih Kita Bali (YAKITA), Yayasan Kesehatan Bali (YAKEBA) and Generasi Bisa Foundation (GERASA).

From some Rehabilitation agencies in Bali have implemented several rehabilitation programs to deal with narcotics addicts as well as:

1. Detoxification
   Is the process of expelling toxins or substances that are toxic from the body.
2. Substitution Therapy
   Namely replacing heroin substances (chemical) from previously used by injection to oral way (using synthetic methadone drug).
3. Addiction Counseling
   It is a two-way communication process between counselor and client (narcotics addict) to find out the problem, provide strengthening (motivation) in facing problem and desire to use drugs again.

The emphasis in counseling addiction activities at the National Narcotics Board of Bali Province is interpersonal communication between counselor and client (narcotics addict) to know the problems, provide strengthening (motivation).

From the above explanation, the author wants to know how the application of interpersonal communication in drug addiction counseling in BNN Bali Province.

II. METHODS

The research design used is descriptive research design, where the research conducted has the main objective to provide a description or description of a situation objectively. This research design is used to solve or answer the phenomenon that occurs. In this case will be described how the application of interpersonal communication in drug addiction counseling in BNN Bali Province.

To obtain data that can explain the problem of research objectively then used some data collection techniques relevant to the research problem, including obervasi, documentation study, and interview.

To solve the problem in this research used qualitative descriptive analysis technique. According Sugiyono "data analysis is the process of finding and compiling data obtained from interviews, field notes, and other materials systematically so easily understood and findings can be informed to others" (Sugiyono, 2009: 244).

III. RESULT AND DISCUSSION

Interpersonal Communication

Interpersonal communication is the delivery of a message by one person and the reception of a message by another person or a small group of people, with its effects and with opportunities to provide immediate feedback (Effendy, 2003, p.30).

Interpersonal communication is the communication between people face-to-face, allowing each participant to capture the reaction of others directly, either verbally or nonverbally. This interpersonal communication is a communication that only two people, such as husband and wife, two colleagues, two close friends, teacher-students and so on (Mulyana, 2000, p.73).

Counseling Addiction

Konseling Counseling is an activity to provide advice and practical inputs to people who experience certain obstacles. Addiction is a condition of addictive toxic substances that damage and harm the body and can cause addiction (addicted) and even death for excessive use. So counseling addiction is an activity to provide advice or input to face the constraints of the use of toxic substances that damage the body and cause dependence.

The counseling process conducted by counselors by applying interpersonal communication theory is:

1. Listening

Listening is a very important part of communication. Listening is different from listening (which is just a sound entry process into the ear), listening will help overcome various problems and also help understand the situation from other people's perspective so as to enhance the ability to empathize. Active listening is very useful for building trust, collaborating, encouraging creativity, and showing appreciation for the person who is speaking and ultimately convincing the person (the addict) to make a decision what is good for him (break up the substance).

The steps to be taken when listening to client statements (addicts) are:

a. Stay focused on clients (addicts)
b. Listening to the words and feelings expressed by the client (addicts)
c. Show a genuine interest in what the client (addicts)
d. Repeat what the client says (addicts).
e. Occasionally ask questions to ensure the information the client (addicts) submitted.

Processes that occur when listening to client statements (addicts):

a. **Receive information.** At this time the counselor receives information from clients (addicts), mostly happening through the eyes and ears. The viewing senses help the counselor read the nonverbal communication that plays a role when the client (the addict) expresses the feelings aspect of the information it conveys.
b. **Processing.** This activity involves the counselor's analysis of the disclosed information and non-verbal communication used. This process is done to understand the information the client (addicts), and help provide answers when needed.
c. **Give feedback.** At this stage, the counselor provides verbal and non-verbal responses that the counselor understands the information provided by the client (the addict).

2. Focus on the Message

Counselor as a listener, his brain works faster than as a speaker. Therefore as a listener, counselors are required to slow down the workings of the brain and keep the mind from wandering around during the counseling break.

There are a number of ways to focus on messages delivered to our brain, including:

a. Think about what the client says (addicts), not on what the counselor wants to say afterwards.
b. Periodically review and summarize in the heart the points the client makes (addicts). Imagine that the counselor should repeat it to others what the hearing counselor is from the client (addict).
c. Repeat inwardly the words spoken by the client (addict). This will help the focus counselor focus attention and instill the client's message (addict) into the counselor's mind.
d. Listen to additional meaning that is not spoken. Feelings (enthusiasm, anxiety, anger, frustration) what lies behind the words of the client (the addict).
e. Check out a number of things that clients may think or feel (addicts) but do not say. These can be tone, word choice, facial expressions, gestures, and caution in choosing words.
f. While listening to clients (addicts), use the facts that the hearers hear to group what is said. Group ideas for later conclusions.
g. Do not get stuck with facts. Use facts just to understand the bigger message or the idea behind the facts.
h. Consider what the client does not say (the addict), which may be the idea for the counselor to dig up further information.

3. Do Not Judge

When the counselor is listening, always remember not to judge the client (the addict). Listen to all the messages you want delivered, both verbal and non verbal. Consider the facts disclosed, but do not assume the client (addict) is right, wrong, achieving goals or not, based or not, and so on. The counselor's role as a facilitator is to improve understanding, so that everyone will be properly responded by the group.

4. Eye Contact

The counselor should maintain eye contact with the talking client (addict), as it indicates that he or she is actively listening. If the counselor looks the other way, the client will lose focus. Eye contact indicates that the counselor is really paying attention.

What is meant by real eye contact only looks at the eyes and face of the client (the addict) in a relaxed way. It's okay to blink occasionally and look into other parts of his face, but keep the focus to the head.

The function of making eye contact:

a. Submit Information

Eye contact signals whether someone is communicating accurate information or not clients (addicts) who are having problems tend to avoid eye contact).

b. Showing Interest or Concern

A study shows that to foster good relationships with someone then the eye-to-eye activity must occur 65-

70% of the total interaction time.

c. Invites or Limits Interactions
When the counselor makes eye contact with the client, the counselor invites the client (the addict) to interact. When this interaction then continues, then eye contact is used as a means to control the type and time of interaction. Conversely, if the client (the addict) avoids eye contact, he intends to limit the interaction.

d. Provide Feedback
Feedback is very important in a conversation. Counselors need to ensure that clients listen to messages (verbal and non verbal), otherwise clients (addicts) need to be reassured that their attention is respected. The needs of this counselor and client can be met through proper eye contact.

5. Touch
For some, a light touch on the hand or shoulders will make it more comfortable and caring; For others, it may feel like intimidation. People with certain mental disorders have very strong or weak personal space limits.

6. Counselor Selfdisclosure
Counselor relationships with clients resemble friendships in some ways. However, the counselor should always ensure the establishment of a healthy and responsible professional relationship as well as genuine sincerity towards the relationship with the client.

7. Motivation
Motivation is defined as a person's probability to follow, continue, and adhere to specific strategies for change. To provide motivation for clients (addicts) is strongly influenced by the style of counselor in generating and boosting motivation. In the event of lack of motivation, this is a challenge for the ability of the counselor is not a mistake or failure that delegated to the client (addict).

IV. CONCLUSIONS

In counseling activities for drug addiction clients, the implementation of interpersonal communication system is necessary. This is evidenced by several indicators of interpersonal communication has been applied as a foundation in providing counseling for clients (addicts). As with listening to client problematics, focusing on messages or materials delivered by clients (addicts), not judging clients (addicts) from the stages of counseling that have been done, keep eye contact with clients (addicts) Which indicates that the counselor is concerned with the problems faced by the client (addicts), giving a simple touch that can provide a boost semangt and courage in telling the problems faced by clients (addicts), Self-disclosure or self-disclosure by the counselor to trigger the client (the addict) to express himself / herself also about the problems he faces, and the last is to provide motivation so that the client can move towards the recovery programs that have been prepared.

For the future development needs to strengthen the understanding in improving the ability and skills of listening actively through Begin to practice to listen actively by doing things that are liked and informative. Listen to the radio, and thrill the preferred comedians. Recount what read or tell friends, Notice the intonation, the manner in which the person brings herself, speech and other habits. Be silent and let the client speak. In a conversation, responding by asking questions, using body and words are your listening features, Ask open-ended questions that allow the counselor to get various responses that can later be inferred, Do not assume that you understand what the client is saying or try to solve The client's sentence, Do not criticize or attack the client's feelings. This will stop the client's interest to continue the conversation. If the client feels that the counselor has listened to them, then the higher the client will hear the counselor's ideas. Pause the conversation when the counselor is not in the mood to listen. Better to delay than to continue the conversation where the counselor is not present in full, Sometimes the counselor should pay attention to things that are not disclosed explicitly, but on the other hand the counselor should receive the information as it is, Pay attention and listen clients (addicts) simultaneously. Watch for signs when they feel bored and lose interest. When this happens do activities that can increase the energy level of clients (addicts), Remember that eye contact is an effective way of telling the client (coincidence) that the counselor is interested in the topic or information submitted. Eye contact is an important way of showing appreciation. If the counselor has difficulty keeping eye contact out of boredom, wait a minute and change the topic being discussed. Or use a polite way to quit the conversation. Another way that can be used is the view of the nose or eyebrow, From a series of counseling activities performed, the last stage is to provide motivation. What motivation should be done when it is clear that there is a desire from the client (the addict) to change this will make it easier in helping the client to recover from his dependence on drugs.

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THE MARKETING STRATEGY OF ORGANIC FARMING IN BALI

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Abstract. The agricultural sector is one of the leading sectors in the national economic development as it has a dominant contribution, either directly or indirectly in achieving the goal of building the national economy. The agricultural sector clearly has a role very much, especially in strengthening food security, poverty alleviation, job creation and income distribution. Bali agricultural system is said to increasingly receding role in the development of Bali, because the public is no longer much interested in becoming farmers, especially the younger generation. One development of innovation in the development of agriculture by the Department of Agriculture and Foodstuffs (standardized) of Bali by developing organic farming systems on a group of farmers in Bali. Organic farming systems is one of the objectives of agricultural development through a program of Bali Province Bali Organic and Bali Clean and Green which is the government's vision of Bali province. Developing organic farming in Indonesia, especially in Bali, there are still obstacles and constraints encountered in addition to some of the things already achieved one of the obstacles encountered by the farmer is in terms of marketing of organic agricultural products. How marketing of organic agricultural products can refer to the four instruments of marketing mix, namely the production, the sale price of production, place, and promotion. The Government's role in the provision of organic certification of farm businesses is indispensable for this certification aims to protect consumers as well as producers of trade fair, product counterfeiting and improper use of the label

Keywords**:** Marketing, Organic Farming

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PRELIMINARY
Background

The agricultural sector is one of the main sectors in national economic development because it has a dominant contribution, either directly or indirectly in achieving the objectives of building the national economy. The agricultural sector clearly has a very large role, particularly in strengthening food security, poverty alleviation, job creation, and income distribution, but in contribution to GDP growth tend to decrease. The role of the agricultural sector supports the sustainability of natural resources, the environment, such as conservation of water resources, oxygen providers and reducing land degradation (Food Crops Department of Bali Province, 2012)

In Indonesia, the adoption of organic farming methods became known in the mid-1980s, largely spearheaded by individuals and non-governmental organizations (Sulaeman, 2006). Organic farming is an agricultural cultivation system that relies on natural ingredients without the use of synthetic chemicals. Some of the Indonesian crops that have the potential to be developed with such techniques are rice, vegetable and fruit horticulture (eg broccoli, red cabbage, oranges, etc.), plantation crops (coffee, tea, coconut, etc.), and spices. The processing of organic agriculture is based on the principles of health, ecology, justice, and protection. The principle of health in organic agriculture is agricultural activities must pay attention to the sustainability and improvement of soil, plant, animal, earth, and human health as a whole because all components are interconnected and inseparable. (Peasant info, 2016). With regard to product purchases, there are some attributes to consider Consumers in comparing organic food with food Non-Organic. In general, consumers assess the quality of a product from its appearance (Beharrell and Macfie, 1991), but this does not seem to be the case Important for consumers who have a high interest in organic products

Bali's agricultural system is said to be increasingly receding its role in the development of Bali, because people are no longer many who are interested in becoming farmers, let alone the younger generation. Viewed from the development of the GDP of Bali from year to year it seems that the contribution of the primary sector is declining, while the secondary and tertiary sectors are increasing, indicating the declining role of the agricultural sector as well as the declining agricultural contribution in the GDP of Bali compared to the industrial and service sectors (Suweca, 2010). Those who care about the existence of Bali agriculture remind people to return to agriculture with various possible revitalization efforts, besides that new innovations in agriculture development in Bali are also needed.

One of innovation development in agriculture development by Department of Agriculture and Food Plant (Distan) Bali Province by developing organic farming system at farmer group in Bali. Organic farming system is one of the goals of agricultural development of Bali Province through Bali Organic program and Bali Clean and Green which is the vision of Bali Province government. The development of organic agriculture in Bali is now experiencing a positive development, although the market is still concentrated in some places only. Organic food products, especially in the form of fresh and processed minimal has been marketed in the existing tourist areas in Bali, modern retail, restaurants and specialty stores that sell organic food products. Organic farming products not only benefit the health of the consumer body, but also economic value. Judging from the price of the products produced, organic products have a higher selling value than non-organic agricultural products.

This condition provides opportunities for organic farmers inBali, with various comparative advantages owned by farmers, among others: 1) still The number of land resources that can still be developed into agriculture Organic, 2) Technology to support organic farming is sufficient available such as Manufacture of solid organic fertilizer, liquid, pesticide, vegetable, and others, 3) Distance Transport from producer to consumer is relatively close.

The growing trend of healthy lifestyles in the global community with the slogan of "back to nature", causing demand for organic and environmentally friendly farm products is increasing. Increased public interest on organic agricultural products and socialization efforts about the benefits of organic farming by the government and observers of organic agriculture encourages the growing number of business actors of organic agriculture. (Distantp, 2014). One of the production of organic agriculture in Bali is organic brown rice in Jatiluwih Village Penebel District Tabanan Regency. Some organic agricultural products such as organic rice are still consumed by the limited circle, with limited purchase places, such as special supermarkets, online, and some other special places. In addition, there is still a lack of organic red rice enthusiasts because of the obvious obvious different from the ordinary non-organic rice sold in the market. Most consumers who consume non-organic rice is someone who applies vegetarian. Consumers in Bali are very selective about the quality and health of food, are in need of organic vegetable products, it turns out to stimulate some advanced farmers to open organic vegetable farming business since approximately the last five years.

Development of organic farming in Indonesia especially in Bali, there are still obstacles and obstacles encountered in addition to some things that have been achieved one of the obstacles encountered by farmers is in terms of marketing of organic farming. The lack of technical knowledge and marketing paths dominated by organic farmers cause monotonous farmers to sell only agricultural products in their surroundings. The distant location and the lack of transportation facilities also cause the cost of transportation and distribution of organic food from land to market becomes high. In addition to the constraints in terms of marketing of organic products, other influences are the interest of the community to consume organic agricultural products and the response that organic produce such as vegetables, fruits and rice are considered relatively expensive.

ECONOMIC ANALYSIS

Economic analysis conducted according to Kadarsan, 1995, from the analysis, it seems that organic farming system that is managed intensively in the form of a company capable of producing high quality products and guaranteed continuity so that consumers dare to buy with high price. The development of this agricultural system should be developed and used as an example of organic agriculture in the future. Increased capital helps farmers in pest and disease problems, quality of production, increases in quality and quantity and continuity is guaranteed because it no longer depends on the season. Government or private assistance providing small credit to individual organic farming entrepreneurs also helps farmers. (Sudana, 2014)

Actually many conventional farmers who want to turn into organic farmers, but the capital and technology are still not owned. In addition, government or private enterprises are required to establish a certification institution, so farmers who have just converted to organic farming have the trust of consumers if they already have organic certificates from official institutions. Conventional farmers who only grow vegetables, due to rising prices of synthetic fertilizers and pesticides and wages are very high consequently the net income received is very low. This is because some of them reduce the dose of pesticide use so the plants are often damaged by pests and diseases and difficult to reach the quantity and quality of the optimal product.

MARKETING OF ORGANIC ORGANIC PRODUCTS PRODUCTS

Marketing in agricultural activities is considered to play a dual role. The first role is a price shift between producers and consumers. The second role is the physical relationship of the point of production (farmer or producer) to the place of purchase (consumer). In playing both roles, farmers face various obstacles to market agricultural products to the public at large. The channels of organic food marketing are still small and embrace conventional marketing, so the risk to be mixed with non-organic food. Besides, the remote location and the lack of transportation means the cost of transportation / distribution of organic food from the land to the market becomes high.

Marketing strategy is one key to the successful sale of a product or service. Strategies must be fixed by including superior product or service quality. First, identify the target market. For example, if a business is engaged in marketing premium rice, farmers can target upper middle class. Appropriate identification can facilitate the formulation of effective marketing strategies and avoid the waste of wasted costs and time. (Widayat, 2009)

The purpose of marketing organic agricultural products is to seek profit by meeting the needs and desires of consumers so as to satisfy the consumer itself. Some components seen from a consumer in deciding to buy a product is to see the

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quality of these products and products meet the needs of consumers, the price can be affordable by consumers, service to consumers satisfactory and product image both from the point of view of consumers. Organic farmers, they are very concerned about the quality and packaging of products, because their consumers are generally people who are high incomes and very selective on quality.At the time of harvest, the vegetables are washed out then sorted and grading in order to determine the quality. Next they pack in a kelp plastic bag weighing between 250 g to 500 g. And directly marketed to Supermarkets, restaurants, hotels and restaurants, with prices much higher (3-5 times) of non-organic products For example for leaf vegetables ranged Rp. 7500 to 15000 / kg, erchis / beans about Rp. 30000 to Rp 45000 / kg.

Organic farming products not only benefit the health of the body of people who consume them, but also economic value. Judging from the price of the products produced, organic products have a higher selling value than non-organic agricultural products. In Bali alone many organic farming business can be found even not only organic yields that have not been processed but already processed. In general, the pattern of marketing of organic agricultural products that exist today in particular in Bali using old patterns and new patterns.

Assistance to other organic farming processes for the farmer community in Bali, also conducted by the BOA Foundation (Bali Organic Association) they also facilitate these farmers in the marketing stage of the product. Farmers obtain and already have local market share that comes directly to the BOA Secretariat or delivered, as well as through packet delivery services, both in Bali and in Java and Nusa Tenggara.

The most important activity of marketing in terms of fulfilling customer satisfaction is to pay attention to product, price, distribution and promotion. The way of marketing organic farming can refer to the following four marketing mix tools:

1. Products (product)

Product is an important element in a marketing program. Product strategy may affect other marketing strategies. Purchase a product is not just to have the product but also to meet the needs and desires of consumers.

- Product Quality: before being sold to the consumers of this organic red rice production the quality is always monitored directly.
- Design: most product appearance and packaging less attractive in the eyes of consumers so that the packaging design used must be made to attract the attention of consumers and in the packaging contains the full trademark name.
- Agricultural Products must be certified by the certification body or from the local Food Crops Agency.

2. Price (Price)

- Price list, Discount / discount, Special discount.

3. Place (Place)

- Marketing Objectives
- Market coverage
- Grouping for risk to be mixed with non-organic food is smaller.
- Strategic location in marketing, making it easy for consumers to get organic farming.

4. Sales Promotion (Promotion)

- Sales Promotions other than directly to Traditional Markets or Modern Markets can also use online marketing strategies
- Holding a Special Event on organic products every holiday in the center of the crowd easily accessible by the community
- Through publications (in-store promotion, talk shows, demos, etc.)
- Door to door marketing by applying policies made by the government that are supportive or pro to the development of organic agricultural products by directly promoting and selling organic agricultural products to consumers directly.
- Online Marketing in a way to provide an information to a person about the product goods or services being dijajakan on the internet, in relation to meet from the needs and desires of the user through online or can be called the internet media.

ORGANIC CERTIFICATION SYSTEM

This system is a means to provide product assurance that is produced in accordance with the standards established in accordance with the SNI of the organic food system, the certification is defined as a procedure by which a government certification body or a government-recognized certification body provides written assurance or equivalent that the food or food supervisory system complies with Requirements. This certification aims to protect

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consumers as well as producers from unfair trade, product counterfeiting and improper use of labels.(Sulaeman, 2009).

The Provincial Food Crops Office of Bali has now awarded 39 organic certifications to horticultural commodities and plantations to farmers groups and individual farmers. This prime certificate also explains the freshness and safety of food products for consumer consumption that will be one of the requirements in marketing organic agricultural products. The prime certificate consists of 28 organic certificates for food crops and horticulture and eleven for plantation commodities. The farmers and farmers groups in this tourism destination area are expected to have a prime certificate on the cultivation of the production process conducted in an environmentally friendly manner assessed by the Regional Food Safety Component Authority (OKKPD) under the local Food Crops Agency.

COVER

From the results of the discussion on the marketing of organic agricultural products in Bali can be summarized as follows:

Conclusion

1. According Kadarsan, 1995, from the results of economic analysis, it seems the system of organic farming is managed intensively in the form of a company capable of producing high quality products and continuity is guaranteed so that consumers dare to buy with high price. This farming system needs to be developed and used as an example of organic farming in the future.
2. Organic farming not only aims to produce a quality and healthy product, but also to improve and produce a clean environment, taking into consideration economic and social factors, including local wisdom.
3. The marketing strategy of organic farming to the community must be done by applying the four marketing management system that is in terms of organic products produced must see the quality, apply a special price or discount in sales, a strategic place of sale for consumers easy to find organic agricultural products , And the promotion of the sale of attractive organic produce is not only sold to traditional markets and modern markets but direct sales through bazzar booths, publications to the media directly or indirectly.
4. The effect of organic certification systems through certification bodies helps businesses or organic farmers to provide guarantees on products they produce later and in accordance with standards. This certification aims to protect consumers as well as producers from unfair trade, product counterfeiting and improper use of labels.
5. Required innovation technology utilization of organic material is simple, fast, easy to apply, does not require much time and energy in the process of making and handling until the application. This is a challenge for researchers.

Suggestion:

1. Organic farming business should be done intensively in the form of a company complete with organizational structure and clearly jobnya and management well.
2. Attention and assistance of the government or the private sector to seek capital in the form of light credits and establish certification bodies in order to revive and guarantee organic agricultural products.
3. In need of technological innovation development of organic farmers to produce high productivity.

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PROMOTIONAL MIX FOR PRODUCT MARKETING
(Marketing Communication Strategy Analysis)

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Abstract. The tight competition in product marketing, the difficulty of building the market, the high cost of promotion, requires a strategy precisely in informing the company's products to consumers. The form of promotion is an activity that needs to be implemented as a marketing communication activity that will be able to realize customer loyalty.
The problem formulated in this research is how to set various promotional tools (Tools Of Promosion) in the form of promotion mix through the establishment of the right marketing communication strategy.
The conceptual foundation in this study uses several concepts related to communication mix related to marketing communication strategy.
The research method is determined using descriptive analysis through literature study by taking references from various sources.
The results of the study were analyzed through several approach models, AIDA, Hierarchy Of Effect Model, and DAGMAR Model approach, which was oriented towards promotional purposes.
The conclusion of the study, the determination of promotional instruments through the mixing of promotions is an activity that can not be avoided for product marketing

Keywords: Promotional Mix, Product Marketing, Marketing Communications

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CHAPTER I: INTRODUCTION

Companies both engaged in services and goods in their activities have the same goal to gain profit, as the main purpose of its activities. In this era of Globalization the goal is not easy to achieve. Strict competition against the resulting product will complicate the achievement of company goals. For that we need a certain way for normal company goals achieved through marketing strategy that will be done.

Companies should usually provide satisfaction to consumers of products produced by providing quality product quality, as one form of marketing strategy. This is important to do as one of consumer consideration in buying a product. The company's sensitivity in understanding consumer needs will have an impact on the decision to buy a product for consumers.

Product marketing is the core of the company's activities, meaning that a company will usually run in accordance with what is expected if the company is able to realize market share for the products it produces.

Promotion is essentially a form of marketing communication, in the sense that the activities of a company that seeks to provide information in ragka influence or persuade and remind the target of the company and its products so that consumers are willing to accept, buy, and loyal to the products offered. To undertake this promotional activity for the company is not easy, as we know that the high cost is needed.

To build market share, face a very tight competition, and high cost of promotion needed, need to establish stragegim form of marketing communication right, so that marketing goal can we realize.

Promotional mix as a combination of several promotional tools is a marketing communication strategy that we need to consider in order to build a market for a product company. The selection of promotion mix as a form of marketing strategy aims to be able to realize the company goals that will be expected later. This is not an exaggeration, because using good tools of promotion a new product though can play degan beautiful in the market, even facing opponents - opponents who are well established. And also if the strategy yng designed and applied effectively, then did not rule out the product will become Market Leader, where Kotler (1997) also states that the existence of promotion and marketing komnikasi strategy is inevitable for a company that really want to succeed In its business activities.

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CHAPTER II: PROBLEM FORMULATION

In this research the problem that can be formulated is how to determine the promotion tool balam form of promotion mix to analyze marketing communication strategy.

CHAPTER : III CONCEPTUAL FOUNDATION

2.1 PROMOTION:

The promotion can also be said to be a kind of communication that provides explanations that convince prospective consumers of goods or Services or a process of sharing the idea of information or the market audience. In another sense jga can diktakan promotion is as an effort-business conducted by the company to influence consumers to buy products that are produced or to convey information about these products with in communicating the nature of persuading. In fact, although the implementation of promotions made by the seller / produesn the buyer or prospective buyers sometimes consciously naupun also not aware of also have done promotions, for example consumers want quiet information price and quality of the seller.

There are several factors that influence the promotion according to Stanton (1991), among others:

A. The amount of money available to make a promotion, a large allocation of funds in the promotion will allow the company to blend elements of the promotion elements

B. Market conditions, geographic state of the marketing area to ensure smooth arrival of customers or consumers.

C. Condition of product, Product manufactured to last consumer or supply for other industry.

D. The level of the product life cycle, at which level the product life cycle has been achieved will affect the promotion to be used.

The function of the promotion is:

A. Informing (Providing Information)

B. Persuading (Persuading)

C. Remiding (Reminiscent)

D. Adding Value

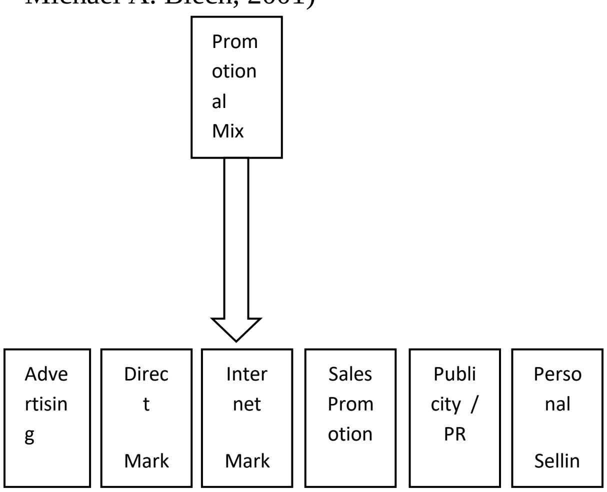
E. Assisting (Accompanying other efforts from the company) (Terence A Shimp)

2.2 Promotion Mix:

The development of human civilization thanks to the rapid pace of technological and scientific development, is indeed very frightening. Unlimited access to information, thanks to the development of satlit, digital and internet technology and its variants of technology and science derived, reflect on the high-accelerated mindset and lifestyle that must constantly respond to changes in change, this condition also has implications for concepts and Prkatek marketing communications.

Furthermore it is said that the current situation is undeniable almost all modern organizations both business-oriented use various forms of marketing communication to promote what they offer in achieving financial goals. (Shimp.2004). Promotional mix is a strategic of marketing communications, where communication mix can be interpreted as special ingredients of personal advertising, sales promotion and public relationships that companies use to achieve advertising and marketing objectives. (Kotler and Gary A in Alexander Sindoro 2000). So we can thus mean that what is in common with the communicative mix is the combination or mixture of some form of promotional tool.

To understand the concept of promotional mix (Tools Of Promotion), can be described with the following model : (George E. Blech dan Michael A. Blech, 2001)



2.3 Marketing :

Marketing can be interpreted as an effort to popularize the company's production through a variety of ways to make the production of products much in demand by the public (Sihite, 1996). Marketing as a process means it is a stage where the goods or services can be up to the hands of consumers from producers, while the marketing process consists of:

A. The existence of the product:
B. Pricing
C. Distribution channel
D. Promotion
E. Purchase

2.4 Marketing Communication:

According to Sutisna (2000) marketing communications is an attempt to convey a message to the public, especially the target consumers to recognize the existence of products in the market, while another understanding of komnikasipemasran is information dissemination activities, mempengauhi, menginagtkan market on target of the company and its products to bersdia receive, Loyal to the product offered by the company (FandyTjiptono, 2008).

In marketing communication strategy there are three main things as a foundation to formulate effective, efficient and productive strategy, among others:

1. Planning: planning activities include analysis of the situation around the company and the product, identification of target audience determination of communication objectives, budgeting, and development of integrated marketing communications.
2. Implementation: Implementation of activities includes description of marketing activities and media used
3. Evaluation: It is necessary to know whether the implementation of integrated marketing communications is successful or otherwise.

CHAPTER IV: Research Method:

The research design used is descriptive research design, that is research which try to give description by describing and interpreting data obtained.Data collection techniques using documentation techniques to collect information relevant to the problem to be studied. Information can be obtained through, research reports, scientific articles written sources both print and electronic.Data analysis using descriptive analysis technique that is analysis technique which describes, explains / describes information obtained with logical thinking, so that can be drawn a conclusion.

CHAPTER V : DISCUSSION

All information received by consumers as information that exist in the environment. Referring to the likes of John R Rossiter and Larry Percy (1977) says that the results of a promotion that reaches the consumer will lead to changes in the consumer, which includes:

1. The emergence of the need category: meaning we before buying a particular product because of the need for the product. The strategies we will use use advertising to stimulate the needs of categories in order to reach consumers widely. In addition to affect the needs of the category to a certain degree can also used publicity and personal selling.
2. Brand awareness: We will not buy a brand of a product unless we know the brand. Therefore, the general purpose of a promotion is to brand awareness in the consumer. If you as a marketer to build brand awareness for consumers is a very important action. Because whenever the needs of product categories that appear in the consumer, the brand will be activated in the consumer's memory, which Then included into the consideration of alternative options in making purchasing decisions. For this strategy, advertising marketers have a high influence in addition to publicity, personal selling. Sales promotion can also shape brand awareness even in limited capacity.
3. Shape brand attitudes: Consumers tend to have a certain attitude towards each brand they buy (Peter and Oslon.2000) Each promotion strategy can influence consumer brand attitudes.For a brand new or unknown, promotional purposes here should be used to create a brand, to A well-known brand of promotional purposes maintains a positive brand attitude. And neutral consumer brand attitudes promotional objectives increase consumer attitudes tersbut to positive attitude. A common strategy employed by companies is to create a more positive belief in the conceivable cirri - the main cirri of a product.
4. Establish a desire to buy a brand: Part of a promotional strategy aimed at improving or maintaining the possibility that consumers will buy the brand (Peter and Olson 2000) To develop an effective promotional strategy aimed at buying brands, Building consumer awareness about the need for product categories A product tends to embody a desire to buy a brand as they see an ad impression dlan. Personal selling and sales promotions are designed to affect the desire to buy in the event of an incident through promotional information. The goal is for consumers to immediately establish a relationship between brands with consequences and important values.
5. Facilitating other consumer behavior: Consumers often do other behaviors when buying a brand. This may be illustrated, for example, if a consumer buys a certain brand product when dealing with other behaviors, the marketer typically uses advertising and poersonal selling strategies to increase the likelihood of such behavior. For example there are ads that encourage customers to come to dealers and test new cars.

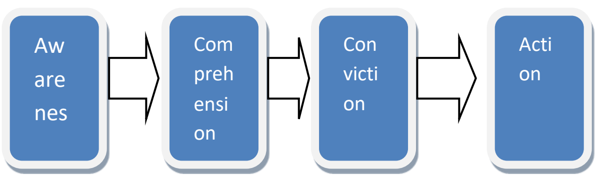
To design how activities to be undertaken by the company in designing the promotion in order to build promotional purposes effectively can be done through several models that are used:

1. AIDA Model: Developed by Strong (1925) which presented the stage of sale stage of the individual executed by personal selling. This model is done through several processes, beginning with the Attention, interest, desire and action.
2. The Hierarchy of Effects model was developed by Lavidge and Steiner (1961) who presented the process through advertising, assuming there is a set of steps to go through in a sequence, ranging from unconsciousness to purchasing. Advertising is assumed to not be able to immediately respond to consumer

behavior, where a series of mental influences must be done through the fulfillment of each stage of a particular cognitive problem before the next stage of progress is passed. Such as cognitive (learning), affective (feel) and Konatif (working)

3. Information Retrieval Model: Developed by McGuire (1978) arguing that the similarity of the recipient's view of persuasive advertising is an information processor or cognitive problem solver. The marketing communications message is designed to provide the information that a potential buyer uses, when a purchase decision is made at one time in the future.

4. The DAGMAR Model (Defining Advertising Goals For Measured Advertising Results) was developed by Colley (1961) whose purpose was to set advertising goals and measure results. Colley declared how to develop effective communication that target oriented**.**



Awareness (Awareness) about the existence of a product or company is important before sales behavior occurs. Marketing strategies in the form of sales and personal selling promotions may be more effective to inform, persuade and encourage the consumption of a new car when the advertiser is created to assist awareness at some stage.

Comprehension Awareness is not enough to stimulate purchasing activity (Fill.1995) Knowledge of the product can be achieved by providing specific information, as the information need for the consumer.

Conviction In this case the consumer believes in the product produced this can be realized with a message that shows the superiority of the product beyond its main competitor. The strategy to be taken under these conditions is strongly supported by personal selling activities and sales promotion in an effort to fulfill the belief.

Action Communications programs are used to encourage buyers to engage in buying activities. Communication strategy is done by directing advertising to guide buyers into specific behaviors. For high-involvement decisions the most effective tool in the communication mix is personal selling, through the use of interpersonal skills, the buyer will prefer to buy the product instead of no interpersonal touch

CHAPTER VI : CONSLUSION

From the discussion conducted then the results of this study can be concluded that the marketing communication strategy through promotion mix is one way to realize corporate goals.

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PERCEIVED PRESSURE, OPPORTUNITY AND RATIONALIZATION OF TAXPAYERS (Theoretical and Empirical Review)

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ABSTRACT

Speaking about tax evasion issues it can not be separated from the tax collection system in Indonesia. In tax collection it was known the self assessment system; that is a tax collection system that authorizes the taxpayers to determine for themselves the amount of tax payable. With the authority of self-accounting, if there is no strict supervision then the practice of tax evasion is easy to do. Tax evasion is a resistance to taxes that impede tax collection so it will reduce state cash receipts. Resistance to the tax consists of active resistance and passive resistance. Passive resistance to taxes is a resistance that is not initiative of the taxpayer itself but occurs due to circumstances surrounding the taxpayer, such as economic conditions, intellectual (Lumbantoruan, 1996: 489). Active resistance is a resistance which initiative comes from taxpayer itself consisting of tax evasion that is tax evasion by utilizing regulation gap, and tax evasion that is avoid tax to pay less tax by violating taxation or also called fraud or tax evasion.

Keyword: pressure, opportunity, rationalization

INTRODUCTION

The role of tax in Indonesia's State Budget (APBN) continues to increase against all state receipts. In State Budget, the target of tax receipts from year to year tends to increase. Increased state budget receipts from taxes are planned to continue until the State Budget becomes an independent state budget. Domestic receipts data including tax receipts can be seen in table 1.1.

Based on table 1 regard the development of tax receipts from 2005 to 2008 always experienced a significant growth. Tax receipts in 2005 amounted to Rp347 (trillion), increased up to 2008 to Rp558 (trillion). From the tax receipts, the largest receipt is Income Tax of Rp 327.5 (trillion) for 2008.

The government's efforts to increase tax receipts began with a comprehensive tax reform in 1983, and since then Indonesia has adopted a self-assessment system. The implementation of self assessment system will be effective if voluntary compliance condition in society has been formed (Darmayanti, 2004). The fact in Indonesia that shows low level of compliance, this can be seen from not optimal of tax receipts reflected from tax gap and tax ratio.

Table 1
Development of Domestic Receipts, 2005 – 2008
(Trillion Rupiah)

Description	2005	2006	2007	2008
Domestic Receipts	493,9	636,2	706,1	979,3
1. Tax Receipts	347,0	409,2	491.0	658,7
a. Domestic tax	331,8	396,0	470,1	622,4
i. Income tax	175,5	208,8	238,4	327,5
1. Oil and Gas	35,1	43,2	44,0	77,0
2. Non Oil and Gas	140,4	165,6	194,4	250,5
ii. Value added tax	101,3	123,0	154,5	209,6
iii. Land and Building Tax	16,2	20,9	23,7	25,4
iv. BPHTB	3,4	3,2	6,0	5,6
v. Excise	33,3	37,8	44,7	51,3
vi. Other tax	2,1	2,3	2,7	3,0
b. International Trade Tax	15,2	13,2	20,9	36,3
i. Import duties	14,9	12,1	16,7	22,8

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ii. Export duties	0,3	1,1	4,2	13,6
2. Non-Tax State Receipts	146,9	227,0	215,1	320,6
a. Natural Resources Receipts	110,5	167,5	132,9	224,5
i. Oil and Gas	103,8	158,1	124,8	211,6
ii. Non Oil and Gas	6.7	9,4	8,1	12,8
b. Earnings Share of SOEs	12,8	21,5	23,2	29,1
c. Other Non-Tax State Receipts	23,6	38,0	56,9	63,3
d. Public Service Board Receipts	-	-	2,1	3,7

Source: Financial Note and Draft of State Budget 2010

Accurate data on the amount of Indonesian tax gap is not yet available. But in his inaugural speech as professor of Faculty of Economics, University of Indonesia, Gunadi cited the results of the Supreme Audit Agency (BPKP) report on the performance audit of Directorate General of Taxes that Indonesia experienced a significant tax gap. On the other hand, Indonesia's tax ratio is the lowest in the ASEAN region, which is only average of 12.3 - 12.5% for 2005-2007, while for 2008 the tax ratio is 13.3% (Financial Note and Draft of State Budget 2010). Meanwhile, the tax ratio of ASEAN countries is: Malaysia (20.17%), Singapore (2l.4%), Brunei (18.8%) and Thailand (17.28%). The significant tax gap and low tax ratio indicate the low tax effort of Indonesian (Gunadi, 2004). When referring to the average tax ratio of neighboring countries, the Indonesian tax gap is about 4-7% of GDP. Based on this matter there is an indication that there are neither a lot of potential taxes that have not been excavated nor the existence of taxpayers who have not paid taxes.

Data on the number of taxpayers in Indonesia was not announced by the government, but by the end of 2008 the number of taxpayers reached more than 10 million (internal sources of the Directorate General of Taxes). Taxpayers in the tax system in Indonesia consist of personal and agency taxpayers. Comparison of the number of Taxpayers is shown in table 2 as follows:

Table 2
Amount of Taxpayers as of December 31, 2008

No	Type	Amount (thousands)	Percentage
1	Agency Taxpayer	1,439	13.81%
2.	Personal taxpayer		
	a. Employee / non-entrepreneur	7,464	71.64%
	b. Entrepreneur	1.516	14.55%
	Amount of Personal taxpayer	8,980	86.19%
Total		10,419	100%

Source: Financial Note and Draft of State Budget 2010, DGT

Based on the number of Taxpayers in table 2 above, it is seen that the largest amount is personal taxpayer employee or non entrepreneur that is 62.04% of the total taxpayer, it followed by the personal taxpayer entrepreneur of 24.15%, and the last of the agency taxpayer amounted to 13.81%.

Comparison data of paid income tax receipts can be seen in table 3. Based on table 3, it shows that the smallest receipt is the receipts of the personal taxpayer entrepreneurs who only 2.2% (in 2008) of total income tax receipts, whereas the amount of personal taxpayers entrepreneurs reached to 24.15%. It shows that there is still a lot of tax potential from uninvent of personal taxpayer entrepreneur and still many of entrepreneurs who avoid from tax payments.

Table 3
Income Tax Receipts (in trillion rupiah)

Taxpayer Type	2005		2006		2007		2008	
	Amount	%	Amount	%	Amount	%	Amount	%
Agency *)	51,4	63,9%	65,1	66,1%	80,8	66,3%	106,4	65,8%
Personal Employees **)	27,4	34,1%	31,6	32,1%	39,4	32,3%	51,7	32,0%
Personal Entrepreneurs ***)	1,6	2,0%	1,8	1,8%	1,6	1,3%	3,6	2,2%
Amount	80,4	100,0%	98,5	100,0%	121,8	100%	161,7	100%

Source: Financial Note and Draft of State Budget 2010
*) Data of Income Tax Article 25/29 Agency, **) Data of Income Tax Article 21,

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***) Data of Income Tax Article 25/29 Personal

Regarding the comparison of special tax receipts data of personal entrepreneurs income tax in the big city such as Jakarta and Surabaya it can be seen in table 4. While the comparison of receipts of personal entrepreneur in 2008 for Jakarta and Surabaya can be seen in table 5.

Table 4
Receipt of Income Tax of Personal Entrepreneur by Region
(In billion rupiah)

Year	Tax Receipts and Percentage			
	National	Jakarta	Surabaya	Others
2007	1.608,16	899,54	93,01	615,61
	100%	56%	5,8%	38,3%
2008	3.603,04	1.921,16	261,74	1.420,14
	100%	53%	7,3%	39,4%

Source: Financial Note and Draft of State Budget 2010, Internal of DGT

Table 5
Average Receipt of Income Tax of Personal Entrepreneur per Taxpayer in 2008
(in thousands)

Description	National	Jakarta	Surabaya	Others
Tax Receipts (Rp.)	3.603.040.000	1.921.160.000	261.740.000	1.420.140.000
Personal Taxpayer of Entrepreneur	1.516.2	251	41,7	1.223,5
Average per Taxpayer (Rp.)	2.376	7.654	6.277	1.161

Source: Financial Note and Draft of State Budget 2010, Department of Finance RI

Based on the data of tax receipts (table 4) shows that above 50% tax receipts of personal entrepreneurs are in Jakarta, while in Surabaya is only 5.8% for 2007 and 7.3% for 2008, it is extremely far from Jakarta city receipts, whereas the number of Personal taxpayers for Surabaya reaches 41,700 Personal entrepreneurs (table 5). According to table 5 it can be seen that the average income per taxpayer for Surabaya is still bigger than other cities and nationally, this is possible because other areas are mostly scattered throughout Indonesia whose economic activity is lower than Surabaya and Jakarta. However, when compared to Jakarta, the income per Taxpayer of Surabaya is smaller than Jakarta, therefore, there is still an indication that Personal taxpayer of entrepreneurs in Surabaya is still not optimal in other words there is still practice of tax evasion.

Speaking about tax evasion issues it can not be separated from the tax collection system in Indonesia. In tax collection it was known the self assessment system; that is a tax collection system that authorizes the taxpayers to determine for themselves the amount of tax payable. With the authority of self-accounting, if there is no strict supervision then the practice of tax evasion is easy to do.

Tax evasion is a resistance to taxes that impede tax collection so it will reduce state cash receipts. Resistance to the tax consists of active resistance and passive resistance. Passive resistance to taxes is a resistance that is not initiative of the Taxpayer itself but occurs due to circumstances surrounding the Taxpayer, such as economic conditions, intellectual (Lumbantoruan, 1996: 489). Active resistance is a resistance which initiative comes from Taxpayer itself consisting of tax evasion that is tax evasion by utilizing regulation gap, and tax evasion that is avoid tax to pay less tax by violating taxation or also called fraud or tax evasion.

Smaller taxpayers are likely to do tax evasion because they are unable to find the gap in tax regulations (Wikipedia Indonesia). It is also because small companies including private businesses that are not go public companies then their income, or assets can not be known by the people so that even if they do tax evasion it is unlikely to know the tax authorities if not done good supervision and examination. Wage earners such as company workers, employees, SOEs or LOEs have no weapons or ability to make tax evasion because their employee or the company is obliged to notify the wages paid to the tax authorities (Brotodihardjo, 2003:18). Large companies usually will actually lose whenever there is a willingness to conduct tax evasion. Generally the large companies prefer to take action by using the best opportunity because of the void or the vagueness of the law (Brotodihardjo, 2003:18).

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Based on social exchange theory illustrates that people behave or act consider the sacrifices and benefits to be received fairly, in this case the fair treatment of the government. Taxpayers who feel unfairly treated by the government will tend to fraud or behave non-compliance.

Based on Theory of Planned Behavior (TPB), the behavior displayed by the personal arises because of the intention to behave. While the appearance of behavioral intention is determined by three determinants: (1) behavioral beliefs, that is personal beliefs about the outcome of a behavior and evaluation of the results (beliefs strength and outcome evaluation), (2) normative beliefs, that is beliefs about normative expectations of people and motivation to comply those expectations (normative beliefs and motivation to comply), and (3) control beliefs, that is beliefs about the existence of things that support or hinder the behavior that will be displayed (control beliefs) and the perception of how strong things which supports and inhibits the behavior (perceived power). Barriers that may arise when the behavior is displayed can come from within the self or from the environment. In sequence, behavioral beliefs produce attitudes toward positive or negative behaviors, normative beliefs produce perceived social pressure or subjective norms and control beliefs lead to perceived behavioral control (Ajzen, 2002:2).

More specifically about the practice of illegal tax evasion is one form of fraud. While the occurrence of fraud is caused by three things known as The Fraud Triangle as proposed by Donald Cressey (W. Steve Albert et al., 2009:34 and Joseph T. Well, 2004:6), who suggested that Fraud occurs because:

1. Perceived Pressure/incentive (pressure) is the motive that causes a person to do fraud. Pressure can be social approval such as the approval of friends, relationships, family and also the pressure of financial conditions such as bills that accumulate, luxurious lifestyle, drug dependence. While the pressure to avoid taxes can be due to the pressure of financial condition at the time of having to pay taxes, the pressure of business relations, other parties such as family or tax consultants to avoid evasion of tax payments.
2. Perceived Opportunity is an opportunity that allows the fraud to occur. It is usually due to internal control of a weak organization, lack of supervision, and / or abuse of authority. The opportunity for tax evasion by the taxpayer is possible because the taxpayer calculates the tax by using a self-assessment system (self-calculating, self-paying and self-reporting the indebted tax). In this tax system, adequate supervision is required. In the absence of adequate oversight by the tax authorities, it will create a perception of open opportunities for tax evasion.
3. Rationalization is a person's tendency to justify their actions. In general, the perpetrators of fraud believe or feel that their actions are not the fraud but it is something that is indeed his right and sometimes the perpetrator feels it has been meritorious for having done much for his organization.

Rationalization is also called personal integrity or moral condition of a person (Josepth T. Well, 2004:17). Togler (2007:15), argued that a person's tendency to justify their actions in taxation is known as tax morale (Taxpayer morale).

Research related to tax compliance and tax evasion have been done, such as Etzioni (1986), examined the problem of fairness perception on tax evasion which stated that perception on tax justice has effect on tax evasion.

LITERATURE REVIEW

As in the field of other sciences with regard to behavioral aspects, the tax is also not separated from the behavior aspects, theories related to behavioral aspects in taxation are Social Exchange Theory as a grand theory, and supporting theories such as Attribution Theory and Theory of Planned Behavior (TPB), and as a theory that specifically concerns on tax evasion is the fraud triangle which suggests that fraud occurs because of three things: pressure, opportunity, and rationalization (actor’s moral).

Social Exchange Theory

The Social Exchange Theory is expressed by Thibaut & Kelley (1959) and Peter Blau (1964), who argue that in social relations there are elements of rewards, sacrifices, and mutual benefits. This theory explains how humans perceive our relationship with others in accordance with the human self-assumption of the balance between what is given into the relationship and what is obtained from that relationship, the kind of conducted relationships, the chance of having a better relationship with others.

In general, social relations are made up of society, so we and other societies are seen to have interrelated behaviors in those relationships, which contain elements of reward, sacrifice and benefit. Reward is all that is gained through sacrifice, when sacrifice is all that is avoided, and benefit is reward subtracted by sacrifice. So the social behavior consists of the least exchange between the two peoples

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based on the profit and loss calculations. For example, behavioral patterns in the workplace, romance, marriage, and friendship.

The analogy of it, at some time you feel that every friend of yours in a class is always trying to get something from you. At that time you always give what your friends need from you, but the opposite actually happens when you need something from your friends. Every personal make friends of course have a purpose to pay attention to each other. Personals are certainly expected to do something for others, help each other if needed, and support each other when sad. However, maintaining a friendly relationship also requires certain costs, such as loss of time and energy and other activities that are not so implemented. Although these costs are not seen as expensive or burdensome when viewed from the point of rewards earned from the friendship, but they should be considered if we objectively analyze the relationships of transactions in friendship. If the costs incurred appear to be inconsistent with the rewards, what is happening is the unhappy feeling on the party who feels that the reward received is too low compared to the cost or sacrifice has already given.

An analysis of the social relationships that occur according to cost and reward is one of the characteristics of exchange theory. This exchange theory focuses on the level of micro analysis, especially on the level of interpersonal social reality. In this discussion will be emphasized on the thought of exchange theory by Homans and Blau. Homans in his analysis adheres to the necessity to using personal psychological principles to explain social behavior rather than simply describe it. But Blau, on the other hand, is trying to move away from the level of interpersonal exchange at the micro level, to a more macro level of social structure. It seeks to show how the larger social structure arises from basic exchange processes.

This process of social exchange has also been expressed by classical socialists. As expressed in classical economic theory of 18th and 19th centuries. The economists such as Adam Smith have analyzed the economic market as a result of thorough collection of a number of personal economic transactions which the unrecognized amounts (http://id.wikipedia.org/wiki/teoripertukaransosial). He assumes that exchange transactions will take place only when both parties can gain benefit from such exchanges, and the society welfare in general can be perfectly guaranteed if personals are left to pursue their own interests through privately negotiated exchanges.

Application of social exchange theory in taxation is about the relationship between the Taxpayer with the Directorate General of Taxes. Tax evasion can be generated from both relationships. If taxpayers feel unfairly treated then they will trigger tax evasion, but if taxpayers feel treated fairly and feel that their obligations are always supervised by tax officers then less taxpayers who conduct tax evasion.

Attribution theory

Attribution theory is a theory that explains about one's behavior. Whether the behavior is caused by a dispositional factor that is internal factors, such as traits, characteristics, attitudes, etc., or it is caused by external circumstances, such as the pressure of a situation or circumstance that forces a person to do a particular act (Robins 1996:125). Every personal is basically a pseudo scientist who trying to find out why someone does a certain way.

The initiator of the attribution theory is Fritz Heider (1958), in his Psychology of Interpersonal Relations, explaining that human behavior can be caused by internal factors (called internal attributions) and can also be caused by external factors (external attributions). Heider also states that ones organize their thoughts within the framework of cause and effect. In order to continue their activities and match it with the people around them, one interprets information to decide the cause of his behavior and others. Heider introduces the concept of "causal attribution" which is the explaining process of the behavior causality. In everyday life, the behavior causality is differentiated in two types, namely internal and external. Internal causality is an attributes attached to attitudes and personal qualities, and external causality are existing in environment or situation.

Theory of Planned Behavior (TPB)

Theory of planned behavior (TPB) is a theory that connects attitude and behavior. This theory is proposed by Ajzen (1988) which is the development of Theory of Reason Action (TRA) proposed by Ajzen (1975).

In Theory of Reason Action (TRA) mentioned that human behavior is affected by intention to behave, whereas intention is affected by two things, which are attitude and subjective norm. While in Theory of the planned behavior (TPB) added one more that affect the intention to behave that is perceived behavior control.

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Behavior based on the theory of planned behavior (Ajzen, 1991) states that human action is caused by 3 (three) things, which are beliefs about the possible outcomes and evaluation of those behavior (behavioral beliefs), beliefs about expected norms and motivation to meet those expectations (normative beliefs), and beliefs about the existence of factors that can support or hinder behavior and awareness of the power of these factors (control beliefs). Behavioral beliefs generate an attitude of likes or dislikes based on the personal's behavior (attitude). Normative beliefs generate an awareness of the pressure of the social environment or subjective norms, while control beliefs lead to perceived behavior control. In combination, the three factors are attitude, subjective norm, and perceived behavior control generate intention to behave, while intention will generate behavior. In general, if attitude and subjective norm pointing towards the positive way and it has the stronger controls, then the greater the likelihood that a person will tend to do those behavior.

The Fraud Triangle

In general, fraud itself is an unlawful act perpetrated by persons from inside and/or outside of the organization, with the intent to obtaining personal and/or groups gain which directly harm the other. Ordinary people often assume narrowly that fraud is a crime or corruption. According to the Association of Certified Fraud Examiners (ACFE), which is a professional organization engaged in the inspection of fraud based in the United States, classifies fraud in several classifications, and known as "Fraud Three" that are:

1) Asset Misappropriation

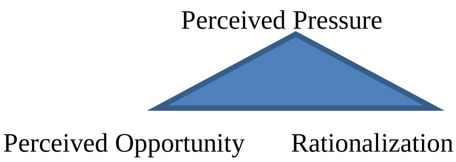
Asset misappropriation involves the misuse or theft of assets or property of a company or other party. This is the most easily detectable form of fraud because it is tangible or can be measured or computed (defined value).

2) Corruption

This type of fraud is the most difficult to detect because it involves cooperation with other parties such as bribery and corruption, which it is the most common type in developing countries where the law enforcement is weak and lack of awareness of good governance so that the integrity factor is still questionable. This type of fraud is often undetectable because the collaborating parties are enjoying the benefits (mutualism symbiotic). These include abuse of authority/conflict of interest, bribery, illegal gratuities, and economic extortion,

3) Fraudulent Statement;

Fraudulent statements include actions taken to cover the actual financial condition by doing financial engineering in the presentation of its financial statements to gain profit.



Source: W. Steve Albert, 2009: 34 and Joseph T. Well, 2004 L 6

Figure 1. The Fraud Triangle

The occurrences of frauds are caused by three things known as The Fraud Triangle proposed by Donald Cressey (W. Steve Albert et al., 2009: 34 and Joseph T. Well, 2004: 6).

In Figure 2.1. It appears that fraud occurs due to three things:

1. Perceived Pressure / incentive (pressure) is the motives that cause a person to do fraud. Pressure can be social approval such as the approval of friends, relations, family and also the pressure of financial conditions such as bills that accumulate, luxurious lifestyle, drug dependence. While the pressure to do taxes evasion can be due to the pressure of financial condition at the time of must to pay taxes, the pressure of business relations, other parties such as family or tax consultants to do evasion of tax payments.
2. Perceived Opportunity is an opportunity that allows the evasion to occur. It is usually due to internal control of weak organization, lack of supervision, and/or abuse of authority. The opportunity for tax evasion by the Taxpayer is possible because the Taxpayer calculates the tax by using a self-assessment system (self-calculating, self-paying and self-reporting the indebted tax). In this tax system, adequate supervision is required. In the absence of adequate supervision by the tax authorities, it will create a perception of open opportunities for tax evasion.

3. Rationalization or is a person's tendency to justify his actions. In general, the perpetrators of fraud believe or feel that their action are not a fraud but it is something that are his right and indeed sometimes the perpetrators are feels they has been meritorious for having done much for their organization. Rationalization is also called personal integrity or moral condition of a person (Josepth T. Well, 2004: 17). Togler (2007: 15), argued that a person's tendency to justify their actions in taxation is known as tax morale (taxpayer's morale).

Perceived Pressure / Incentive

Perception can be defined as a process by which personals organize and interpret their sense impression to give meaning to their environment (Robbins, 1996:124). People can act in accordance with the perception they means. In interpreting environmental stimuli, it is not necessarily everyone has the same with their perceptions, although in the same environment and conditions, because they have different processes and senses.

Perceived Pressure/incentive (pressure) is a person's perception of a motive that causes a person to do a fraud. Pressure can be social approval such as the approval of friends, relations, family and also the pressure of financial conditions such as accumulated bills, luxurious lifestyle, and drugs dependence. Perceived pressure is divided into four important sections: financial pressures, vices, work-related pressures and other pressures (Albert et al., 2009:35). Broadly speaking the pressure or drive to commit fraud or bad behavior consists of pressure due to financial and non-financial conditions. The non-financial pressures, for example, because of the approval of relationships and not commendable customs (drunk, gambling, and others).

Some researchers use this variable in conducting research on behavior in taxation, such as Trivedi et.al (2004) by using Theory of Planned Behavior (TPB) to examine the problem of perception of pressure with subjective norm variable with six indicators, that are:

1. Approval of friends
2. Approval of Tax Preparer,
3. Approval of peers,
4. Approval of spouse,
5. Approval of employee,
6. Approval of family.

Bobek and Hatfield (2003) in their research entitled: An investigation of the Theory of Planned Behavior and the role of moral obligation in tax compliance, using variables of pressure with the name of social norm that measured by one indicator that is the approval of almost everyone (Most people I know would approve of me engaging in the cheating behavior).

Blanthome and Kaplan's (2008) using pressure variables with the name of social norm that measured by three indicators:

1. Effects of the subject's family,
2. Effects of spouse, and
3. Effect of tax preparer/assistant (tax return preparer).

Mustikasari (2006) conducted a study of noncompliance tax problem by using pressure variable or non financial motives to behave noncompliance with variable of subjective norm with four indicators that are:

1. Effect or approval of friends,
2. Effect or approval of consultants,
3. Effect or approval of the tax officer and
4. Effect or approval of company leaders.

Siahaan (2006) used a variable of financial pressure to examine the tax compliance behavior of manufacturing firms in Surabaya with the professional tax as research subjects, the indicators that used to measure the variables of financial pressure are:

1. Company's profitability
2. Conditions of company's cash flow
3. Conditions of company's net income

To measure the pressure variables to do tax evasion in this study, the researchers combined some of the above research indicators that are tailored to the conditions of the research object and elements in the fraud triangle. The research indicators used in this research are:

1. Financial pressures, that is cash conditions at the time must to pay taxes,
2. Relations pressures, including partners and consumers,
3. Other party pressures, that is including consultant, tax officer, or family

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Perceived Opportunity

Perceived opportunity is an opportunity that allows the fraud to occur. It is usually due to internal control of a weak organization, lack of supervision, and/or abuse of authority. The opportunity for tax evasion by the taxpayer is possible because the taxpayer calculates the tax by using a self-assessment system (self-calculating, self-paying and self-reporting the indebted tax). Perceived opportunity is the second factor that causes fraud to occur (Albert et al., 2009:38).

According to Albert et. al. (2009:38), there is six elements or indicators of this perception on opportunity, that are:

1. Lack of controls that prevent and or detect fraudulent behavior,
2. Inability to judge the quality of performance,
3. Inability to understand the type of business perpetrator (failure to discipline fraud perpetrator),
4. Lack of access to information,
5. Ignorance, apathy, and incapacity, and
6. Lack of an audit trail.

Many researchers in their research use this variables of opportunity, such as Bobek and Hatfield (2003), using Theory of Planned Behavior (TPB) to examine the perception of opportunities by the variable name of Perceived Behavioral Control, to measure these variables, they use two indicators:

1. If I engaged in the cheating behavior, I think my tax return would be audited.
2. If my tax return were audited, I think the IRS would discover that I had engaged in the cheating behavior.

Trivedi et.al (2004) also by using Theory of Planned Behavior (TPB) examines the perceived opportunity with variable name of Perceived Behavioral Control with four indicators, that are:

1. Possibility of penalties (e.g. fines or jail time),
2. Possibility seems awkward among the relations (making my friends feel awkward),
3. Possibility third party reporting (e.g. employees or banks), and
4. Possibility of tax audit.

Torgler (2005), conducted a research on tax moral by using variables of opportunity with the name of Perceived probability of being caught or possibility detected by the tax authorities, indicating that there is no significant effect of possibility detected by tax authorities with taxpayer rationalization (tax moral).

ANALYSIS OF VARIABLE RELATIONSHIPS

Perceived Pressure/incentive (pressure) is the motive that causes a person to do fraud. Pressure can be social approval such as the approval of friends, relationships, family and also the pressure of financial conditions such as accumulated bills, luxurious lifestyle, and drug dependence. Perceived pressure is divided into four important sections: financial pressures, vices, work-related pressures and other pressures (Albert et al., 2009:35).

Broadly speaking the pressure or motives to commit fraud or bad behavior consists of pressure due to financial and non-financial conditions. Non-financial pressures, for example, due to the approval of relationships and not commendable customs (drunk, gambling, and others).

Trivedi et.al (2004) using Theory of Planned Behavior (PPB) examines the perceived pressure with subjective norms variabel with six indicators, that are approval of friend, approval of tax preparer, approval of peers, approval of spouse, approval of employee and approval of family. The results showed that subjective norms affect to the intention to avoid income reporting (intent to report income). Mustikasari (2006) examines the problem of non-financial pressure or motive to behave noncompliance with subjective norms with four indicators, that are effect of friends, consultants, tax officers and effect of company leaders. The results of his research prove that subjective norms have a significant effect on professional tax intentions to behave noncompliance.

Mustikasari (2006) also proved that perceptions of financial condition affect to the taxpayer’s non-compliance behavior. Siahaan (2005), proves that financial pressures have an effect on tax professional compliance behavior. His second research object is the Tax Professional which is a company employee who has tasked to take care of the taxation problem.

Bobek and Hatfield (2003) also proved that pressure or motive with variable of subjective norm has effect on tax evasion.

However, research by Blanthome and Kaplan's (2008) can not prove the direct effect of subjective norms on two variables of tax evasion, that are past underreporting and underreporting intention.

Based on the theories associated with some previous research, the researchers argue that there is an effect between perceived pressures on tax evasion.

The Effect of Opportunity on Tax evasion

Perceived opportunity is an opportunity that allows fraud to occur. It is usually due to internal control of a weak organization, lack of supervision, and/or abuse of authority. The opportunity for tax evasion by the taxpayer is possible because the taxpayer calculates the tax by using a self-assessment system (self-calculating, self-paying and self-reporting the indebted tax). Perceived opportunity is the second factor that causes fraud to occur (Albert et al., 2009:38).

According to Albert et.al. (2009:38), there are six elements or indicators of opportunity that are possibility to be detected (lack of control that prevent and or detect fraudulent behavior), inability to judge the quality of performance, possibility of inability to understand the type of business perpetrator (failure to discipline fraud perpetrator), lack of access to information, ignorance, apathy, and incapacity, and possibility lack of an audit trail.

Trivedi et.al (2004) using Theory of Planned Behavior (TPB) examines the perceived opportunity by the variable name of Perceived Behavioral Control with four indicators that are possibility to be subject to sanctions, possibility appearing awkward among relations (making my friends feel awkward), possibility reported by third parties, and possibly of tax audited. The results showed that Perceived Behavioral Control has effect on tax evasion.

Mustikasari (2006) conducted a research on this perceived opportunity by using behavior control variables with three indicators that are possibility to be examined by the tax authorities, possibility of penalties, and possibility of third party reporting. The results of research prove that the behavioral control has effect on tax professional non-compliance.

Torgler (2005), conducted a study with variable of perceived probability of being caught or possibility detected by tax authorities, it indicating that there is no significant effect of possibility detected by tax authorities on taxpayer rationalization.

However, Blanthome's (2000) study found that there was no significant effect of perceived behavioral controls on tax non-compliance. Similarly, Bobek and Hatfield (2003), showed there is no significant effect of opportunity (perceived behavior control) on tax evasion (intention).

Based on the theory associated with the above research, the researcher can conclude that there is a significant effect of opportunity on tax evasion.

The Effect of Rationalization on Tax evasion

Rationalization or is a person's tendency to justify his actions. In general, the perpetrators of fraud believe or feel that their action are not a fraud but it is something that are his right and indeed sometimes the perpetrators are feels they has been meritorious for having done much for their organization. Rationalization is also called personal integrity or moral condition of a person (Josepth T. Well, 2004:17). Togler (2008), argued that a person's attitude to justify his actions in tax fraud or intrinsic motivation is known as tax morale (taxpayer’s moral).

Donald Cressey (Joseph T. Well, 2004:6) suggests that rationalization has an effect on fraudulent behavior. Albert et.al., (2009:50) suggests that fraudulent behavior is caused by the rationalization of the perpetrator.

Some researchers conducted research on the effect of rationalization on tax compliance and tax evasion. Bobek, Donna D.; Hatfield, Richard C (2003), Trivedi et. al. (2004) proves that attitudes have effect on tax non-compliance of taxpayers. Hardika (2006) proves that the morale of taxpayers has effect on the compliance of taxpayers. Likewise with Benno Torgler et. al. (2008), proves that the taxpayer’s moral has effect on tax evasion.

Mustikasari (2006) indirectly proves the attitude of the taxpayer on tax non-compliance through variable of intentions. Blanthome and Kaplan's (2008), also proves that attitude has a significant effect on tax evasion.

Based on the theory and research, the researcher concludes that there is significant effect of rationalization on tax evasion.

Effect of Perceived Pressure on Rationalization

It has been described in the discussion above that Perceived Pressure/incentive (pressure) is the motives that causes a person to do fraud. Pressure can be social approval such as the approval of friends, relationships, family and also the pressure of financial conditions such as accumulated bills, luxurious lifestyle, and drug dependence. The fraud triangle reveals that cheating behavior is caused by perceived pressure or approval.

The research that correlates the effect of pressure and rationalization is done by Blanthome and Kaplan's (2008) by using variable of subjective norm with three indicators: effect of the subject's family, effect of spouse, and effect of tax preparer/consultant. The results of the research explain that subjective norms have no significant effect on rationalization (attitude/ ethics).

Based on the theory and research above, the researcher concluded that there is a significant effect of the perceived pressure on rationalization.

The Effect of Opportunities on Rationalization

Perceived opportunity is an opportunity that allows fraud to occur. It is usually due to internal control of a weak organization, lack of supervision, and/or abuse of authority. Based on the fraud triangle it is known that fraud arises from pressure, opportunity and rationalization.

Torgler (2005) conducted a research on tax morale using variable of opportunity named Perceived probability of being caught or possibility detected by the tax authorities, indicating that there is no significant effect of possibility detected by the tax authorities on taxpayer rationalization (tax moral).

Blanthome and Kaplan's (2008), in using variable of opportunity with two conditions of taxpayer, that are low-opportunity conditions and high-opportunity conditions. The so-called low-opportunity is the parties whose income are related or reported by a third party, while the high opportunity is the parties who receive free income and no reporting from third parties. The results of the research mentioned that there is a significant effect of opportunities on rationalization.

Based on the above research and theory, the researcher concludes that there is significant effect of perceived opportunity on rationalization.

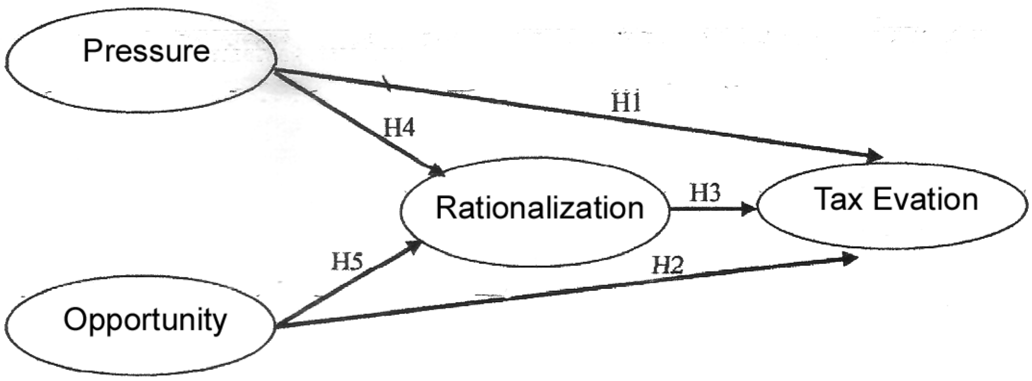

Figure 2. Conceptual Framework

RESEARCH METHODS

Types of Research and Description of Research Population (Object)

This type of research according to data analysis is included in quantitative research with causal comparative research method. The method of collecting primary data from the respondents is done by survey. Population taken in this research is taxpayer in Surabaya.

The sample is part of the total and characteristics possessed by the population (Sugiono, 2005: 91). The sampling in this study is based on the sampling by random sampling. This method is used because the collection of sample members from the population is done randomly regardless of the strata in the population (Sugiono, 2005:93). Whereas to determine the number of samples is using the formula developed by Isaac and Michael (Sugiono, 2005: 98), as follows:

$$S = \frac{\lambda^2 N.P.Q}{d^2(N-1) + \lambda^2.P.Q}$$

Where:

S = number of samples

λ^2 = with df = 1,

d = 0.05

P = Q = 0.5

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By using the formula then by the population about 40,000 then the minimum sample is 345 taxpayers, and to avoid errors in sampling then the sample in this study set as many as 380 taxpayers.

Technique of Data Collection

The type of data that used in this study is subject data (self-report data). In this study population is taxpayers in Surabaya. The data used is the primary data in the form of questionnaires.

Operational Definitions of Variables and Measurement of Variables

Dependent Variable

Tax evasion is an attempt to reduce or even eliminate the tax debt payable by not violating existing laws. The indicators of tax evasion are:

1. If examined by tax officers there are still taxes that I have not paid
2. If re-examined there are still wealth that I have not reported
3. If re-examined there are still income that I have not reported
4. If re-examined there are still taxes that I have not paid

Independent Variable

1. Perceived Pressure
   Perceived pressure is a perception of a person to the approval that causes a person to cheat. The indicators of pressure are:
   a) Financial pressures, that are cash conditions at the time of having to pay taxes,
   b) Relationship pressures, including partners and consumers,
   c) Other parties pressures, including consultants, tax officials, or families
2. Perceived Opportunity
   Perceived opportunity is a perception of a person to the opportunity that allows fraud to occur. The indicators of the opportunity are:
   a) Lack of control that prevent and or detect fraudulent behavior
   b) Inability to judge the quality of performance,
   c) Possibility of inability to understand the type of business perpetrator (failure to discipline fraud perpetrator)
   d) Lack of access to information),
   e) Ignorance, apathy, and incapacity, and
   f) Lack of an audit trail.
3. Rationalization
   Rationalization is a person's attitude to justify his actions. The indicators of rationalization are:
   a) We can not blame taxpayers who evade taxes
   b) I pay taxes as required by the State
   c) Evade taxes slightly are understandable
   d) I will pay less tax if I know not to be sanctioned

The overall variables in this study were measured by Likert scale model. This scale uses ordinal size. Ordinal size is a given number in which the numbers use the notion of level. This measure does not contain absolute values to the objects, but only gives the size (rank) answers of respondents who were given a particular score. This scale model as seen as follows:

1. Strongly agree = weighted 5
2. Agree = weighted 4
3. Simply agree = weighted 3
4. Disagree = weighted 2
5. Strongly disagree = weighted 1

Hypothesis testing

Hypothesis testing is performed to determine the effect of pressure, opportunity, and rationalization on tax evasion and the effect of pressure and opportunity on rationalization. In this study it is used multiple linear regression analysis techniques.

$$\text{Rationalization} = a + \beta_1 \text{ Tek} + \beta_2 \text{ Kes} + \varepsilon \quad (1)$$

$$\text{Tax evasion} = a + \beta_1 \text{ Tek} + \beta_2 \text{ Kes} + \beta_3 \text{ Ras} + \varepsilon \quad (2)$$

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DATA ANALYSIS AND DISCUSSION

The model fit test shows the test index concludes the conceptual model has been able to explain the empirical condition under study. Chi Square index shows the result of 1.976 with the probability to reject Ho above 5% which means the empirical model with the conceptual model tested shows no different. RMSEA index has been below the cut off value of 0.8 (0.051), AGFI above of 0.8 (0.974), GFI above of 0.9 (0.997) as well as TLI (0.964) and CFI (0.994) has exceeded the critical limit of 0.95 so the model is stated fit.

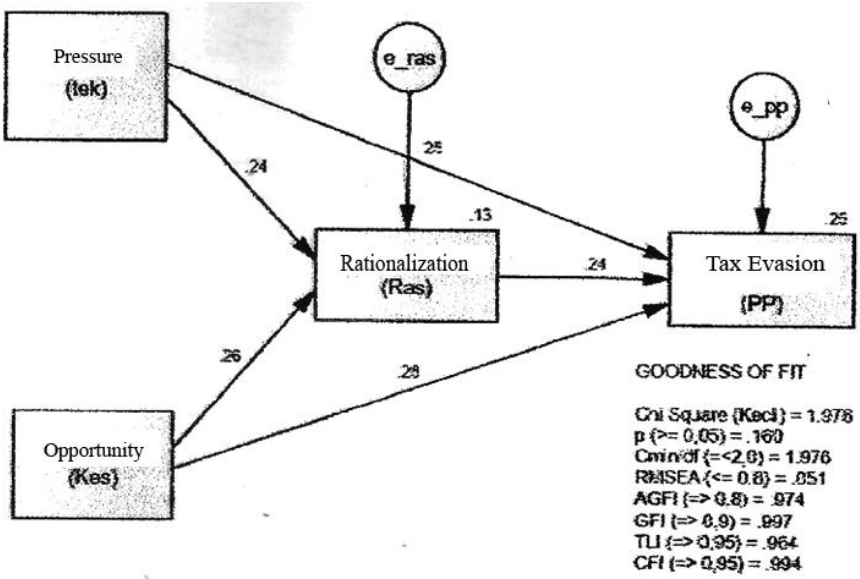

Figure 3: Results of Path Coefficient Analysis

Based on the results of path coefficient analysis it is obtained two models of this research equation, that is:

Equation I : Ras (Rationalization) = 0.242 tek + 0.272 kes + e; ras (R^2 = 0.13)

Equation II : PP (Tax evasion) = 0.236 ras + 0.252 tek + 0.258 kes + e; pp (R^2 = 0.25)

The first equation of the analysis results provides an explanation of the relationship between the variables of pressure and opportunity on the tendency of taxpayer rationalization attitude to do tax evasion. The attitude of the taxpayer rationalization tendency is positively affected by perceived pressure as 0.242 and the opportunity as 0.272. Increased perceived pressure are experienced by taxpayers either from the financial condition, relationships or other parties will lead to an increase in taxpayer rationalization attitude to justify his actions, as well as the creation of an opportunity increment to evade tax then the attitude of rationalization will also increase by those path coefficient. R Square coefficient of the first equation model shows the value of 0.13, this explains that two variables of opportunity able to explain the attitude of rationalization of taxpayers reach to 13%.

The result of the second equation describes the direct effect of rationalization of the taxpayer attitudes, as well as the direct and indirect effect of the variables of perceived pressure and opportunity on the tax evasion behavior by the taxpayer. The occurrence of an increase in rationalization attitude of 1 standard deviation will affect the increase of tax evasion attitude by taxpayers of 0.236 and vice versa when there is a decrease in the variable will be followed by a direct change. While the direct effect of the variable of perceived pressure shows the coefficient value of 0.252 and the variable of opportunity of 0.258. While the indirect effect or mediation of rationalization between the variable of pressure and tax evasion is 0.062 so that the total effects of the variable of pressure is 0.320. Direct effect of the variable of opportunity to tax evasion behavior reach to 0.252 with effect of mediation through rationalization is 0,057 so that the total effects of the variable of opportunity to tax evasion by taxpayer reach to 0,309. The ability of the three variables in the second equation model in explaining each change symptom of tax evasion attitude by the taxpayer reached to 0.246 or 24.6%.

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Table 6
Results of hypothesis testing

No.	Path	Path coefficient	Critical ratio	p-value	Ho
H1	PP ← Tek	0.252	5.462	0.000	Rejected
H2	PP ← Kes	0.258	5.468	0.000	Rejected
H3	PP ← Ras	0.236	4.948	0.000	Rejected
H4	Ras ← Tek	0.242	5.045	0.000	Rejected
H5	Ras ← Kes	0.263	5.480	0.000	Rejected

The first hypothesis (H1) that tested the significance of the direct effect between the perceived pressures of the taxpayer on the behavior of tax evasion shows a conclusion of significant effect. The value of C.R for the path of direct effect of the pressure variable to tax evasion reaches to 5.462 with the probability to receiving Ho is very small, this is means the direct effect of the tested path of 0.252 indicates a very significant effect.

The second hypothesis (H2) that tested the direct effect of path of the variable opportunity to tax evasion is also concluded significant or proven. Test of C.R got the value of statistical distribution of 5.468 with the probability of accepting Ho by 0,000 thus the positive effect of 0.258 proved to have a direct effect significantly on tax evasion attitude of taxpayer.

The third hypothesis (H3) concluded that the rationalization of taxpayers proved to have a significant effect on the attitude of tax evasion. The value of C.R test results obtained value of 4.948 with the possibility of receiving Ho by 0,000, so Ho stated rejected. This means a hypothesis stating rationalization has no effect on tax evasion is rejected.

Fourth hypothesis (H4) shows that the perceived pressure on the taxpayer is a determinant that has effect on the taxpayer rationalization attitude. The C.R test shows a value of 5.045 for the direct effect of the pressure on rationalization, with the probability of receiving Ho is very small. This means the path coefficient of 0.242 proved to be a significant effect.

The fifth hypothesis (H5) also concludes that the opportunity is also an important factor that proved directly affect to the attitude of rationalization of taxpayer behavior. Tests conducted on the path coefficient by 0.263 which shows the direct effect of opportunity variables on rationalization got the value of C.R by 5.480 which means proved to have a significant effect.

The result of hypothesis test above also explains that the mediation ability of rationalization variable of taxpayer attitude is partially mediated. Both the pressure and opportunity variables are proved directly has effect on tax evasion, while indirect effect through the rationalization path also proved significant. The conclusion of this result indicates that the effects of pressure and opportunity are not always provide rationalization of taxpayer attitudes to cause evasion behavior, but these two factors can directly provide a direct role to the behavior of taxpayers to perform tax evasion measures.

DISCUSSION

a. The effect of perceived pressure on tax evasion

The results showed that perceived pressure has effect on tax evasion. Perceived pressure in the form of financial pressure, relations pressure, and others party pressure can give effect on tax evasion. According to Donald Cressey (W. Steve Albert et al., 2009:34 and Joseph T. Well, 2004:6), perceived pressure/incentive (pressure) is one of the triggers of fraud. Perceived pressure is the motives that cause a person to do fraud. Pressure can be social approval such as the approval of friends, relations, family and also the pressure of financial conditions such as accumulated bills, luxurious lifestyle, and drug dependence. While the pressure to do tax evasion can be due to the pressure of financial condition at the time of having to pay taxes, the pressure of business relations, other parties such as family or tax consultants to evade of tax payments.

The results of this study support the results of Trivedi et.al (2004) research in which subjective norms include approval of friend, approval of tax preparer, approval of peers, approval of spouse, approval of employee, and approval of family have significant effect on tax professional intention to behave non-compliance. Mustikasari (2006) in her research also proved that subjective norms that include the effect of friends, consultants, tax officers and the effect of corporate leaders have significant effect on tax professional intention to behave non-compliance. The same is also proven by Bobek and Hatfield (2003) that pressure or approval with variable of subjective norm has effect on tax evasion. It is in line with Siahaan's (2005) research which proves that financial pressure has an effect on Tax Professional compliance behavior.

b. The effect of perceived opportunity on tax evasion

The results showed that the perceived opportunity has effect on tax evasion. Perceived opportunities in the form of lack of controls, inability to judge the quality of performance, inability to understand the types of business perpetrator, lack of access to information, ignorance, apathy, and incapacity, and lack of an audit trail able to have an effect on tax evasion. Albert et. al. (2009:38) reveals that Perceived Opportunity is the second factor that causes fraud to be occurred.

The results of this study support the results of Trivedi et.al (2004) research where the perception of the opportunity or so-called Perceived Behavioral Control has effect on tax evasion. It is in line with Mustikasari (2006) which proves that the perception of the opportunity or the so-called behavioral control has effects on non-compliance tax professional. However, Blanthome's (2000) study found that there was no significant effect of perceived behavioral controls on tax non-compliance. Similarly, Bobek and Hatfield (2003), showed no significant effect of perceived behavior control on tax evasion (intention).

c. The effect of rationalization on tax evasion

The results show that rationalization has effect on tax evasion. A person's attitudes to justify his actions are able to giving effect on tax evasion. Albert et. al., (2009:50) suggests that fraudulent behavior is caused by the rationalization of the perpetrators. In general, the perpetrators of fraud believe or feel that their actions are not the fraud but it is something that is indeed his right and sometimes the perpetrator feels it has been meritorious for having done much for his organization.

The results of this study support the results of Donald Cressey's research (Joseph T. Well, 2004:6) which suggests that rationalization has effect on the fraudulent behavior. It also supports the research results of Benno Torgler et.al. (2008) which is the taxpayer morale has effects on tax evasion. While Hardika (2006) also proves that the morale of Taxpayers has effect on taxpayers' compliance.

d. The effect of perceived pressure on rationalization

The results showed that perceived pressure has effect on the rationalization. The existence of motive that causes a person to do fraud is able to give effect on the rationalization. Pressure can be social approval such as the approval of friends, relations, family and also the pressure of financial conditions such as accumulated bills, luxurious lifestyle, and drug dependence. The fraud triangle reveals that fraudulent behavior is caused by perceived pressure or approval.

The results of this study contrasted with Blanthome and Kaplan's (2008) research in which subjective norm that consisting of effects of the subject's family, effects of spouse, and effects of tax return preparer have no significant effect on rationalization (attitude/ethics).

e. The effect of perceived opportunity on rationalization

The results showed that perceived opportunity has effect on the rationalization. The existence of opportunities that allow fraud to occur can give effect on the rationalization. This can be due to an organization's weak internal control, lack of supervision, and/or abuse of authority. Based on the fraud triangle it is known that the fraud arises from pressure, opportunity and rationalization.

The results of this study do not support the results of Torgler' (2005) research where there is no significant effect of possibility detected by the tax authorities on rationalization (tax moral) of taxpayers. However, the results of this study are supported by Blanthome and Kaplan's (2008) research where opportunities have significant effect on rationalization.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and hypothesis testing that has been done then it can be drawn the conclusion as follows:

1. Perceived pressure has effect on tax evasion
2. Perceived opportunity has effect on tax evasion
3. Rationalization has effect on tax evasion
4. Perceived pressure has effect on the rationalization
5. Perceived opportunity has effect on the rationalization

From the test results it is proved that perceived pressure and perceived opportunity have significant effect on tax evasion, so for the regulators can make taxation policies to prevent tax evasion.

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For further study, the researcher suggests to study other factors that have effect on tax evasion beyond of perceived pressure, perceived opportunity, and rationalization, so that this study and subsequent study can complement each other.

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APPENDIX :

UJI CFA

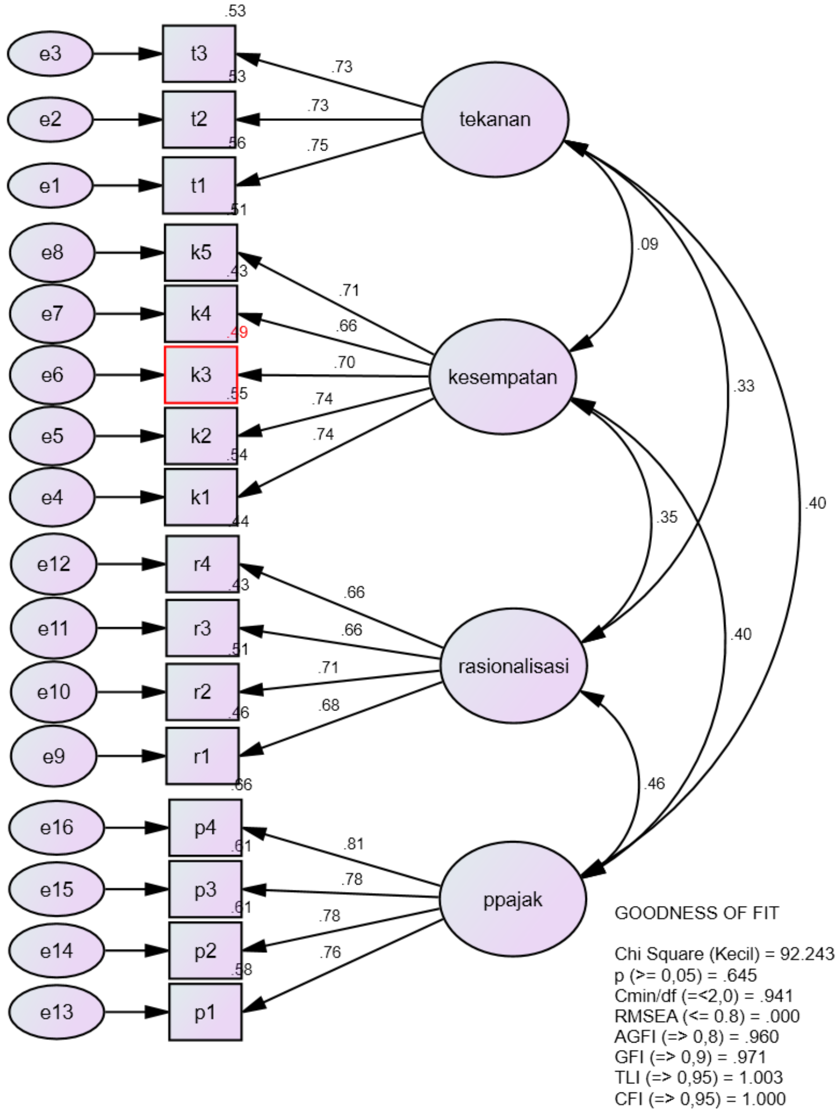

Figure 4 :
Model Specification : One Step Approach - Base Model

Sources : Data proceseed

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The Inovative Management of University Press in Central Java and Yogyakarta to Increase the Quality of Learning in Higher Education

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Abstract. What underlies the establishment of university's press is the spirit of encouraging the implementation of *tri dharma perguruan tinggi* (the three basic pillars of higher education), particularly within the realm of publication. Publishing books is expected to foster the implementation of the first *tri dharma perguruan tinggi*, that is teaching and learning. Firstly, lecturers in certain university are hope to send down their manuscript to the university's press. Secondly, it is expected that the result of the research carried out by lecturers and students can be widespread to people in general. This publication will also encourage the implementation the second dharma that is researching. Thirdly, those manuscript can be transformed into applied knowledge books to teach practical skills. This is in line with the third Dharma. University press as one of supporters of the implementation of *tri dharma* needs to be aware of its responsibility to publish the university's intellectual assets to people. The published books are hope to contribute the international development of knowledge, thus needing professional publishing management. This article aims at reviewing the contributions of Sebelas Maret University in books publications through the Handbook Program.

Keywords: university's press, tri dharma, publication, books

I. INTRODUCTION

The recent publishing world seems to be unpopular by university publishers in Indonesia. The situation is very ironic with the conditions in the 80s. Gama Press, for example, is known as a publisher not only recognized by the academic world in the country, but also as a world reference for campus abroad. Books *Dari Negara Indonesia Timur ke Republik Indonesia Serikat* by Agung Gede Agung was able to thrill the world of science and became a collection of overseas college libraries. In fact, Dutch newspapers made the book a reference (Kompas, August 21, 2004).

The problems faced by the university press in general include change of leadership, weakness management, funding and equipment constraints, subject matter issues, and other internal issues sourced from its institutional shortcomings, the importance of the existence of a campus publishing institution. Another issue that makes campus publishers unable to compete with private publishers is the issue of sensitivity to market aspirations. In matter of fact, other problems faced by university press in Indonesia are more global and complex, especially from writing culture. This is clearly illustrated in 1st Congress Association of Indonesian University Press (APPTI) at UNS, Surakarta (September 2011) and then proceed to Brawijaya University Malang (2012), and Polytechnic of Creative Media, Jakarta (2013).

In addition to those issues, the quality of human resources in university press has also become one of the key issues that led to the lack of development of university press. This is showed from the way the work, quality, and appearance of the products. In terms of the design and layout of the book cover, for example, the university published books generally look rigid and unattractive. As a result, although the book is good it is hard for people to buy so because it unattractive appearance.

University press conditions in Central Java and Yogjakarta are in the same state. Even no one is able to speak at the national level. Therefore, research related to the university press management development model in Central Java and DIY needs to be conducted to make university press to be a productive unit and support tri dharma, especially in publishing the intellectual property of the college.

The publishing is one of the important areas that academics must take account on. Academics donate publishing in the form of scientific books, textbooks, teaching books, monographs, journals, and so forth. With this publication, academics have the opportunity to disseminate their ideas for community readings on or off campus. Higher education has a significant role in offering great opportunities and spaces to academics to publish their scientific papers. Higher education through university press is seen as gatekeepers of ideas [1] or a key gatekeeper in scientific publishing which not only contributes to the book industry but also responsible for creating scientific communication [2]. On top of that, book is an effective means of improving intelligence and the role of the book to enhance new intelligence will be effective if book is placed in a general atmosphere that supports the development of intelligence. Thus, book is input and at the same time the output of collective intelligence and the role of university press is to produce a qualified and useful book to support such rights.

The university press was originally founded with the spirit and intentions to support the implementation of Three Principles of university [3]. In resulting these intentions, university press publishes, first is reading text books. The publishing this book is expected to facilitate the implementation of first principle of university, which is education and teaching. Source of the script is expected to come primarily from lecturers at university with university press. Second, the results of both research conducted by lecturers and students. With the publication of the results, it will be widely socialized to the public. This publication also encourages the success of the implementation of the second principle of university, research. Third is a popular scientific book on practical skills. If the first and second book is intended for the community inside and outside the campus, the third one is more useful, That is very common for students during KKN to use this morel in village and it is in accordance with the third principle.

In relation to the paradigm of university press management as a holistic and systematic learning organization, Ana Nadhya Abrar [4] put three key points as a joint to be reference in maintaining and developing the future of university press. The three main points are (1) publishing as an effort to build a knowledge-based society, (2) publishing as an anticipation of the science explosion, and (3) publishers as university flags.

Globalization has brought various changes in the way of accessing science. It is the sophistication of communication and information technology, people have access to science from various disciplines. An email enables people to download the latest content on various fields of knowledge. All of this can reduce the dependence of the public on books in conventional form. However, demanding reduction in books does not become a deal for university publishers as science-based society is instilled, namely (1) critical, which can distinguish between what is beneficial and the other way (2) skeptic, believing to information coming (3) open, willing to open themselves to all values that come from outside, and (4) universal, using universal measurement in doing work [4].

University press must be involved in building a knowledge-based society. It is not about publishing textbooks, readers, reference books, and research books (report of research). Through these four types of books it can provide knowledge to the public to gain knowledge even through these four types of books can invite people to adapt to the reality of the advancement of science. Unfortunately, the number of books that have been published has not been so much, the appearance is not attractive and the promotional network is not extensive so books cannot compete with public publishing books. The solution, university press sells directly to market. Perhaps also the university publishers need to work with the mass media to popularize the books published by academic publishers. However, the public has had mass media culture. The information broadcast by the mass media is highly anticipated by the public. If information about scientific books appear in the mass media is not impossible to drive people looking and buying book.

In contrast to the 20th century, the 21st century is characterized by massive social transformation. As a result, higher education positions should now become the provider of knowledge services in the form of community has expected (knowledge server). The position of higher education as the knowledge server itself based on what happens in society – in line with the need of community. People have assumed that higher education can provide more knowledge and life. Not surprisingly, the society then considers the 21st century as the age of knowledge. Individuals who are not knowledgeable will not be able to compete for a better life. Despite all the disadvantages, higher education must survive as knowledge server which in turn must be able to maintain the enthusiasm of the society for science. With the enthusiasm of society for science, then the society will seek for science wherever they can obtain. They will realize their resources to acquire knowledge. They would not mind spending energy to acquire knowledge. Before retaining the enthusiasm of the society for knowledge, university should build the enthusiasm of its citizens mainly lecturers and students to learn science.

Higher education should educate its lecturers to be resourceful for students, especially about science explosion in Western. Higher education should encourage the lecturer to write a book at university press. It is arguable that university seems to be willing to anticipate the science explosion then the higher education will be largely notice in public as a knowledge server. This position will produce various impacts that are expected to maintain the enthusiasm of the society for knowledge. Public will be willingly to deal with all the higher education products that stick with science, including university press in Indonesia.

It is good for university press looking for material gained from the books' profit but the profits cannot overshadow the desire to raise the flag of higher education where it has been. This is not only about a practical issue, but rather a policy). The policy should be well-formulated so that the publisher remains concerned to raise the flag of higher education. The policy can be continued at the program level by publishing books enhancing the educational image associated university. This book is composed of two groups, namely (1) enhancing the image of higher education and broader market, and (2) enhancing the higher education curriculum that it offer in narrower market. Furthermore, there are more book models, which are: (1) not improving the image of higher education but the market is large, and (2) does not raise the image of higher education and the market is narrow [4].

To raise the flag of higher education is by publishing group books of (1) and (2). For that, university press must work hard to foster publishers with these properties. The effort is not just about finding a reliable writer, working on the process of publishing perfectly, but also asking for support from higher education about appropriate content even it is quite difficult to get. High education leaders are aware that their publishers can be relied upon to raise the flag of a h higher education. In this case, there should be a step that the university can take to keep the flag of higher

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education. It is to make publishers as cultural and educational institution. By placing these two positions, college publishers can more freely publish qualified books that in turn can raise the flag of higher education.

II. RESEARCH METHODS

The approach used in the research is descriptive qualitative. Qualitative research was done to describe the development model of university press in Central Java University. In addition, Focus Group Discussion (FGD), seminars, workshops, and trainings were also conducted.

The subjects of this study include: (1) institutions related to the university press, namely Pusgrafin as the the chief of university press in Indonesia and the association of university press in Indonesia, the Association of University Press Indonesia (AUPI) and the Association of Indonesia Higher Education Press (2) university press at Central Java universities in Graphic Directory and Media 2007-2008 [5] UNS Press (Surakarta), UNNES Press (Semarang), UMS Press (Surakarta), ISI Press (Solo), UNDIP Press (Semarang), Unsoed Press (Purwokerto), and Gama Press (Yogyakarta), and UNY Press (Yogyakarta), and (3) personal involvement in university press such as university leaders, lecturers, .

The sources of this research data include: (1) Informants: university press leader, university leaders, lecturers, leaders and staff of the university press, and the students. (2) Events, the event of managing university press in Central Java, both in preparation, publishing, printing, and post-processing. (3) Documents, namely the type of written information, which include: (a) the publication of the university press, (b) the management tool of the university press and the work mechanism, and (c) the transcript of interviews with the informants.

In the above data sources, data collection techniques used in this study include: (1) Questionnaire; questionnaire was used to collect data on the perceptions of university press builders, college leaders, lecturers, leaders and staff of university press, and students. (2) Interviews; In-depth interviewing is conducted on the maintaining university press, university leaders, lecturers, leader and staff of university press and students. (3) Observation; Observation was conducted to explore data related to the activity and management of university press in Central Java and directly went into research object. (4) Document Analysis; Document analysis was performed on all written, both written and implied information. Documents analyzed as presented in the data source section.

III. RESULT AND DISCUSSION

A. *University Publisher Management*

Research on university press is rarely done, can even be said that no one has been seriously investigated and well-patterned. But there are some who have studied it although only a survey. Searching related to the university press was conducted by Pudjo Sumedi, from the Central Graphic of Indonesia (Pusgrafin) in 2007. Ana Nadya [3] explained that according to the search of Pusgrafin, Indonesia has 92 university press. Based on Pusgrafin's search in June 2007, from 63 university press located in Java Island, only 6 university presses are in a very good category. The search Pusgrafin was on just that, which only identified the number and condition of university press in Indonesia, especially in Java. In the study, it did not explain how the management and development of university press was to be more advanced and professional.

Research on university press has also been conducted by Saddhono (2010) from the Research and Development Board (Balitbang) UNS Press entitled "Development of UNS Press as Independent and Productive Unit". This research related to the management of UNS Press in developing internally. This study addressed the repositioning of UNS Press with a new paradigm of management to be more independent, professional, and productive. With professional management it was expected that UNS would be one of the units in Sebelas Maret University that could generate profits. Thus, in this study only related to the internal management of UNS Press, which was the field of administration, pre-printed fields, print and post-press fields.

A study that is also relevant to this study is "Language Proficiency in the Sebelas Maret University Lecture Workbook (Book Review 2004-2009)" (2009). This study is a study of the books published by UNS Press in collaboration with the UNS Education Development Board. The study of language use was certainly aligned with editorial management that had links to this research. The results of this study showed that there were still many misconceptions and non-compliant languages in accordance with the Standard of Indonesian Spelling. The advice of this study was the need for more stringent editing processes, both material editing, language editing, and presentation editing. This advice is certainly closely related to this study which will discuss about university press management, particularly editorial management. If an existing language error can be fixed then it will certainly have a positive effect on the book. Thus the book is more interesting in the language and directly or indirectly will give the quality of the book.

The research closely associated with university press management is the study of "The Role of Books Editing towards Modern Redaction Management" [6]. It discussed the role played by the editor in publishing management at university press. The cost and beneficial of the published book was the primary editor job. Editors' work was not only related to the content of books that would be published but more complex. It can be illustrated as in the results of this study. The editor in a university press had worked since the book manuscript into the publishing. Since the initial assessment of a script, an editor had been working. At the beginning of this work process, editors had coordinated with pre-printed, printed, to post-printing. So it's obvious that an editor plays a very important role in publishing a book.

Publishers in each college have different organizational structures and are very varied. Generally publishing institutions in universities are called the University Press Institutions or Technical Implementation Units. This is based on observations and surveys conducted over the last five years. The role of publishers in each college depends on what the college leader wants. In general, the vision, mission, purpose, and function of the university's publishers are tailored to the vision, mission, purpose, and function of the university. That is to say, the institution's publisher organization structure must be clear in the context of the college's organization. From the publisher of universities in Indonesia There are several forms of organization. There are some form of technical implementing unit, some form of CV, some form of foundation, and some form of business entity [5].

Different forms of organizations that each have the advantages and disadvantages. However, it is worth noting that the success of the publishing business depends on three things, namely: (1) place of publisher, (2) university leaders, and (3) the publisher leader [4]. Arifzan Razak [7] describes the publishing of universities to ensure that at least four primary aspects of the university book publishing organization are human resources, funds and costs, facilities and infrastructure, marketing and production.

The management of the publishing business organization should use the function approach in the theory of management evolution known as the management by function. This management focuses on the operational of each function, for example from input to output, each is running according to its function with the target of achieving quality. The concept of total quality management (TQM) introduced by Heizer & Render as Kyzen's concept can also be applied in the publishing world, as in college publishers [8].

Management of university publishing operations consists of (1) Editorial Field Management; In the editorial editorial management, things to keep in mind are related to scripting, scripting requirements, scripts source, scripting considerations, script administration, copyrights, and publishing agreements, as well as ISBN / ISSN; 2 Production Management; Production management covers the production of manuscripts (pre-printing, printing, and post-printing) and production prices or costs; Marketing and Distribution Management; Marketing and distribution management covers the scope of market and marketing, warehousing, marketing networking and distribution; And (4) Management of Administration and Finance; Administrative and financial management covers the role of administration, expenses calculation and profit and loss calculations, publications, and documentation.

The more major to the publishing of the college is the head or director or person in charge to manage the publication. Nadhya Abrar [3] mentions that many challenges to becoming leaders in university press. This is related to how the writer, how his attitude in development of science and technology, and so forth.

The first attitude that must be owned by a university press leader is willing to find the script that is worthy of publishing. Even in university the interest of lecturer writing is quite low, as the leader must be optimistic. This can be done by hunting to other places around. But, it would seem strange to have a university press leader who has never written a book. Leadership in writing a book will be your own appeal to other authors. If the publisher's leader has never written a book then he has never experienced how difficult it is to complete a book manuscript with barrier that appears in his writing.

A university press leader should also have a bigger interest in publishing. The university press not only publishing academic books but also have to carry out the mission vision that has been set up. University publishers basically have internal and external orientations. Leaders who only think internally will not make any changes to the publishing that they manage especially if it's just a mere imagery. Good leaders are always innovative especially nowadays there is a shifting from conventional books to e-books and their variants that utilize information technology.

The scientific contribution of Indonesia to the international world is still very weak. Therefore, the leader of university publishers is expected to be able to boost the demand, innovative, and revolutionary. Today many college publishers are just publishing translations from foreign languages so today there needs to be innovation in translating Indonesian derivative books into foreign languages, especially English. University press should think to be a source for the international world and not just as users of foreign products. However, in the innovation it also requires structuring mature planning to distribution.

The power of university press innovation must also have an impact on the image of its governing body. Not letting the institution labeled as a non-benefit publisher. For example, many university presses are currently publishing lectures on limited tutoring. This activity should be stopped because it will have a negative impact on internal and external community of the campus. Leaders should have innovation by conducting writing training. Editing, and others that can capture qualified book material. In relation to the material, the university press leader should also think of local geniuses that can be "traded" to the international and do not always refer to science from the western.

A college publisher leader should also have a strong entrepreneurial spirit even though university publishers are not institutions that are fully profit-seeking. However, if managed professionally it will bring tremendous benefits because it is obvious that the published book has a fairly large and quality market and stock of writers. A leader is demanded to fully understand about market. A leader should often come to the bookstore to see what kind of books are currently trending in the community. Thus, he has the basis of future development because university is where the intelligent people only need creative and innovative management.

University press is the media of university gathering with the community. The college publishers as a scientific funnel on campus must be able to provide the best in relation to published books, both in terms of material, appearance, or language. When the elements are good to consume so that it has a good acceptance rating, on the other hand when there is less so the break is obtained. Books published by university press have certainly gone through a long and complex process. If there is a lack of spelling, grammar, typographical errors, etc. the first person to be accused is the leader of the publisher. Therefore, not necessarily a publisher leader should have this sense of editorship, the publisher's head can guarantee that the book published. Nadhya Abrar [3] explains that if a publisher leader does not have a sense of editorship that is adequate and is lucky leader, then training must be necessary. Leader should be confident practicing to continue studying. By training, leader can have good editing skills and it will be risky if not doing so.

B. University Press profile

A good university press must have the achievements that must meet within a certain period of time. The point is vision and mission. As one of the forms of organization, it must have a vision and mission for the progress of the university press.

Vision and mission for an organization are two things that inseparable. Vision is a form of ability to look forward to, in relation to target that must be achieved within a certain time. Vision is still limited in the form of vision (vision), has not entered the implementation stage. Meanwhile, the mission is a planning phase of the activities (actions) that will be implemented to achieve that vision.

Every university press has vision and mission that guides and determines policy in the academic publishing world. It is no exception for the university press in the province of Central Java and Jogjakarta. Every university press has a vision and mission that depicts the achievements to be sought in the future. Here are some visions and missions of several university press in Central Java Province and Jogjakarta.

ISI Press Vision: "Publishing unit service is the publishing and printing center for publication of scientific works in the field of quality and professional art." ISI Press Mission (1) Creating a center for publishing scientific and artistic materials at national and international level, (2) Creating a center for scientific work documentation of lecturers in the form of scientific journals, and (3) Providing print services to academic and community off ISI of Surakarta.

The UNS Press vision is become the center of publishing, printing and marketing of qualified , professional, active, and creative books at national and international levels. UNS Press mission is (1) Providing print and book publishing services to UNS academic community, (2) Providing print and book publishing services to the public, and (3) Providing services with UNS academic community and society.

(3) Unsoed Press's Vision and Mission

Vision:

1. Become publication that produces qualified scientific products in the development of Three Principle of Higher Education
2. Support the implementation of Three Principle of Higher Education in the General Soedirman University
3. Become a university press that holds Unsoed educational missions in learning activities through textbooks, scientific journals, and other printed materials related to education and research as well as office

Mission:

1. Creating Unsoed Press as a unit of service in the environment of General Soedirman University that is advance and dynamic in t printing and publishing
2. Fulfill the market demand inside and outside of Unsoed and a improve quality and service
3. Publish textbooks, such as textbooks, scientific books, popular scientific books, monographs, guidebooks and so forth
4. Publish journals, newsletters, scientific and practical books and reports of quality research results and support the development of science and technology
5. Assist in the procurement and supply of printing needs for the needs of the university and all faculties, agencies, technical implementing units and others which associated with Unsoed and surroundings, such as books, letters, envelopes, etc.
6. Publish qualified learning book by lecturers alongs with university visions and translation works in order to enrich the ultimate Islamic intellectual

(4) Vision and Mission of Gadjah Mada University Press

Vision:

"Independent, dedicated, world-class business entity and serving the interests and prosperity of the nation, especially in the field of education."

Mission:

Providing qualified educational facilities and infrastructure as a trusted partner to educate nation.

All four examples of university vision and mission examples above, every university press has its own goals and achievements. This vision and mission will be the benchmark for the progress of a university press.

From the above example, it can be concluded that the existence of university press is for the development of the world of education in the university environment, such as the publication of textbooks, teaching books, journals, and research findings. However, it does not rule out that the university press can meet the wider market demands. That is, the university press has the right to be a reference in public publishing activities, as targeted by the university press above.

1. Form University Press

The form of university press is a form of responsibility from the university press to central management, such as universities, foundations, or independent. Most university press shelter under institutions. However, some have been able to status as independent companies outside of corporate governance, as demonstrated by Muhammadiyah University Press. MUP has the flexibility to carry out publishing activities because of its independent status. This is very different from the status of other university press that is mostly under the governance of the institution. ISI Press and UNS Press are examples of university press that are still in the form of Technical Manager Unit (UPT) in their respective institutions similar to Unsoed Press, Unnes Press, Gadjah Mada University Press, UNY Press.

2. University Press products

As a form of organization that works in the field of publishing, the main purpose of the university press is to have a superior quality product. University press is required to have a good quality product publication. In addition to having a good product, the university press should also be able to demonstrate its excellence with the number of products it produces. This is of course measured by the quantity of existing derivatives and its progressivity. The main products of most university press are textbooks written by lecturers at the relevant agencies. Data collected from Unsoed Press showed that the print book volume can reach 5000 copies for one book title, while textbooks typically range from 100 to 150 copies per title. The same thing was found in the Muhammadiyah University Press (MUP). MUP has a larger number of teaching books than textbook. However, teaching books, both published by MUP and Unsoed Press are also projected to be widely publicized into textbooks.

In addition to meeting the need for book printing, the university press also has a mission as a forum for lecturers' research results. Research conducted by lecturers in the campus environment is expected to be published in the form of books so that the results can be more widely accepted. Thus, the products produced by the university press have different characteristics. For example, books published by the ISI Press are more dominated by art and culture studies as most of them are the results of lecturers' research on the subject, such as the following titles, Wayang Beber Arts, Surakarta Gending-Gending Development 1950 – 2000s , Ki Manteb Sudharsono: Thoughts and Works of *Pedalangan*, Nusantara Theater, and so on.

Meanwhile, other derivative products that cannot be separated from the university press are scientific journals and seminar proceedings. Based on data collected, the two products are published by university press in Central Java and Jogjakarta.

3. University Press Problem

Problems for an organization are common. This is the same as the university press. The obstacle often faced by the university press is the printing process. Most of the university press in Central Java Province and Jogjakarta still rely on external power and printing machines so there is a delay in publishing. This condition also led to greater production cost incurred.

Another problem in the publishing process in the university press is a classical problem, in the form of limited funding availability. This is at least experienced by ISI Press and Unsoed Press. The limited funding provided by the institute makes the university press difficult to optimize the target and reach desired. The limited funding provided by the agency suggests that attention to the potential development of university press in some universities in Central Java and Jogjakarta is still low. This is a major challenge for university press to prove itself and compete with the already expanding private sector.

Human resource limitations also become a problem faced by University Press. ISI Press includes one of the university presses that has the problem. ISI Press run by a chairman with four staff members. Thus, from the process of script search, setting, editing, and print is done by the five people. The same situation was found in the MUP, which only employ five people. In this case, MUP is more profitable as it has professional staff in layout and design.

4. Featured Program

Among the many university presses in Central Java and DIY, Gadjah Mada University Press is the most established press university. Established since 1971, GMUP has published 1500-title books widely used in universities, not only inside but also abroad. This certainly connects with the flagship program proclaimed by the university press management concerned.

Muhammadiyah University Press also began to see the current publisher market development to target its flagship program, which has developed the role of printing, although it does not have its own printing press. This effort has begun by recruiting professional layout power. Role of MUP is also expanded by effort to spread the bookstores as marketing targets for MUP products. Thus, MUP's products are accessible to the wider community and can introduce the existence of the MUP and Muhammadiyah University of Surakarta. In addition, MUP also expanded into the provision of services in the form of website creation at online seminar and call for paper events. This step is also done in order to assist UMS to manage scientific activities with good standards.

Below are some of the flagship programs owned by university press in Central Java and Yogjakarta. Each university press has a flagship program in accordance with the capacity and carrying capacity of each.

C. Lecturer Quality Improvement: UNS Portrait

Universitas Sebelas Maret through the Academic Book Program Educational Development Institute has produced a high quality university book. The university book produced approximately 300 titles with diverse geometry specifications. The resulting book has good quality and is able to compete with commercial publishers. It is characterized by good sales at national bookstores, such as Gramedia, Kharisma, Gunung Agung, etc. This demonstrates that physical display of the books produced by Sebelas Maret University has been able to compete in the national bookstore. In relation to published materials, UNS books are also qualified. This can be seen from the numerous UNS published books that have received awards from outside, both in terms of grants, incentives, and writing competitions. The types of rewards that have been received include Dikti Text Books Grant, Book Center Enrichment Competition, and others.

The results obtained today are certainly not achievable. This success is certainly the fruit of a long and winding journey and challenges that come from internal and external campus. At the beginning of this textbook program, many were pessimistic because this activity actually revived the Lecture Book (BPK) program which was initiated by UNS. BPK was initially good in supporting the teaching and learning process at UNS. Its existence was also appreciated by UNS outsiders because it has given a good learning atmosphere. Unfortunately, however, this BPK program was discontinued in the 2000s because it was opposed by students. The rejection of this student also has a rationale because this BPK program does not improve the quality of the material and appearance. In addition, BPK payments were also impressed by the university.

Based on this experience, the university then took the initiative to create BPK revitalization program with Text Book Program. But this is not an easy task and there were also many challenges to face. From scripting activities to distribution of books there was always the problem. If printed could be sorted into the preparation stage of the script, manuscript processing, printing process, finishing, and distribution. In each of these activities there was always a supportive activity. For example, when scripting the script had been published and was expected to inspire lecturers to write. In addition, there was also writing and editing training that could help the lecturer to write and edit his writings. This is important because if the language and presentation are good then the publisher only revises or repairs a bit and will smooth the publishing process. There are many things the textbook program does to foster interest in writing and reading among lecturers in particular and in general campuses.

Writing activities for lecturers in college is actually a necessity because their daily activities never get out of the existence of the book. Writing is not a difficult thing especially when connected to the three principles activities of the university. Therefore, it feels impossible if the lecturer does not have written scientific paper, always required the existence of scientific works books, the results of the research and the devotion of the people that have been done. It may seem odd if there is a lecturer who has a high academic position but does not have scientific work. It is worth questioning and must be answered by the concerned where he gets the academic position while he does not have enough scientific works. Imam Suprayoga [9] stated that the low productivity of paperwork in college environment is likened to too many trees but not with fruit. Higher education is like a thriving and lush tree so every season produces many fruits. Because so many universities as its tree but its fruit which is in the form of scientific papers or research results is minimal. This means that so many trees still need to be questioned about the type and quality. That is why the many trees do not produce fruits. Such college illustrations have something wrong. For example, should not be aware that college work not only to bring students to graduate, but in the process there should be thought development, deep study and research activities. The results are then memorable in the form of the scientific works published in the form of books. Therefore, if universities do not publish books of lecturer can be considered as place that has not been maximally performing main strategic tasks. So the parable is like a fruitless tree as the right thing.

The steps to write college book ever developed at UNS are inspiring. The first step is determining the book as a "reference". Referrals here can be said as an ideal model or book model. Having this book will inspire you to write, whether related to the book material or not. There is much to learn from the "reference" book, both in terms of content and appearance, even from the way the presentation and the language can be used as an example for writing a university book. The second step is to use interesting and impressive language of the book. Language as a medium is very important in determining the quality of a book. The language should be easy to understand and flow. To get that ability, it is necessary to read and write appropriately. In addition, when writing it is a total and intended for a variety of science and knowledge. What is less important is the mastery of the book material because thus the analysis presented will be sharp and focused. It is not less important to be a member of the "spice up" of the book written, it can be an illustration or inspirational stories. This can certainly stimulate the brain's right-left work so that the conveyance of the book can be absorbed completely, both the language and appearance. So, write a book that can encompass all areas of the brain, then the book will not only entertain but also educate.

IV. CONCLUSION

University publishers are the most important pillars in the implementation of the Three Principles of University and have a vital role in publishing and distributing university intellectual assets to the wider community. Good management will make university press becomes professional. The aspect to be considered is editorial management; In the management of the editorial area the matters to be taken into account are related to the posting, scripting requirements, source of the script, manuscripts, manuscript administration, copyrights and publishing agreements, as well as ISBN / ISSN; (2) production management; Production management covers the scope of production of manuscripts (pre-printing, printing, and post-printing) and production prices or costs; (3) marketing and distribution management; Marketing and distribution management covers the scope of market and marketing, warehousing, marketing network and distribution; And (4) administrative and financial management. Experience at Sebelas Maret University proves that if the publishing

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world is well managed it will have a positive impact on university. Academic atmosphere will always appear in every activity related to publishing. The existence of a textbook program at UNS has been the beginning of a positive activity. But every bizarre of course has a positive and negative side therefore the program must always be reviewed for the upcoming improvements.

This research is a research question about the management of university press in Central Java Province and Jogjakarta. Coming from the issue of university press that still have poor management in managing the intellectual property of college. This study discusses about profiles, forms, products, and problem faced by the university press. Furthermore, this study is expected to be a reference to the university press in order to improve better management.

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THE MEANING OF TUMPEK KANDANG RITUAL ON ANIMAL IN BALI

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Abstract

Tumpek Kandang, is a process of purification of animals in the *bhuana agung* (universe) and in *bhuana alit* (in human body). The universe and all its contents are the embodiments of Ida Sang Hyang Widhi Wasa. The hereditary Hindus have been taught the values to maintain harmony and conformity of the environment of the universe, as mentioned in the *Sundarigama lontar*: *Saniscara Kliwon Uye pinaka prakertining sarwa sato*, its mean on the day of Saniscara Kliwon Uye should be used as a milestone to preserve all types of animals.

The meaning of Tumpek Kandang ritual is a human ways to build and preserve their natural environment and culture. The preservation of the natural environment is directed to the safety of the land of the earth, the plants and animals in it while the preservation of the cultural environment that through this ritual man expresses his attitude to nature and the environment so that humans can align themselves and harmonize with the universe, as mentioned in Ayurweda Chapter XVI sloka 48: *All living things are prosperous and balanced and all their contents in the universe*. Meaning that as Hindu people should make welfare or balance, both on human beings, as well as to animals that are maintained by the man himself and protect it.

Keywords: *meaning of tumpek kandang, environment, culture, animal*

I. INTRODUCTION

1.1. Background

Hinduism in instilling the values or the local wisdom of trying to consolidate it in various activities according to Koetjaraningrat (1981: 242) called internalization. These values become the cultural value system in the Hindu religion (Koetjaraningrat, 1981: 25). With the naturally growing values of Hinduism on each individual Hindu, it is hoped not to be provoked by other values that are contrary to the teachings of Hinduism.

Hindu activities to instill the values of Hinduism in the person of Hindus is in all forms of daily activities that nuanced Hindu conceptualized in the teachings of

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Panca Yadnya both in small and large scale as: (1) *Manusa Yadnya* (*garbha wadana*); kepus puser, tutug kambuhan, nelubulanin, otonan, metatah, pewiwahan, and so on; (2) *Pitra Yadnya*: death ceremony, cremation, *ngaroras, nyekah, nuntun* ritual and so on; (3) *DewaYadnya*: implementing *Tri Sandya* worship, purnama tilem worship, *Ngenteg Linggih*, worship on certain days (*Galungan, Kuningan, Pagerwesi, Saraswati, Tumpek Landep, Tumpek kandang, Siwaratri* and so on; (4) *Bhuta Yadnya: masaiban, mesegeh, mecaru, mapaekelem*, and so on; (5) *Rsi Yadnya*: *Diksa, dana punia* to Pandita/Pinandita, to pray in the temple *Dang Kahyangan*, and so on. The foundation for implementing *yadnya* as stated in *Bhagawadgita* III. sloka 1 and 16 that is *yadnya lead forth between nature, man and God*. Also in the book of *Ayurveda* XVI. 48 says: Do it so that all people and animals and all living beings are happy.

The implementation of the sacred literature of the Hindu community in Bali always perform a ritual to pets known as *Tumpek Kandang* or *Tumpek Uye* tradition (henceforth use the term *Tumpek kandang*).

II. DISCUSSION

2.1. Concept Tumpek Kandang

Tumpek Kandang Ritual, often also called Tumpek Wewalungan or Tumpek Uye (hereinafter the term use is Tumpek Kandang), is one of the ceremonies of *Dewa Yadnya* for Hindus in Bali. Tumpek Kandang Ritual is held on Saniscara (Saturday) Kliwon Wuku Uye which falls every 210 days. Tumpek Kandang, is a sanctification process to animals that exist in the bhuana agung (universe) and in bhuana alit (in human body). The universe and all its contents are the embodiments of Ida Sang Hyang Widhi Wasa. The hereditary Hindus have been taught the values to maintain harmony and harmony of the environment of the universe, as mentioned in the Sundarigama lontar: Saniscara Kliwon Uye pinaka prakertining sarwa sato. This means that on the day of Saniscara Kliwon Uye should be a milestone to preserve all types of animals. As a Hindu people should make welfare or balance, both in fellow human beings, as well as to animals that are nourished by humans themselves and protect it.

The purpose of the ritual Tumpek Kandang according to Hindu is teaches a great love for all of God's creation and teaches to appreciate not only to fellow human beings but also to the animals, plants and all of their creations. Because in Hinduism there is a mandate to keep the harmony of life with all beings and the universe, as mentioned in Sarassamuccaya: *Ayua lan masih ring sarwa prani apan prani ngaran prana*, meaning always love animal because animal or creature is power of nature. That is, people should develop compassion for all beings.

The implementation of Tumpek Kandang ritual, to worship God as his manifestation as Lord Shiva or Pasupati so that his pets are blessed with salvation (*kerahayuan*). Because animals are very useful for human life. For example cattle or buffalo for farmers have a very big role in helping agricultural activities. As animals that are destined to be like *ubuan tunu* like chickens, ducks, pigs and so on are often used as a source of protein to support human life. In addition, other animal's especially rare animals must preserve such as green turtles, Balinese starlings, monkeys, and so on to be preserved and not to extinction.

2.2. Implementation of Tumpek Kandang Ritual

Tumpek Kandang is celebrated every six months (210 days) that fall on Saniscara Kliwon, Wuku Uye, interpreted as a day to glorify all kinds of animals as part of life support ecosystem in this world. In addition, Tumpek Kandang ritual aims to Hindu people to maintain harmony between humans and various animals pclondisinya, both poultry, pigs, goats, cattle, dogs and so forth. Here we will describe some upakara Tumpek Kandang, for animals such as animals: (a) For cattle, goats, buffalo, elephants, horses, dogs and such, upakara or bantennya: tumpeng tebasan, penyeneng, sesayut and canang raka; (B) For pigs and the like: tumpeng tebas, penyeneng, canang raka, ketipat and belayag; (C) For poultry birds: chickens,

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ducks, birds, geese and other made up of various diamonds such as razor, sidapurna, tipat bagya equipped with tetebus penyeneng and flower buds. As for the Merajan or Sanggah: performed worship, against the god Shiva also called Rare Angon (god Ruler) with offerings "widhi widhi hayapan in the form of upakara wring, tebasan, daksina, penyeneng, canang lenga wangi, burat wmigi and sanctity.

The implementation of the Tumpek Kandang ritual first offers upakara to Merajan or Sanggah first to worship the greatness of God as Siva or Pasupati, especially his manifestation as Rare Angon, finished in Merajan or sanggah next upakara for livestock and pets to always get the grace of protection and safety.

In addition, Tumpek Kandang expects and reminds people to be able to maintain or implement the character of Tri Guna that exist in every human body. Three characters of Tri Guna that exist in the human body that is the characters of *Sattwam* (peace), the characters of *Rajas* (ambition), and *Tamas* (lazy). The characters of *Rajas* and *Tamas* is part of the characters of the animal, so in the Tumpek Kandang to ask God to keep the two characters away from human beings so that the developing the Sattwam characters (peaceful characters) as mentioned in *Wrespattitawwa* sloka 24 below.

Yapwan tamah magong ring citta,
ya hetuning Atma matemahan triak,
ya ta dadi iakng dharmasadhana denya,
an pangdadi ta ya janggama

Meaning;

*If great **tamah** on **citta**,*
*That's why the **atma** becomes an animal.*
*He cannot practice **dharma***
By him that causes to be a plant

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The meaning of the above *sloka* is try to keep the characters of peace within human beings, do not like animals that have no sense. Blessed are you human beings for being intelligent by means being able to distinguish good behavior and bad behavior (*Sarassamuccaya*, sloka 4).

2.3. Meaning of Tumpek Kandang Ritual

The meaning of Tumpek Kandang ritual in Hindu Religious Tradition, in general, religious ceremonies are collective events which are regarded as given, which is proper and its existence no longer needs to be asked so it tends to be understood superficially or even without consciousness. Therefore, re-questioning the usual unquestionable (is aware) is an important step to explore the depth of meaning of an event that is being held and commonly implemented. By deepening the meaning of rituals it is expected that humans can positioning themselves in relation to the sacred and aware of its existence. The meaning of ritual Tumpek Kandang as agrarian traditions and Hindu religious meanings are: (1) Tumpek Kandang is a ritual that is so important for people who depend their livelihood on livestock field. For the ranchers, pets or livestock are very important for life because they are the source of livelihood and prosperity. Given the presence of livestock as a source of welfare so that the animals are given honorable and noble positions. Animals are *kamadhenu* (satisfaction of human desire (*kama*) (2) Hindu religion is built by three consciousness as one unity, consciousness to the God (theocentric), humanist consciousness (anthropocentric) and consciousness of nature (cosmosentris) (Sonny Keraf, 2006: 33 5.61 34). These consciousnesses are the three causes of human happiness (*tri hita karana*) so that all three must be present simultaneously and integrally in a ceremony. In the Tumpek Kandang ritual the consciousness to the God (theocentric), manifested by the worship of Lord Shiva as Sanghyang Rare Angon or Sedahan means ruler who becomes the soul of all animals (Ny Mas Putra, l985: 83). Treating animals like humans are a humanist consciousness that *otonan wawalungan* is equivalent to the ceremony to humans so that the Tumpek Kandang is an effort to

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humanize animals. Treating animals just like humans is a humanist consciousness of human existence. It is conceivable that humans without plants and animals are impossible to exist in this world. Meanwhile, the cosmic awareness that Tumpek Kandang ritual is a human way of building and preserving its natural and cultural environment. The preservation of the natural environment is aimed at the safety of the land, plants and animals in it while preserving the cultural environment that through this ceremony human beings express their attitude to nature and environment so that humans can harmonize with the harmony of the universe. Tumpek Kandang Ritual is the way Hindu people build a universal awareness to realize the happiness of the world as described in Ayurweda Chapter XVI sloka 43: all living things are prosperous and balanced and all their contents in the universe. Meaning that as Hindu people should make welfare or balance, both on human beings, as well as to animals that are maintained by the man himself and protect it. (Sonny Keraf, 2006: 62); (3) All offerings in the context of devotion are love as mentioned in the Sarassamuccaya lontar; *Ayuwa tan masih ring sarwa prani apan prani ngaran prana"* means must love the animals because animals or creatures are the forces of nature. Thus the implementation of Tumpek Kandang is the habituation and culture of Hindu people in developing the love of saying to all creatures. In Hinduism, it is believed that God Almighty is the soul of all beings so that love to all beings is love to God. Besides, love in Hinduism is manifested in Puja Tri Sandya which expresses *sarvaprani hitangkara* meaning that all living beings are happy, this prayer is a universal prayer for the balance of the universe and all its contents; (4) in the reality Hindus still rely a lot of life on the livestock as a livelihood and source of income. Hindus are taught not to enjoy the earned income without sacrificing it first to God. As stated in Bhagawadgita Chapter II sloka 12 follows:

Iatan bhogan hi vo deva
Dasyante yajna bhvitah Tair
Dattan apradayaibhayo,

Yo bhukte stena eva sah

Translation:

The gods of the caretaker of various necessities of life
When the gods are satisfied with the execution of yadnya,
They will provide all their needs for you.

The meaning of the above *sloka* that the offerings of Tumpek Kandang in it contains a thank you, as well as petition for the livestock that is used as a source of income will provide an increasingly abundant results. Through Tumpek Kandang Hindu people set aside funds obtained to implement dharma in the hope of increased investment (*artha*) and this field of work can enjoy the fulfillment of life needs and (*kama*); (5) The Tumpek Kandang is the sacred sacrifice of all kinds of animals that exist in the universe as mentioned in the Sundarigama lontar *pakertening sarwa sato, mina, paksi patik wenang and pasu*. This means *sato* (livestock), *mina* (everything that lives in the water), *paksi* (any flying animal), patik-wenang (all animals that can be eaten), *pasu* (all various animals or other animals) (Ny Mas Putra, 1985: 80). The goal is sacred sacrifice to provide for the subsequent birth of the spirits of the animals can increase the level of quality of life. But the sifting is not solely for the animals in the physical sense that exist in the *bhuwana agung* (universe), but also non-physically in the form of animal traits that exist in human (*bhuwana alit*). In Tumpek Kandang humans also do self-purification in the form neutralize (*nyomya*) the powers of animals in their self. The animals character in human beings namely *rajas* and *tamas*. In Hinduism these properties are called Tri Guna namely: *Sattwam, Rajas* and *Tamas*. *Rajas* and *Tamas* are part of the animal character, so in this Tumpek Kandang we do not forget to ask God that the two traits are kept away from us as human beings so

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that the developing the *Sattwam* character (peacefulness) mentioned in *Wrespattitattwa* sloka 24:

Yapwan tamah magong ring citta,
ya hetuning Atma matemahan triak,
ya ta dadi iakng dharmasadhana denya,
an pangdadi ta ya janggama

Meaning:
When the great Tamas on Citta caused Atma to become an animal, he could not carry out his dharma, which caused it to be a plant.
The meaning of the above sloka that as human beings have been given mind and sense do not be like animals because animals without having soul or taste.

Furthermore, the meaning of Tumpak Kandang in modern life according to Jean Budrillard in Bryan Turner (2003: 41) states that we have reached the stage of social and economic development where it is no longer possible to separate the economic or productive world from the world of ideology or culture because the image artefact (image), the representation of even the psychic cultural feelings and structures has become part of the world economy. This led to the life of modern society marked by the political and economic game of developed countries to protect their economic and business interests at the expense of developing countries. Developing economic and business policies and strategies poses serious environmental problems in developing countries. The environment is like a livestock nothing other than a commodity worthy of sale. Livestock at first so honored and honored by religious agrarian societies through the Tumpek Kandang ceremony has now lost meaning in the global era.

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III. CONCLUSION

From the above description, it can be concluded that the meaning of Tumpek Kandang ritual is to worship God as his manifestation as Lord Shiva who is often called Rare Angon as the ruler of animals which is a universal love form of Hindu to all creatures to create the happiness of the universe (*sarwa prani hita*)

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Lontar Sundarigama, koleksi pribadiUtama.

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BALI LANGUAGE LEARNING IN SCHOOL IN GLOBAL CULTURAL IMAGING

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Abstract. An enormous crisis occurred due to the rapid development of science and technology, which impacted the shift of cultural values that shape the personality of the people of Bali. Human personality is formed by the culture and the ability to retain the language they possess. The Balinese language as part of Balinese culture and Balinese culture is part of national culture. In order not to occur erosion of regional culture and national culture, then the alternative must be maintained one of them is the language that supports the culture is the language of Bali.
In the global era of Balinese language that recognizes tiered languages (nista, madya, main), facing tremendous challenges, there is a tendency that Indonesian language seems to take over the role of regional language (Bali). The Balinese language is now undergoing a shift due to the influence of outside culture (global), so there must be efforts to maintain the Balinese language through formal schooling. To inhibit the extinction of Balinese language, the effort must be done is 1) using the language of Bali as a language of instruction in learning situations ranging from the level of kindergarten to the elementary school level. 2) Teach the Balinese language with a communicative approach, with the principle that language is a tool for conveying messages or as a communication tool that has many variations. The purpose of language teaching is to develop a reliable communicative perfomasi, in accordance with the communication needs of students. To cultivate it, it takes material that is an authentic discourse
Balinese language teaching is only limited to teaching Balinese language as a language to communicate, and newly taught at elementary school level. Balinese language should be used as a medium of teaching samapai college level in addition to the Indonesian language. In addition, many teachers who cared for Balinese language lessons did not come from Balinese language education backgrounds.

Keywords**:** Teaching the Balinese language, global era, communicative approach

I INTRODUCTION

The world of education is an important thing that should be targeted to bring Balinese language, script, and literature forward. Balinese is the language that is attached to local culture. The shaping of the human personality begins with the recognition of the culture it embraces and ultimately becomes the shackle cord for all its thoughts and moves. Patterns of thought and human behavior are generally reluctant or unable to escape from this pangakuan, although the natural world is no longer in accordance with the elements that exist in the culture (Dardjowidjoyo, 2002: 165). In this regard, the regional language (Balinese) as one element of culture (Koentjaraningrat, 2002: 2) as part of culture, as a whole is inseparable from the influence of foreign culture (global).

The Balinese language as one of the regional languages in the archipelago is still preserved by the people of Bali as a means of communication in everyday life, both in formal and non formal situations. The existence of the Balinese language as a social language (Mother tongue) for the people of Bali which also serves as a guardian of Balinese culture is also useful as a supporter of national culture. The effort of preserving Balinese language in the future requires a genuine commitment from all components of society, maintaining the Balinese language from the onslaught of global culture, the Balinese people must be self-conscious to fight for the language of Bali not to extinct.

A language can become extinct if its supporters no longer notice and love the language again. There is a fundamental reason why the extinction of a language is very worrying. Language has a very close relationship with culture, so they can not be separated. So closely interwoven between language and culture as Dawson declared (in Anonby, 1999) that without language and culture civilization would die. This can happen as Fishman (1996) says, language is a cultural buffer; Most cultures are contained in the language and expressed through language, not through other means.

The Balinese language as a local content subject in Bali in the KTSP Curriculum gets a strategic position, then with the enactment of the 2013 curriculum comes the opinion that Balinese language is not recognized its existence in the curriculum content. This is a question for the Balinese people to hold a demonstration to fight for the language of Bali still taught in school. It is clear on the 2013 Curriculum component that the Balinese language is not visible and is only implied in the form of a mandate that the regional language of Bali can be included in the Arts and Cultural Arts lessons.

Hindu religious teachers in Bali who were originally mandated to teach the Balinese language, are becoming increasingly unclear. This is due to ; 1) Hindu religious teachers in primary schools in meeting the teaching hours to obtain teacher certification allowance, Balinese lessons are

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not recognized as part of the burden of teaching, so they become less motivated to teach the Balinese language, 2) The absence of instruction about the certainty of teachers who teach Balinese language , And the absence of competent teachers in the field, 3) The phenomenon of the lack of Balinese language teachers.

II PROBLEM PROBLEMS

Based on the background above, then the problem to be discussed is how is the condition of learning Balinese language in the crush of global culture with a communicative approach?

III DISCUSSION

3.1 The Use of Balinese Language Today

Language has a very broad sense, so widespread, so it is very difficult to give a limit. Similarly with the Balinese language, includes a very broad understanding, both with respect to temporal problems (time), space problems (spatial), as well as substantial problems. Currently there are at least 3 (three) languages spoken by the Balinese people namely; English, Indonesian, and Regional languages (Bali). English is generally known through formal and non-formal education institutions. Through formal education, English is generally beginning to be taught (introduced) since the child at the junior high school level (SMP). Today, however, English is taught from the Kindergarten level. Through nonformal education, English is taught in various language courses, and the language is used in a variety of purposes.

Bahasa Indonesia is introduced and used by people in all provinces of Indonesia. As is known, for NKRI, the Indonesian language has two positions, namely; As the national language and as the language of the country (Halim, 1981). As the language of the country, the Indonesian language has a number of functions. First, as the official language of the state; Second, as the official discussion in nexus at the national level for the interests of planning and implementation of development and government. Third, as the official language of instruction in educational institutions. Fourth, as the official language in the development of culture and the utilization of modern science and technology.

In the meantime, regionalized idealized languages have a number of functions, among others; 1) as an intra-ethnic communication tool, 2) as a means of showing intimacy, 3) as a means of showing the identity and pride of the region. With these functions, it is expected that the local language is used purely in the realm of family, neighborhood, customs, and religion. But the reality is that the use of regional languages has been contaminated and shifted by the use of Indonesian and foreign languages. This is revealed through research conducted Sutama and Suandi (2000) entitled Language Loyalty Speakers of the language of Bali against the language. The results of his research indicate that; In the family realm, those claiming to be no longer using Balinese language purely were five respondents from groups of children, two in rural and three in urban, fifteen adult respondents, six in rural and nine in urban, nine respondents from the group Parents, four in rural and five in urban areas. So, there are 29 respondents (30.21%) who no longer use Balinese language purely from 96 respondents in this study. The results of this study describe the phenomenon that occurs in the Balinese society, and the use of the Balinese language in the family realm. This is revealed through the answers to the questions through the distributed questionnaire.

In the traditional realm, who claim to no longer use Balinese language purely from adult groups, one in rural and four in urban areas, two respondents from parent groups, both in urban areas. Thus, of the 96 respondents, there were 10 respondents (10.42%) who gave the answer that they no longer use Balinese language purely in the customary realm.

In the realm of religion, the answer is no longer using Balinese language purely as three respondents from the group of children, the three in rural areas, five adult respondents, two in rural and three in urban areas, one respondent from urban parent group. So there are nine respondents (9.38%) of 96 respondents who do not use Balinese language purely.

Based on the results of the above study illustrates that the use of Balinese language purely in the realm of family, custom, and religion has begun to experience a very significant shift. The Balinese language currently faces considerable challenges to maintain its existence. The challenge from the outside, confronting the Balinese language with a foreign language as well as the national language, and the challenge from within is the internal factor of the Balinese language itself which has its own level of problematics. The problem really exists in the Balinese themselves. Balinese must have a positive attitude towards Balinese language.

3.2 The Use of Balinese as the Introduction to Learning

In relation to the local content of Balinese language, schools and Balinese language education plays a very strategic role in rebuilding and promoting Balinese culture. Recognizing how difficult the position of the Balinese language today, it is necessary to make an educational strategy and teaching the language of Bali yaqng can more easily and attract the interest of the younger generation to learn the language of Bali. One of the efforts that must be done is to use Balinese language as an introduction to learning in school. The use of Balinese language as an introduction to learning in schools has several reasons, among others; First, in conjunction with applicable legislation. In Chapter IV, Article 7 of Law Number 22 Year 1999, regarding Regional Government states that regional authority includes authority in all areas of government, except for authority in the fields of foreign policy, defense, security, judiciary, military and fiscal, religious and other fields. The field of education and culture is one of the areas of government that must be implemented by the district / city government, as mentioned in Article 11, paragraph 2, Chapter IV of the Act. Thus, making the local language as the language of instruction in educational institutions is not a problem. This is supported also in Chapter VII, Law No. 20 of 2003, on the National Education System, article 33, on the medium of instruction mentioned that the language of instruction in National Education is Indonesian (paragraph 1); But regional languages can be used as the medium of instruction in the early stages of education if necessary in the delivery of certain knowledge and / or skills (paragraph 2).

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The second reason is to "force" the parents to use Balinese language when communicating with their children in the family at home. In the meantime, one of the reasons the Balinese parents use Balinese language that is tucked into Indonesian elements, or even pure Indonesian in the family is that their children can speak Indonesian for the sake of communicating in certain situations (Sutama and Suandi , 2000). The particular situation in question is learning in educational institutions that have a strong tendency to use the Indonesian language since the Kindergarten (TK) as the language of instruction. Logically this presumption makes sense, because anyone would feel very worried if his children can not follow the lessons in the class because of not mastering the language of instruction used. For that reason, the use of Balinese as the medium of instruction in learning in the classroom will encourage parents to familiarize their children with local language at home before entering the school world.

It is the third reason, in terms of theoretical matters. Learning event is an interaction event that takes place between the teacher and the student with the language as the medium. If the language of Bali is required as the language of instruction in the learning process, of course this will be very helpful for the development of Balinese language in the future. As Fishman (1996) argues, school is a very important place for the use of some aspects of language. Thus, if the local language (Bali) is used as the language of instruction in the learning process at school, it is certain that the mastery of the Balinese language of children can be increased.

3.3 Balinese Language Teaching with Communicative approach

Language teaching, as well as teaching in general, is concerned with many aspects, such as: the nature and function of what is being taught, the purpose of teaching, selection and development of instructional materials, the creation of learning experiences, media and learning resources, and assessment models. The communicative approach has the principle that language is a tool for conveying messages or communication devices that have many variations (Suyono and Muslikh, 1996). In communicative language teaching the role of the teacher is as a facilitator is to facilitate kominikasi among all students in the classroom. The main purpose is to increase the students' active involvement in communication activities. This activity is done by improving communication among learners by using the language taught. Teaching selection and development of learning materials is needed along with the creation of a learning experience that provides opportunities for students to (1) engage in meaningful language events, (2) actual language use, and (3) enable students to utilize a variety of languages. The learning experience created needs to be supported by media and learning resources that (1) provide immediate experience to students to learn to speak, (2) actual facts or events, (3) in accordance with possible language demands, and (4) Vary both form and variety. Finally, the implementation of learning needs to be evaluated by an evaluation model that (1) can directly measure students' language proficiency, (2) encourage students to be more active in language practice, and (3) merngsang continuously actualized communicative performance.

With a number of principles, the application of a communicative approach to Balinese language teaching will bring about the following results; Balinese language will be viewed as a messenger system that has a communicative function. In this regard, the existence of the Balinese language with its various variations will be respected in its teaching and its teaching orientation will become more in the function of communication than the form and structure. Balinese language teachings will be directed towards the possession of communicative formations by students based on the possession of communicative competence. To achieve that goal, in teaching Balinese language will be used teaching materials in the form of authentic discourse, so as to support the realization of communicative performance in students. In addition, instructional media will be selected in line with the instructional materials that are set up to support the creation of a learning experience that provides opportunities for students to (1) engage in meaningful Balinese language events and (2) to use the Balinese language in a variety of ways. In evaluating the teaching, in the teaching of the Balinese language, there will be a direct measurement of the language skills of the Balinese students so that they are encouraged to practice using the Balinese language both orally and in writing.

IV CLOSING

Based on the above description, then there are some conclusions can be drawn. By looking at the theory of language acquisition, looking at the current situation of Balinese usage, and the prevailing laws and regulations, the options available to save the Balinese language from extinction are as follows:

First, use it as a language of instruction, at least from the Kindergarten (TK) level to the third grade school. To develop the task, Balinese language development is something that must be done.

Second, teach it with a communicative approach; With the principle that language is a tool for conveying messages or communication devices that have many variations. Tujun teaching language is developing a reliable communicative performance, in accordance with the communication needs of students. Limitations of time available for the teaching of the Balinese Language (only two hours of lessons a week in primary school), need to set the focus of instruction. The author's suggestion is, the teaching of the Balinese language is focused on the growth of speech and reading skills for the first reason, in the activity of speaking, by itself there will be aktvitas listening. Second, starting from one of the theories of language acquisition, receptive language activity will encourage the growth of productive language skills naturally. High reading activity will foster writing skills, because during reading, consciously or not, the reader also identifies the characteristics of the written discourse they face (Squire 1998). Because many teachers who cared for the Balinese language lesson are not Balinese educational backgrounds, it is necessary to make efforts to hire Balinese language teachers who have the competence of Balinese Language Education.

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THE EFFECTS OF COMPETENCE, WORK MO9TIVATION, TIME BUDGET AND PSYCHOLOGICAL CONDITIONS ON AUDIT QUALITY

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ABSTRAK

The aim of this study is to examine the effects of competence, work motivation, time budget and psychological conditions on audit quality. This research is a quantitative research, by using questionnaires distributed to auditors who work at Public Accounting Firm in Surabaya. From the divided questionnaires, using primary data and purposive sampling method, 109 respondents were employed as auditors, either as partners, managers, supervisors, senior auditors and junior auditors. Data analysis was done by validity and reliability test, classic assumption test, and hypothesis testing with multiple regression analysis. The test results show that auditor competence, work motivation, and psychological conditions have a positive effect on audit quality. Only time budget does not affect audit quality, because it has significant value above 5%. This study has contributed to the Public Accounting Firm as an evaluation material to be more focused in conducting training to enable auditors to produce quality audits. This research is also expected to be input for Indonesian Institute of Certified Public Accountants in reviewing existing audit standards, also can be considered in preparing auditing standards to improve audit quality.

Keywords: Competence, Work Motivation, Time Budget, Psychological Conditions.

INTRODUCTION

The Enron case of America involving Arthur Andersen public accounting firm, found manipulation of financial statements, making auditor profession into the public spotlight in recent years. The company should have a loss, but in the financial statements there is a profit of 600 million US Dollars. Based on the examination yield, it turns out there are some officials, such as managers and accounting staff of Enron, is a former auditor at the Andersen Public Accountants Office (KAP). Finally Andersen KAP was found guilty of obstructing the court process (Hutabarat, 2012).

There are also cases in Indonesia, such as the findings of investigative auditors from Bapepam against PT Great River International, Tbk, which found inflation indications of sales account, accounts receivable and assets up to hundreds billion rupiah, causing the company to end up in difficult cash flows and failure to pay off the debt. Based on the investigation, Bapepam stated that the public accountant who checks the financial statements of PT Great River International Tbk is a suspect. Therefore, the Minister of Finance of the Republic of Indonesia has suspended JAS public accountant permits, since November 28, 2006, for two

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years, cause violating the Public Accountants Professional Standards (SPAP) due to related audit reports to the consolidated financial statements of PT Great River International, Tbk year 2003 (Hutabarat, 2012).

Halim et al. (2014) in his research mentioned several other cases beside PT. Great River International, Tbk, related to "engineering" of the issuer's financial statements, such as: PT Kimia Farma and PT Bank Lippo.

PT Kimia Farma reported profit of IDR 132 billion. Though the company should only earn a profit of IDR 99 billion. Meanwhile, PT Bank Lippo reported profit to the public of IDR 98 billion. However, for the next few months in the financial statements submitted to the Jakarta Stock Exchange mentioned that the company lost IDR 1.3 trillion. If the results of the audit report pose problems such as Enron's problems, PT Great River International, Tbk, PT Kimia Farma and PT Bank Lippo, can certainly raise doubts about audit quality reported by the auditor. Thus, it is important to conduct research explores variables that affects audit quality (Halim et al., 2014).

This research is a development of Halim's research, et al. (2014) on the Effect of Competence and Auditor Independence on Audit Quality Audit Time Budget and Professional Commitment as a Moderation Variable. The results concluded that audit quality is influenced by auditor’s independence and competence. The difference with this study lies in its independent variables, which adds work motivation, and psychiatric conditions variables.

Audit quality generated by the auditor may be influenced by several factors, including: Auditor’s Competence, Independence, and Due Professional Care (Arisanti et al., 2013). Christiawan (2002) revealed that audit quality is established by two things: independence and competence. Audit quality is also influenced by Time Budget (Halim et al., 2014). Time budget can cause pressure on individual psychological conditions, therefore researcher are interested in adding psychiatric variables as independent variables. Psychological conditions in essence refers to psychiatric conditions that may affect individuals, including their performance (Kartono and Andari, 1989).

Research by Kharismatuti and Hadiprajitno (2012) found that competence has a positive effect on audit quality. This research is in line with research of Agusti and Pertiwi (2013). Contrary to the study, Samsi (2013) has proved that competence has no effect on audit quality. Research Samsi (2013) is also supported by research Dewi and Budiartha (2015) and Kovinna and Betri (2014) research indicating that partial competence has no significant effect on audit quality.

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Rahmayanti's work (2014) shows that work motivation has a significant effect on employee performance. This research is supported by Ibrahim and Brobbey (2015), and Setiawan (2015) which shows the results of work motivation significantly affect employee performance. Motivation work given to a person is only effective when in a person it has the belief or confidence to move forward and succeed in the organization.

Selection of Time Budget variable, caused Halim et al. (2014) in his research, found that the audit time budget affects the auditor's competence on audit quality. This study is in line with Prabowo and Samsudin (2010) studies indicating that time budget pressure has no significant effect on independence. Suprianto (2009) in his study showed empirical evidence that time budget pressure had a positive effect on dysfunctional behavior of auditors. In contrast to Hutabarat's (2012) study that resulted in time budget pressure having a significant positive effect on audit quality, meaning that the higher the time budget pressure, it will affect the decrease of audit quality. This research is also supported by Khadilah et al. (2015), and Pratama and Merkusiwati (2015).

The planned budget time of the auditor is shorter and harder to achieve, it will bring a great degree of pressure to the auditor so that the auditor will perform any behavior that he doing everything to able to complete his tasks on time.

Psychological condition is a condition related to psycho or psychic that can affect individual behavior. Each behavior and expression of individual gesture is a stimulus and a reflection of the psychological condition (Kartono and Andari, 1989). Psychological conditions can be classified into two forms: a positive and negative. Panjaitan and Jatmiko's research (2014) showed that stressful psychological condition had a negative and significant effect on auditor's performance, meaning when pressure of psychological condition increased, resulting in decreasing auditor performance. By contrast Chen et al. (2006) states that the auditor's psychological condition at some level, actually shows better performance. The reason why psychological conditions are used as moderating variables in this study is to create a new concept of research on factors that affect audit quality. The second reason why making psychiatric conditions as moderating variable because negative psychological conditions can cause individual emotional stability disorder, resulting in uncontrolled individual behavior (Lawrence and Robinson, 2007). Depressed mental condition that appears called stress (Goliszek, 2005). Stress can occur when individuals are physically and emotionally unable to handle workplace demands that go beyond their ability to do job, and are unable to adapt to the situation and environment (Ugoji and Isele, 2009).

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This study aims to test and obtain empirical evidence about: (1) effect of auditor competence on audit quality; (2) effect of work motivation on audit quality; (3) effect of time budget on audit quality; and (4) effect of psychological condition on audit quality.

THEORETICAL BACKGROUND

Agency Theory

Jensen and Meckling (1976) define agency relations as a contract, in which one or more owners use agents to perform some services for their benefit by delegating some authority to make decisions on the part of the agent. Agency theory explains the conflict between management as agent and owner as principal. Principal wants to know all the information including management activities, related to investment or the funds in the company. This is done by requesting an accountability report on the agent (management). To reduce or minimize fraud committed by management and make financial reports made by management more reliable, testing is required. This test is conducted by an independent party, the independent auditor. Users of financial statement information will more trust the information provided by a credible auditor.

The Hierarchy of Needs Theory of Abraham H Maslow

According to Abraham Maslow, basically employees work to meet the following needs are : (1) physiological needs; (2) security; (3) social; (4) self-esteem; and (5) self-actualization. These needs are hierarchical, that is, a need arises when the previous basic needs have been met. Once physiological needs such as clothing, food and housing are met, then those needs will be replaced with a sense of security and so on. So the level of one's needs will vary in work (Joseph, 2008).

Previous Research

Tjun et al. (2012) in his research indicates that (a) auditor competence significantly affects audit quality; (B) independence of auditors has no significant effect on audit quality; (C) the competence and independence of the auditor affect the audit quality. In contrast, Hutabarat (2012) study shows that (a) audit experience, time budget pressure and auditor ethics simultaneously have a significant effect on audit quality; (B) Audit experience, time budget pressure and auditor ethics partially affect audit quality. Audit experience gives a significant positive effect, while time budget pressure has significant negative effect, and auditor ethics has a significant positive effect on audit quality. This study is corresponding to

Alim et al. (2007); Kharismatuti and Hadiprajitno (2012); Agusti and Pertiwi (2013); As well as research by Arisanti et al. (2013).

In contrast to Samsi (2013) research shows that competence has no effect on audit quality. Samsi's research is supported by Kovinna and Betri (2014) and research by Dewi and Budiartha (2015) which shows that competence has no significant effect on audit quality.

Halim et al. (2014) in his research provides evidence that time budget is a very important factor in audit implementation. Time budget affects the auditor's competence on audit quality. Other studies conducted by Singgih and Bawono (2010) show that (a) independence, experience, due professional care and accountability simultaneously affect audit quality; (b) Independence, due professional care and accountability partially affect audit quality, while experience has no effect on audit quality; (C) independence is the dominant variable affecting audit quality.

Other studies conducted by Ningsih and Yaniartha (2013) show that (a) competence has a positive and significant impact on audit quality; (b) independence has a positive and significant impact on audit quality; (c) time budget pressure has a negative and significant effect on audit quality, meaning that the higher time budget pressure, resulting the audit quality will more decrease.

Similarly, Kurnia et al. (2014); Pratama and Merkusiwati (2015); Ratha and Ramantha (2015) and Khadilah et al. (2015) indicates that time budget pressure is partially negatively significant to audit quality at public accounting firm.

Research conducted by Chen et al. (2006) shows the result that psychological conditions at some level actually show better performance (psychological conditions have no effect on one's performance). In contrast to research conducted by Imroatin and Ranu (2014) showed that psychological condition stress has a negative and significant effect on work motivation, which means that when stress rises, the motivation decreases.

DEVELOPING OF THE HYPOTHESES

Effect of Auditor's Competence on Audit Quality

Alim et al. (2007) in his research showed the result that competence has a positive influence on audit quality. This research is supported by Tjun et al. (2012), Kharismatuti and Hadiprajitno (2012), and Ningsih and Yaniartha (2013). Supportive research is also conducted by Arisanti et al. (2013), Kurnia et al. (2014), Halim et al. (2014), and Triarini and Latrini (2016). Thus the hypothesis of this study are:

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H_1 = Auditor competence has a positive effect on Audit Quality.

Effect of work motivation on Audit Quality

Rahmayanti (2014) in his research showed the results of a significant relationship between work motivation and employee performance. The study was also supported by Ibrahim and Brobbey (2015), and Setiawan (2015). Based on the above research, the hypothesis of this research are:

H_2 = Work Motivation has a positive effect on Audit Quality.

Effect of Time Budget on Audit Quality

In the audit process, the auditor should have adequate planning on the work stages to be undertaken during the field work. In this plan, a time budget is defined, which is called time budget prepared by the Public Accounting Firm (KAP) with the client's consent. The purpose stipulating of the time budget to assist the auditor in performing audit measures for each audit program. Time budget will be the argument basis about why the audit cost should be reduced due to the short duration of the audit. If there is time budget pressure, it will have less effective impact of audit implementation. In practice, time budget is also useful in measuring the auditor’s efficiency level in performing its audit work (Pratama and Merkusiwati, 2015).

Consistent with Suprianto (2009) who stated so important to plan the audit time well. A good time allocation will lead to a better performance and results, and vice versa. Halim et al., (2014) in his research provides evidence that time budget is a very important factor in the audit implementation. Time budget affects auditor's competence on audit quality. The study was supported by Pratama and Merkusiwati (2015), Khadilah et al. (2015) and Ratha and Ramantha (2015). Thus the hypothesis of this study are:

H_3 = Time Budget has a positive effect on Audit Quality.

Effect of Psychological Condition on Audit Quality

Research conducted by Abdullah et al. (2012) indicates that psychological conditions affect the auditor’s performance of the Aceh Government. Auditor's performance is a manifestation of work done in achieving better performance results or more prominent toward achieving the organizational goals (Arianti, 2015). Nababan's (2014) study showed that job stress had a significant effect on auditor performance. According to Rivai (in Wibowo, 2014), job stress is a state of tension that creates a physical and psychological imbalance, affecting emotions, thought processes, and conditions of an employee.

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According to Robinson (in Abdullah et al., 2012), auditor performance can be measured by several indicator components, one of them is competence. Therefore, this research hypothesis is:

H_4 = Psychological conditions moderates positive effect of Competence on Audit Quality.

RESEARCH MODEL

Based on the framework of thought and the hypotheses development, then created a research model to test the effects of competence, work motivation, time budget and psychological conditions on audit quality.

When it illustrated, it appears as follows:

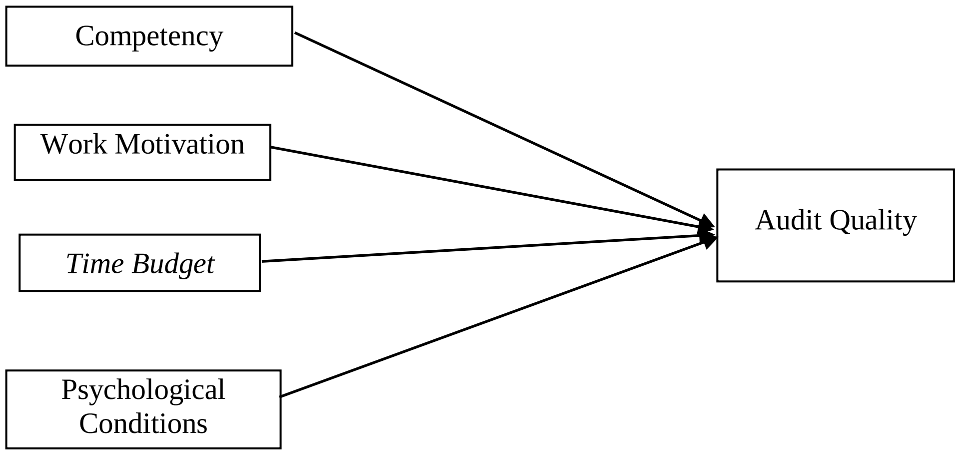

Figure 1.
Research Model

RESEARCH METHODS

Types of Research and Population Research Overview

The research used in this research is quantitative research with research approach used is causality research, which aims to explain phenomenon in the form of effect between variables (Mustafa et al., In Samsi, 2012) which gives explanation of the effect of competence, work motivation, time budget, and psychological conditions of audit quality.

The population used in this study is the auditors who work on several public accounting firm in Surabaya, from all levels of partner, manager, senior or junior.

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Sampling technique

Sampling technique used in this research is purposive sampling method. As consideration by using purposive sampling because sample members are chosen specifically based on the research purpose. The auditors who is the respondent is the auditor who works at KAP in Surabaya City, with criteria that are used based on judgment is auditor who has working experience at least one year on April 30, 2016. Selected one who have one year working experience because already have time and experience to adapt and rating the its working environment condition (Samsi, 2012).

Data collection technique

The data type in this study is primary data. The research subjects chosen in this study were auditors at the KAP where the auditor worked consisting of five positions (Guy et al. In Marfuah, 2011), i.e. junior auditor, senior auditor, supervisor, manager and partner. Data collection techniques in the form of questionnaires distributed to the auditor.

Definition of Operational Variables

Dependent Variables

Audit quality (KUA) is the quality of auditor's work shown by reliable reporting result based on predetermined standard (Sukriah, in Samsi, 2012).

Independent Variables

1. Competences (KOA) in auditing these are knowledge, expertise and experience that the auditor needs to be able to conduct audits objectively, meticulously and thoroughly. Auditor competences are measured using 8 statement items that describe knowledge, experience, and quality improvement of the auditor (Efendy, 2010).
2. Work Motivation (MKE) is something that raises the spirit or encouragement (Anoraga, 2014), motivation can be explained as a need that encourages a person to perform an act for a particular purpose. This variable is measured by indicators: (1) physiological needs; (2) safety and security needs; (3) social needs; (4) reward needs; and (5) self-actualization needs, which, adopted from Ramdan (2012) research.
3. Time Budget (TBU) according to DeZoort (in Halim et al 2014) is the time budget created due to limited resources in conducting audits. Audit conducted by an auditor has time limits on the audit, which is sometimes time provided considered by the auditor to

be inadequate, less realistic, and need to be reconsidered given the number and degree of difficulty of work to be done (Tjun et al., 2012).

4. Psychological conditions (KKE) is related to psychology that can affect individual behavior. According to Rivai (in Wibowo, 2014), stress of a psychological condition is a tension state that creates a physical and psychological imbalance, affecting emotions, thought processes, and conditions of an employee. This variable was measured using 3 question items adopted from Beehr et al. (In Rustiarini, 2014).

Data analysis technique

Data Quality Test - Validity Test

The quality tests used are validity and reliability test. To measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the question of a questionnaire is able to reveal something that will be measured by the questionnaire. Validity test using bivariate correlation between each score indicator with total score of construct.

A questionnaire is called reliable if the answered of the question is consistent or stable over time. Reliability test using Cronbach Alpha value. If the value is greater than 0.60 then the instrument is reliable and applicable otherwise (Ghozali, 2016).

Classic assumption test

Normality test

Normality test is performed to test whether residue of the regression equation is normally distributed or not (Ghozali, 2016). The method used using Normal Probability Plot. Normality testing is performed using SPSS version 24.0 with a rule that states if the data spreads around diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption.

Multicollinearity Test

The purpose of multicolinearity test is to test whether in regression model found the correlation existence among independent variables (Ghozali, 2016). Good regression model, there should be no correlation between independent variables. The cutoff values commonly used to indicate that all independent variables do not have multicollinearity problems are tolerance values > 0.10 or VIF values <10.

Heteroscedasticity Test

Ghozali (2016) stated that the heteroscedasticity test was performed to determine whether variation inequality existed. This test uses a scatterplot chart. If the results show no clear pattern or specified pattern, with scatter spots above and below 0 on the Y axis, then there is no heteroscedasticity symptoms.

Test Autocorrelation

Autocorrelation test is a condition in which correlation between residuals in one observation with another one, on the regression model. Test method using Durbin-Watson test (DW test) with the following conditions:

(1) If d is less than dl or greater than (4 - dl), there is an autocorrelation;
(2) If d lies between du and (4 - du) means there is no autocorrelation;
(3) If d lies between dl and du or between (4 - du); AND (4 - dl), it does not produce a definite conclusion (Ghozali, 2016).

Hypothesis testing

This test uses multiple linear regression analysis techniques, using the SPSS (Statistical Package for the Social Sciences) 24.0 program. This analysis technique is used to determine dependent variable with one or more independent variables. The equations for hypothesis testing are:

$$KUA = a + b1KOA + b2\ MKE + b3\ TBU + b4\ KKE$$

Where,

A = Constants

b1, b2, b3, b4 = Regression Coefficients

KUA = Audit Quality Variable

KOA = Auditor Competency Variable

MKE = Work Motivation Variable

TBU = Time Budget Variable

KKE = Psychological conditions Variable

RESULT AND DISCUSSION

Data Validity Test

Based on calculation, all instrument values of Corrected Item Total Correlation for each item question each variable, either competence variable, work motivation, time budget, psychological condition, and audit quality, > of $r_{critical}$ value (0,176), meaning all indicator variable are valid.

Based on the validity test result that all questions of the research variables are valid, meaning that all question items are accurate in supporting the constructs.

Table 1

Correlations

		KOA 1	KOA 2	KOA 3	KOA 4	KOA 5	KOA 6	KOA 7	KOA 8	KOA
KOA 1	Pearson Correlation	1	,505**	,432**	,523**	,505**	,435**	,239*	,493**	,698**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,012	,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 2	Pearson Correlation	,505**	1	,697**	,553**	,545**	,676**	,212*	,435**	,797**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,027	,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 3	Pearson Correlation	,432**	,697**	1	,376**	,411**	,568**	,234*	,463**	,729**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,014	,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 4	Pearson Correlation	,523**	,553**	,376**	1	,553**	,433**	,338**	,490**	,726**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 5	Pearson Correlation	,505**	,545**	,411**	,553**	1	,491**	,257**	,480**	,728**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,007	,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 6	Pearson Correlation	,435**	,676**	,568**	,433**	,491**	1	,269**	,634**	,790**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,005	,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 7	Pearson Correlation	,239*	,212*	,234*	,338**	,257**	,269**	1	,381**	,525**
	Sig. (2-tailed)	,012	,027	,014	,000	,007	,005		,000	,000
	N	109	109	109	109	109	109	109	109	109
KOA 8	Pearson Correlation	,493**	,435**	,463**	,490**	,480**	,634**	,381**	1	,769**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
	N	109	109	109	109	109	109	109	109	109
KOA	Pearson Correlation	,698**	,797**	,729**	,726**	,728**	,790**	,525**	,769**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	109	109	109	109	109	109	109	109	109

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Table 2

Correlations

		MKE 9	MEK 10	MKE 11	MKE 12	MKE 13	MKE 14	MKE 15	MKE 16	MKE
MKE 9	Pearson Correlation	1	,582**	,593**	,339**	,411**	,396**	,342**	,466**	,722**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109	109
MEK 10	Pearson Correlation	,582**	1	,752**	,371**	,442**	,427**	,321**	,458**	,756**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,001	,000	,000
	N	109	109	109	109	109	109	109	109	109
MKE 11	Pearson Correlation	,593**	,752**	1	,452**	,527**	,391**	,471**	,467**	,807**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109	109
MKE 12	Pearson Correlation	,339**	,371**	,452**	1	,731**	,354**	,398**	,291**	,662**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,002	,000
	N	109	109	109	109	109	109	109	109	109
MKE 13	Pearson Correlation	,411**	,442**	,527**	,731**	1	,481**	,556**	,521**	,793**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109	109
MKE 14	Pearson Correlation	,396**	,427**	,391**	,354**	,481**	1	,235*	,621**	,675**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,014	,000	,000
	N	109	109	109	109	109	109	109	109	109
MKE 15	Pearson Correlation	,342**	,321**	,471**	,398**	,556**	,235*	1	,348**	,643**
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,014		,000	,000
	N	109	109	109	109	109	109	109	109	109
MKE 16	Pearson Correlation	,466**	,458**	,467**	,291**	,521**	,621**	,348**	1	,725**
	Sig. (2-tailed)	,000	,000	,000	,002	,000	,000	,000		,000
	N	109	109	109	109	109	109	109	109	109
MKE	Pearson Correlation	,722**	,756**	,807**	,662**	,793**	,675**	,643**	,725**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	109	109	109	109	109	109	109	109	109

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Table 3

Correlations

		TBU 17	TBU 18	TBU 19	TBU
TBU 17	Pearson Correlation	1	,634**	,702**	,887**
	Sig. (2-tailed)		,000	,000	,000
	N	109	109	109	109
TBU 18	Pearson Correlation	,634**	1	,684**	,861**
	Sig. (2-tailed)	,000		,000	,000
	N	109	109	109	109
TBU 19	Pearson Correlation	,702**	,684**	1	,904**
	Sig. (2-tailed)	,000	,000		,000
	N	109	109	109	109
TBU	Pearson Correlation	,887**	,861**	,904**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	109	109	109	109

Table 4

Correlations

		KKE 20	KKE 21	KKE 22	KKE
KKE 20	Pearson Correlation	1	,498	,555	,824
	Sig. (2-tailed)		,000	,000	,000
	N	109	109	109	109
KKE 21	Pearson Correlation	,498	1	,415	,811
	Sig. (2-tailed)	,000		,000	,000
	N	109	109	109	109
KKE 22	Pearson Correlation	,555	,415	1	,799
	Sig. (2-tailed)	,000	,000		,000
	N	109	109	109	109
KKE	Pearson Correlation	,824	,811	,799	1
	Sig. (2-tailed)	,000	,000	,000	
	N	109	109	109	109

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Table 5

Correlations

		KUA 23	KUA 24	KUA 25	KUA 26	KUA 27	KUA 28	KUA 29	KUA
KUA 23	Pearson Correlation	1	,504**	,361**	,498**	,338**	,592**	,513**	,711**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109
KUA 24	Pearson Correlation	,504**	1	,482**	,506**	,452**	,549**	,486**	,759**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109
KUA 25	Pearson Correlation	,361**	,482**	1	,444**	,540**	,441**	,486**	,723**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109
KUA 26	Pearson Correlation	,498**	,506**	,444**	1	,413**	,626**	,619**	,776**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	109	109	109	109	109	109	109	109
KUA 27	Pearson Correlation	,338**	,452**	,540**	,413**	1	,501**	,408**	,709**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	109	109	109	109	109	109	109	109
KUA 28	Pearson Correlation	,592**	,549**	,441**	,626**	,501**	1	,615**	,814**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	109	109	109	109	109	109	109	109
KUA 29	Pearson Correlation	,513**	,486**	,486**	,619**	,408**	,615**	1	,773**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	109	109	109	109	109	109	109	109
KUA	Pearson Correlation	,711**	,759**	,723**	,776**	,709**	,814**	,773**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	109	109	109	109	109	109	109	109

From the SPSS output display it appears that correlation between each indicator of the total construct score shows significant results. So it can be concluded that each question indicator is valid.

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Data Reliability Test

Table 6

Reliability of Research Variable

Variable	*Cronbach Alpha*	Critical Value	Remarks
Competency	0,868		
Work motivation	0,870		
Time Budget	0,861	0,6000	Reliable
Psychological conditions	0,742		
Audit Quality	0,872		

Source : Primary data had processed

Normality Test

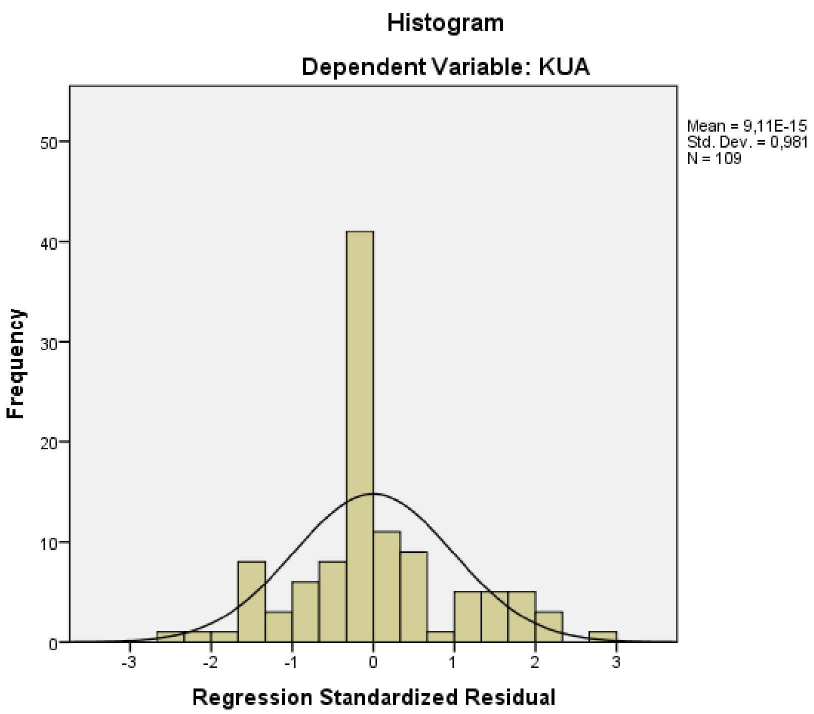

Figure 2

Source : Primary Data had processed

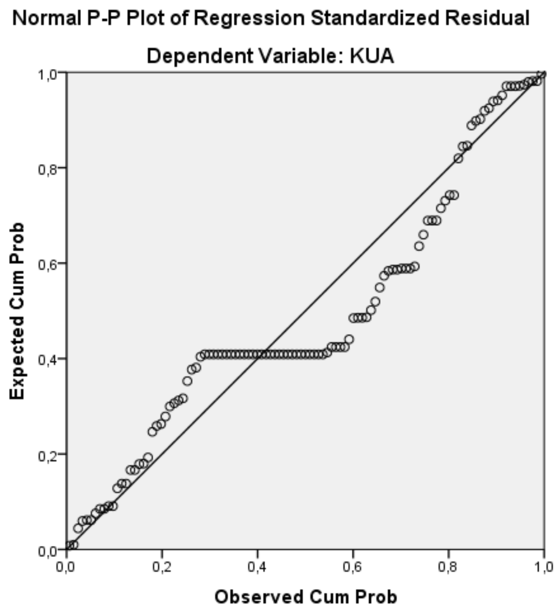

Figure 3

Source : Primary Data had processed

By looking at the histogram graph and normal plot graph it can be concluded that all data on each variable satisfies the assumption of normality, since the data scattered around diagonal line and follows the direction of the diagonal line.

Multicollinearity test

Table 7
Regression Model Multicoliniерity

Independent variable	Tolerance	VIF	Description
Competency	0,389	2,571	Non collinierity
Work motivation	0,342	2,920	Non collinierity
Time Budget	0,540	1,853	Non collinierity
Psychological conditions	0,528	1,895	Non collinierity

Source : Primary data had processed

Seen from SPSS output, VIF value <10 and toll> 0.10, so the regression model does not contain multicollinearity.

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Heteroscedasticity Test

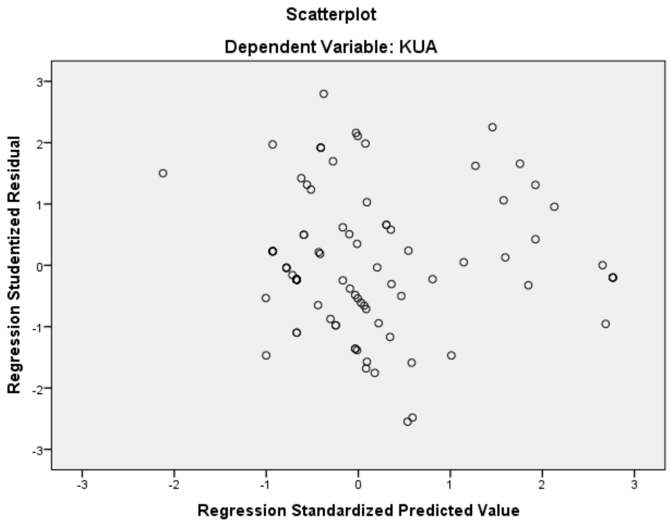

Figure 4

Source : Primary data had processed

From the test it appears that the data points are scattered in the area between 0-Y, then regression model formed, does not occur heteroscedasticity

Autocorrelation test

Table 8

Summary model[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,871[a]	,759	,749	,1662974790	1,762

From SPSS output display, obtained DW = 1.762. DW value according to table number dl = 1.592 and du = 1.758. Therefore it can be concluded there is no autocorrelation because above du 1.758 and less than 4 - 1.758.

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Tabel 10
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,058	,178		,327	,744		
	KOA	,490	,081	,466	6,029	,000	,389	2,571
	MKE	,179	,085	,174	2,108	,037	,342	2,920
	TBU	,097	,053	,121	1,843	,068	,540	1,853
	KKE	,227	,055	,273	4,113	,000	,528	1,895

Of the four independent variables, which is not significant at 0.05 is the Time Budget. While other independent variables such as Competence, Work Motivation, Psychological Conditions are all significant at 0.05. From there it can be concluded that the Quality Audit affected by Competence, Work Motivation and Psychological Conditions, with mathematical equations:

$$KUA = 0.058 + 0.490\ KOA + 0.179\ MKE + 0.097\ TBU + 0.227\ KKE$$

Determination Coefficient Test

The value of adjusted R^2 is 0.749 which means dependent variables which can be explained by independent variable variability of 74.9%. While 25.1% is explained by other variables, which are not included in the regression model.

CONCLUSIONS, IMPLICATIONS AND LIMITATIONS OF RESEARCH

Conclusion

From the results of data analysis and discussion can be summarized as follows: (1) Competence auditor has positive effect on Audit Quality. This means the first hypothesis is accepted; (2) Work Motivation positively affects the Audit Quality. This means the second hypothesis is accepted; (3) Time Budget has no positive effect on Audit Quality. This means the third hypothesis is rejected; because the auditor has performed the work in accordance with audit procedures, and performed by experienced auditors and working in the form of teams (Khadilah, et al., 2015); (4) Psychological conditions has a positive effect on Audit Quality. This means the fourth hypothesis is accepted.

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Implications

This implications study for Public Accounting Firm (KAP) as an evaluation of the auditors performance to improve competence, work motivation, time budget in order to produce audit quality in terms of financial statement disclosure. In addition, it is necessary to examine the results of the auditor's examination to ensure that the examination is in accordance with applicable laws and professional standards. This study also has implications for the internal company or client as an evaluation material to choose a KAP which has a good audit quality, evidenced by the report of quality audit results.

This study is expected to (1) be an input for the Indonesian Institute of Certified Public Accountants (IAPI) in reviewing existing audit standards, both general standards, fieldwork standards and reporting standards, in order to improve audit quality; (2) to be considered in preparing auditing standards in order to better improve audit quality; and (3) may contribute to IAPI parties in formulating policies and standards to improve the implementation guidelines for the auditor, in relation to auditor performance.

Suggestions and Limitations

The results of this study show competence, work motivation, and psychological conditions have a positive effect on audit quality. But time budget does not affect the audit quality. This study suggested that the distribution of questionnaires is not done in busy session conditions. The limitation of this study is the time of questionnaires distributed when auditors have a dense audit schedule, so there are several Public Accounting Firm (KAP) reject the research questionnaire, return the questionnaire or just filled by some auditors.

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Study Analysis and Model of Internal Quality Assurance System (SPMI) in STKIP Singkawang

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Abstract. This study aims to determine the model of the Internal Quality Assurance System applied in STKIP Singkawang. This study is a qualitative research using case study as a research method. The study was conducted in STKIP Singkawang with research subjects STKIP Singkawang Quality Assurance Agency. The technique is done to collect data consist of interviews and observations. The results showed (1) an internal quality assurance system STKIP Singkawang applying standard 18; and 2) quality assurance management model applied in STKIP Singkawang is PDCA model consisting of four main components, namely Plan, Do, Check and Action.

Keywords: Study Analysis; Model, Internal Quality Assurance System.

I. INTRODUCTION

The demand for college graduates in the age of globalization increases with human resource competition is getting tighter [1]. Colleges as educational workers responsible for the resulting quality of its graduates. Act No. 12 of 2012 on Higher Education also stressed the importance of quality assurance in a university. Therefore we need a system that can control the execution of the process of improving the quality of a university in a planned and sustainable [2].

Internal quality assurance system is a system that serves to plan, implement and evaluate quality assurance at a university. Quality assurance in higher education intended that the competencies of graduates produced in accordance with the growing needs of society [3]. In addition, an increase in the quality of a higher education can also increase public confidence in the performance and capabilities of the college graduates. Implementation of internal quality assurance system of the university does not rely on the government. The government only provides guidelines for the implementation of quality assurance system for colleges and universities further independently implement a quality assurance system based on the vision, mission and conditions in universities.

Internal quality assurance system STKIP Singkawang implemented by the Quality Assurance Agency STKIP Singkawang in charge of planning, implementing and evaluating a comprehensive system. The implementation of quality assurance system in STKIP Singkawang refer to the Guidelines for Quality Assurance *(QualityAssurance)*Higher Education [4]. Implementation of the quality assurance system in STKIP Singkawang is the role of leadership and commitment STKIP Singkawang all individuals who will implement this system [5].

Quality assurance system of the university implementing the standards and quality assurance management models that differ between each college. This is due to the situation in each of the different colleges so that the effect on the standards established quality assurance. This study aims to determine the standards and quality assurance management model applied by STKIP Singkawang in the framework of continuous quality improvement in STKIP Singkawang. The results of this study can be a reference for universities that have not implemented a quality assurance system that is expected to produce graduates according to the needs of the community.

II. RESEARCH METHOD

This study is a qualitative study using the case study method. In this study, the cases examined are standards and models applied by STKIP Singkawang to improve the quality of higher education. The research was conducted at the Institute of Quality Assurance STKIP Singkawang. This study was conducted in January 2017 through April 2017. The subject of this research is all part of the Quality Assurance Agency together with the whole of the individuals involved in the internal quality assurance activities STKIP Singkawang. The object of this research standards and models of quality assurance implemented by the quality assurance agency STKIP Singkawang. The data collected in this study a qualitative data derived from the data collecting use data collection techniques such as interviews and observation. Data collection instrument in this study consisted of interviews and observation guidelines.

Implementation of the interview to get information related to the quality assurance standards and models used by STKIP Singkawang. Interviews were conducted with the chairman, secretary and coordinator of quality assurance agencies STKIP part Singkawang. Moreover, it also made observations on the quality assurance agency STKIP Singkawang to know the process of implementing the standards and quality assurance models.

This study uses a degree of trust with triangulation techniques to improve and determine the validity of the data, both on the method of data collection and data sources. Triangulation in this research is conducted through checking the data against data collection methods, namely the interview data in the form of interview transcripts and observation results data in the form of field notes. Triangulation is also done through the examination of data to resources in the interview and to compare the results of interviews of a chairman, secretary and coordinator of the field of quality assurance agencies STKIP Singkawang. In addition, to ensure the validity of the interview data do confirm the results of interviews with informants to ensure the correctness of the interview. Inductive analysis used in this study to draw any conclusions on the POINTS derived from data collected through interviews and observations that can then be withdrawn as general conclusions.

III. RESULT AND DISCUSSION

Several universities in West Kalimantan has implemented a quality assurance system. STKIP Singkawang as one of the colleges in West Kalimantan also implement standards for internal quality assurance as many as 18 standard consisting of standards of education, research standards, the standard of public service, standards of supervision of students, standardized resource students and alumni, the standard of cooperation, standardized admissions new, standardized administration of mailing, standard academic atmosphere, standards organizations of student affairs, safety and order, the standard of care for persons with disabilities, standards of attainment base of entrepreneurship, standardized system of governance, management standards of education, standard of the work program of structural officials, the standard staffing and satndar internal quality assurance system. Implementation of Internal Quality Assurance System in Singkawang STKIP covering the entire course. The stages in the implementation of internal quality assurance system in STKIP Singkawang, is as follows.

a. Internal Quality Assurance System Socialization
Socialization is an early stage in implementing the system of higher education quality assurance in STKIP Singkawang. Emphasis on the importance of the implementation of the internal quality assurance system in STKIP Singkawang done at this stage. Activities of internal quality assurance system is a mandate of PP No. 9 of 2005 on National Education Standards in addition, morally higher education institutions must always maintain and improve the quality of graduates produced. It is intended that graduates *produced* is able to meet the demands of *stakeholders* and be able to compete globally.

b. Providing guidance for the management department of
the Implementation of the system for internal quality assurance in STKIP Singkawang on each study program need to be given guidance by the institution of quality assurance STKIP Singkawang in terms of understanding the meaning of the quality assurance systems of internal and grains that exist in the standard system of internal quality assurance that will facilitate the making academic documents and document quality. The role of quality assurance agencies is very important in terms of building good documentation, because the board does not have a department of knowledge, understanding, and the same seriousness in the documentation of all activities of planning, implementation, monitoring and evaluation in the study program.

c. Socialization internal quality audit and self-evaluation instrument courses to Prodi and auditors.
In the third stage of the implementation of internal quality assurance system in STKIP Singkawang is socialization internal quality audit and self-evaluation instrument to Prodi and auditors. It aims to build the same perception and commitment between Prodi and auditors in establishing a quality assurance system in Prodi. STKIP quality assurance institution Singkawang just preparing the system, instruments and facilitate the implementation of internal quality assurance system in STKIP Singkawang.

d. Charging Study program self-evaluation by the head of department of quality assurance agencies assisted.
Prior to the audit, Prodi required to fill out a self-evaluation study programs that have been designed and prepared by quality assurance agencies STKIP Singkawang. Institutions of quality assurance will help in filling out a self-evaluation study programs of courses and descriptions of self-evaluation. Materials and documents that have been loaded into the study program self-evaluation and self-evaluation description that will be used by the auditor as a reference for the audit Prodi.

e. implementation of the internal quality

Theof study programs audited by three auditors appointed by the quality assurance agency STKIP Singkawang. Each auditor has a duty respectively in each department of the audit based on the standard. The findings of the three auditors will be discussed and discussed in advance to reach a mutual agreement before it is submitted to the chairman of the study program.

f. Remedial measures to improve the quality of study programs.
Based on the findings of the audit results can be categorized into heavy, medium and light to be further improvements by the chairman of the study program. The study program greatly benefited and helped with the audit because based on the audit work program can be structured in order to conduct quality improvement prodinya.

g. Management review meeting to talk about improving the quality of study programs.
Forums are used to discuss the follow up on the findings in the study program is a management review meeting at the department level. In this management review meeting will be discussed one by one the findings obtained. Priorities to improve the follow-up study program is based on the severity of the findings. If there are findings were classified as severe this finding will be a top priority in improving the quality of study programs. The findings of a relatively light can be seen the urgency, which is urgent and potentially interfere with the quality of study programs. The findings are observational be immediately addressed to avoid protracted and may interfere with the quality improvements in other sectors.

h. University-level management review meeting.
If the findings obtained in the study program can not be resolved at the department level, will be brought to the university level to be discussed during management review meetings university. The findings are followed up by the university normally general nature covering all existing study programs at universities, for example: policies on the availability of lecturers or professors,standards *passing grade* for new admissions, etc. Internal audit needs to be conducted to determine the internal quality assurance system implementation has gone well or not needs to be done. This audit is very important because it is an important part of the quality assurance cycle, ranging up to university level study program [6].

There are several quality guaranteed by STKIP Singkawang namely:

1. Quality Research andPublications
   a) Quality Standards Publications
      1) success of the publication can be determined from the following indicators:
         - Number of publications in book form, proceedings or in national and international journals.
         - Accreditation level journal that is managed by the Department / Institution.
      2) Setting standards adopted in the following manner:
         - The researcher who gained national or international research grants are required to publish the results of their research at a seminar or accredited journals both nationally and internationally, depending on the amount of research funds are managed. Proof of publication is prayarat for researchers to submit research grant proposals next.
         - Researchers may also conduct information dissemination on the network system and the mass media.
         - Universities can apply a variety of conveniences for each manuscript accepted for publication. Universities should also be committed to provide expertise related to the method of writing, language and help repair publication costs if the publishers charge for publication.
         - Publications must follow the rules of scientific writing in accordance with the provisions of the issuer. Universities need to encourage researchers to actively write. For beginners necessary scientific writing training held at the university level on a regular basis.
   b) Research Quality Standards
      There are several research quality standards applied by STKIP Singkawang include:
      1) Standard Monitoring and Evaluation
         Monitoring and internal evaluation conducted to determine whether the standards set have been met and need to be improved.
      2) Documentation Standard ProcessResearch
         Researchis an ongoing process therefore necessary standardization documents of each unit of activity. These documents include:
         - The research proposal.
         - Document the progress of research activities.
         - Standard Operation Procedures (SOP) Research.
         - Salvage procedure when disaster strikes, earthquakes, fires and accidents.
   3) Standard Assessment Results
      Determination of the quality of research can use the following indicators:
         - The published results through seminars / journal reputed national / international.
         - Results of the study are used to solve problems in the community, develop teaching materials lectures and community service.
         - Researchers obtain patents / copyrights on the findings and his work.
         - Researchers obtain awards for his research work, either at national or international level [7]

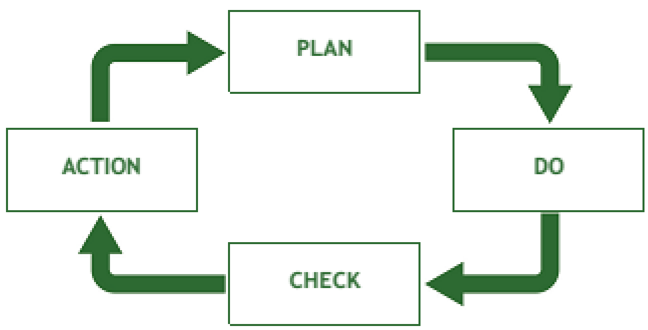
2. Academic Quality

Management academic quality in Singkawang STKIP aims to meet the demand and the satisfaction of the *stakeholders* in the academic service organized by STKIP Singkawang.

Implementation of quality standards of academic quality, consisting of:

a. The quality standards of planning in academic quality
b. Implementation of quality standards in academic quality
c. The quality standards of academic quality control

Quality management STKIP Singkawang using PDCA model that consists of four basic components, namely Plan (planning), Do (execution), check (evaluation), Action (correction). This process will be achieved through a continuous quality improvement condition (continuous quality improvement) [8].



Efforts were made STKIP Singkawang to carry out internal quality assurance system that is:

a. Make the preparation of technical and / or administrative standards in accordance with the contents.
b. Socialize standard content to the entire faculty, non-faculty employees and students, periodically and consistently.
c. Prepare and write a written document such as: work procedures or SOPs, work instructions, or the like in accordance with standard content.
d. Implement the provision of education activities using standards as a benchmark of achievement.
e. Conducting internal quality audits on a regular basis in every study program.
f. The findings of the audit process Prodi submitted to the chairman of the department of management review meetings to be remedied and work program related to quality improvement can be made.
g. The findings can not be resolved in the management review meeting majors delivered on university management review meeting to be followed in order to improve and enhance the quality of higher education [9]

As for the functions of internal quality assurance system STKIP Singkawang are:

1. To establish and develop standards and implement the guidelines as a reference for quality assurance in education, research and community service. Based Permendikbud No. 49 Year 2014 On National Standards for Higher Education of the Directorate General of Higher Education, Ministry of Education [10], STKIP Singkawang prepare and establish 24 (duapuh four) internal quality assurance system standards.

National Standards for Higher Education (SNPT) is an integral part in the implementation of Tridharma college. SNPT consist of:

a. National Education Standards;
b. National Standards Research;and
c. National StandardsCommunity Service.

National Standard of Higher Education consists of:

a. Graduate Competency Standards;
b. Learning Content Standards;
c. Standards of Learning Process;
d. Learning Assessment Standards;
e. Lecturer Standards and Personnel;
f. Infrastructure Standards of Learning;
g. Learning Management Standards; and
h. Financing Standards of Learning.

The study consists of the National Standards:

a. Standards Research;
b. Content Standards Research;
c. Standard Process Research;
d. Research Assessment Standards;
e. Researchers standards;
f. Infrastructure Standards Research;
g. Research Management Standards; and the
h. Funding Standard and Research Funding

National Standard Community Services consist of:

a. Standards Results of Community Services;
b. Content Standards Community Services;
c. Standard Process Community Services;
d. Community Services Assessment Standards;
e. Implementing standard Community Services;
f. Infrastructure Standards Community Services;
g. Standard Management of Community Services; and
h. Standards Funding and Financing Community Services.

Implementation of these standards requires the support of all the components in a good college chairman, vice chairman, faculty, staff and students. Awareness of all parties of the importance of the implementation of the standards that have been set will improve the quality produced by the college.

2. Organize the implementation of quality assurance in education, research and community services, as well as the academic administration of the college level to the program of study.

Implementation through quality assurance agencies that make up the STKIP Singkawang internal quality audit team and in charge of auditing every Prodi. The audit results presented in the study program-level management review meeting to determine improvements that should be made by Prodi. Furthermore, the findings can not be resolved by the study program management review meeting brought to the university level.

3. Assess and report the results of the implementation of quality assurance in a cycle in all units and ranks in STKIP Singkawang.
   Singkawang STKIP quality assurance institution hosted a workshop on the evaluation of the internal quality assurance system. It aims to disseminate the results of the evaluation conducted by a team of internal quality audits.
4. Delivering suggestions for improvements to the leadership of other universities as input for quality improvement on an ongoing basis.
   Through university-level management review meeting quality assurance agencies STKIP Singkawang present the results of internal audits are conducted to the rector and other leaders that aims to improve the quality of higher education [11].

Internal quality assurance system to be early to see the quality of academic administration that can be managed by a quality assurance unit in each study program. A culture of quality in each study program will result in improved quality as academic quality improvement measures carried out continuously by each study program. Strategies for self-evaluation as a true picture on any study program will be used as a reflection of improvements through follow-up plan can be formulated together in a management review meeting by the entire Chairman Prodi, head of the college, the quality assurance unit by engaging the academic senate [12].

The commitment of students in the running system of internal quality assurance one of which can be seen through the provision of feedback of academic activities by giving input through both online and offline against professors that administer the courses related to the implementation of academic activities and competencies that should be generated by the students so as to achieve a passing grade which has been set by the college. The feedback mechanisms, facilitated by the quality assurance agency STKIP Singkawang so as to facilitate the audit process because the data has been collected. In addition, the work done in the students reached the standard of competence for graduates also show commitment to perform an internal quality assurance system that will affect the satisfaction of the *stakeholders* of the quality of graduates produced by STKIP Singkawang.

Quality document systems STKIP Singkawang pejaminan internal quality available and have been used over the last two years. Quality document consists of the Quality Manual, Quality Procedures and Work Instructions. Quality Procedures and Work Instructions are prepared and implemented in each unit / work unit. Quality documents stipulated by STKIP Singkawang serves as a guide for management control and improve the quality of higher education.

Internal quality assurance system in STKIP Singkawang coordinated by the quality assurance agencies that are at the university level. Institutions of quality assurance STKIP Singkawang charge of planning, implementing and evaluating the quality assurance system comprehensively in STKIP Singkawang, making the devices required for the implementation of quality assurance, control the implementation of quality assurance system, carry out *auditing* and evaluation of quality assurance, and reporting on the implementation of quality assurance periodically. In the development, the task of institution quality assurance STKIP Singkawang developed into a plan, implement, and evaluate the implementation of the system of higher education quality assurance, implement internal quality audit department received a report of internal quality audit courses from the majors, evaluate the implementation of internal quality audits Prodi in the majors and submit Chairman of the audit report to STKIP Singkawang forum Working Meeting of the University for further action.

Implementation of internal quality assurance system based on two documents, namely documents as well as the quality of their academic papers. Academic documents compiled at the university level, department or program of study. Academic documents that are at the university and department consists of academic policy documents, academic standards and academic regulations. Academic document-level study program consists of specifications course, curriculum, curriculum maps, and plan learning programs and activities of the semester. Quality document consists of the quality manual at the college level, quality procedures, and work instructions. Quality procedures and work instructions developed and implemented in each unit / work unit. Implementation of internal quality assurance system in accordance with one Singkawang STKIP cycle internal quality assurance system in STKIP Singkawang starting with the establishment of standards, implementation, monitoring, evaluation, internal audit, correction formula, and the establishment of new standards. By default, this time STKIP BAN PT Singkawang applying standards as a minimum standard courses and university management. Singkawang STKIP in the future will apply a higher minimum standard is based on ISO quality standards [13].

IV. CONCLUSIONS

STKIP Singkawang implement internal quality assurance standards consisting of 18 standards. Internal quality assurance in STKIP Singkawang covering the entire course. The functions of internal quality assurance system STKIP Singkawang is to prepare and develop standards and guidelines as a reference for implementing quality assurance in education, research and community service. Model of quality assurance applied by STKIP Singkawang is composed of PDCA *Plan* (planning), *Do* (execution), *check* (evaluation), *Action* (correction). Implementation of these standards requires the support of all the components that exist in universities both management and all individuals who will carry out the internal quality assurance system. Awareness of all parties of the importance of the implementation of the standards that have been set will improve the quality produced by the college.

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LITERATURE AS THE REPRESENTATION OF REAL-WORLD*)

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ABSTRACT

If literate works, including *novel* as one of them, were subjected to a precision scrutiny, we may find that they attempt to represent the image of the real-world. This representation was quite evident when we tried to describe plot, character and personification, setting, language style, and theme of the novel. Novel was a literate work trying to disclose the image of the real-world. The selected novel in this paper was Novel *Saman*, and this selection was made after considering few factors. It was the best-seller novel in 1998 and it successfully won the Romance Contest held by Jakarta's House of Art. This novel is also considered as innovative in theme it conveys and also in setting and language it uses. By such reasons, it must be reliable to put this novel (Novel *Saman*) under discussion and to perceive it as the representation of image (shadow/mirror) of the real-world.

Keywords: Literature, Representation of Real-World

INTRODUCTION

Literate works can also be called as creative works because it was always dynamic with the life of the real-world. Abdullah (1991:10) reasoned that literate works were not merely artifacts (dead things) which were always static and going across space and time without change. Instead, they were a system of convention enriched with the dynamics. Therefore, literate works can also be considered as a form of response by literate persons (persons of letters) to the world around them.

Literature as creative work is made after the most fundamental impulses of human to express what they are feeling about, to put interest on issues of human and humanity, and to give attention to the real-world passing on throughout days and ages (Semi, 2007:1). Novel *Saman* is considered as a creative work because it attempts (1) to express the feeling of human, (2) to put interest on issues of human and humanity, and (3) to give attention to the real-world. Originally, Novel *Saman* was written for the colleagues of Ayu Utami in *Komunitas Utan Kayu*. She admitted, "I wrote this novel to them because I am not sure that this novel can be read by anyone except them" (Saman; page iv).

Novel *Saman* comes into being as the public reading after it attained the first winner of the Romance Contest held by Jakarta's House of Art in 1998. Its presence gives an important addition to Indonesian literate world which was coincidently slack at the time. The arrival of Novel *Saman* is greatly welcomed with various responses, where the response differs on one reader to another. Great variety of responses in literate world was not peculiar case because "expectancy horizon" (term used by Jauss) was always different among the readers. The greater is the expectancy horizon, the deeper is the understanding of readers. The more experiencing readers would have better response than those with less experience (Jauss, 1974).

Similar mindset to the Jauss is given by Segers (1978:41) who declared that the response to literate works is always different among readers and also different on one period to another. Segers mentioned three criteria that must be met for meeting expectancy horizon, respectively (i) There are norms contained within texts read by readers; (ii) Readers have experience with all texts they previously read; and (iii) There is a contradiction between fiction and reality (see also Pradopo, 2007:234).

Internal structure of Novel *Saman* is representing the reflection of the real-world. This internal structure includes *setting*, *character and personification*, *language style*, and *theme*. But, in this paper, the discussion is limited into two internal structures, precisely setting and character and personification.

SETTING

In this section, the definition of setting, including space setting and time setting, would be provided.

Definition of Setting

Setting is a remark about time, space, and condition around the creation of literate works (Sudjiman, 2014:46). Also said by Hartoko and Rahmanto (1986:78), setting is about how to position space and time to facilitate the creation of narrative and dramatic works. Brooks (in Tarigan, 1986:136) conceded that setting could be physical setting, element of space, and space in certain story. Abrams (1981:175) said that setting was the base of footing in describing place, time relation, and social environment, where the events occured. Chatman (1980:101-103) insisted that time dimension was related with plot-generating events, while space dimension concerned with where the characters of the story remained upon, which may include life environment, society and custom. Space where events occured can also be geographic environment, such as city, village, house, factory, school building, and others. Besides, space also talks about habit, mindset, and norms adopted by a group of people.

Time when events happened can be certain history, century, year, month, day, hour, and other. In the case of narration, setting provides concrete and clear anvil base. Setting is also very important to produce a realistic impression to the readers. It is done by processing certain moment or event as if it is really happening in real-world. From which readers as the audience are then allowed "to drive their imagination" or at least to attest their knowledge about setting. Readers can also examine and assess the validity, precision, and actualization of setting from which they can be more familiar with events presented by the author. Readers feel like being involved in the story or even finding themself within it. Such impression is only evident when a story successfully promotes local situations and conditions, especially those closely relevant to the characters of the story.

Setting has a reciprocal relationship with character and personification. The nature of setting may influence the personality of character. In other words, personality of a certain character is shaped by setting. The personality of urban person must differ from that of rural person or one who lives at hinterland. Relevant to this explanation, Novel *Saman* is then analyzed based on its space setting and time setting.

Space Setting

The story characters in Novel *Saman* are different on one to another with the space where the story is taken. Variety of geographic settings is involved, including Perabumulih City, Karang Endah City, Sei Kembang Transmigration Area, Lubukrantau Hamlet, Palembang (South Sumatra), Medan, Pekanbaru, Jakarta, Singapura, and New York (United States). Based on its chronology, Novel *Saman*'s story begins at Perabumulih City, which is an oil producing city in South Sumatera Province, where the people still strongly perform their social system (for example, shared-work [*gotong-royong*]), and also their traditional cultural ritual, among other is "Sedekah Dusun". This ritual is popularly known by ethnic groups in the city (Hasan, 1993:163).

In Perabumulih City, the story of the character "*Wis*" took a plot. Actually, it is not his place of birth because he was born in Muntilan, Yogyakarta. But, the story moves to the capital of the country, Jakarta, because his father was appointed to work there and also because *Wis* decided to continue his study to the college. He learnt at Driyarkara, an institution of friary (*school of priest*) but he was also enrolled at the Agriculture Institute of Bogor. After completing his education at Driyarkara, he was inaugurated by the Bishop through church ceremony as a priest (Indonesian calls it with *frater* or *romo*), and he was entitled with name *Frater Wisanggeni* or *Romo Wis*. By his alone inquiry, he was assigned as "the shepherd of congregation faith" at Perabumulih City and Karang Endah City, both in South Sumatera Province. *Wis* goes to his assignment place from Merak Harbor and arrives at Bakauheni before he continues to Perabumulih City. In this city, he works as the assistant to *Frater Westenberg*, a Dutch friar who previously serving this city. The story then goes back to the current plot, Perabumulih City, but the exact position is Lubukrantau Hamlet, where one of transmigration area, Sei Kumbang, takes a place. *Wis* lives with the family of Mak

Argani, a citizen of the hamlet. Story proceeds to Lahat, where *Wis* suffered from tortures causing him to be cared by Boromeus nurses. From Lahat, the plot goes back to Perabumulih. At the time, *Wis* changes his name to *Saman*. He was picked up by Laila and Sihar in Talangrujung Hamlet in relation with the accident case causing death for three workers at oil rig. One victim is Hasyim Ali, a close friend of Sihar. The accident is something to do with the carelessness of Rosano (a company man).

Setting shifts to Medan, a city where huge strike of labors was held and initiated by NGO (non-government organization) activists, and *Saman* is one of them. After the strike, *Saman* was accused as provocator. A friend of *Saman*, Yasmin, told him to run away to abroad, precisely to New York, which fortunately the New York Office of *Human Rights Watch*, an international organization, looked for someone familiar with information network in Southeast Asia. *Saman* was accompanied by Yasmin and Cok to Pekanbaru Harbor.

Besides urban and rural settings, other attractive settings are also found in Novel *Saman*, such as Anambas Island, Matak Island, oil rig, rubber plantation, and oil palm plantation. This novel not only mentions the names of city and village, but also provides concrete description of them. Few places related to the story characters remain in Perabumulih City, including oil rig and cinema. Certain scenes stand around Sei Kumbang Transmigration Area, such as rubber plantation and oil palm plantation. Other scenes take a place beyond transmigration area, such as Anambas Island, Matak Island, and Pedussi Inn Hotel in Pekanbaru City. The setting in New York is *Human Rights Watch* Office, *Colombia University*, and *Central Park*.

The condition of houses in Novel *Saman* is well constructed (grandiouse and attractive) except for Mak Agani's shelter. Her house has only one space but it must be divided into partitions. One partition is 2x3 meters and used as the bedroom of Anson's parent. The other partition, also 2x3 meters, or precisely the porch of the house, is the place where Anson, his sibling, and *Wis* are to sleep on. It is definitely unpleasant spot for sleeping because it loads with the smell of the containers of used oils, acids and ammonia gases kept on the alley. The wind helps passing this smell over the house. The house is also dark at night due to no electric facility exists.

Sociocultural description in this novel is shown by social stratification and also profession. Social stratification is illustrated by the differentiation between rich and poor, between capital holder and farmer, and between educated and less educated persons. The considered profession includes priest, NGO activist, lawyer, dancer, and entrepreneur. Other description of sociocultural aspect concerns with deviation against eastern norms, such as open talk of sexual topic, premarriage sexual intercourse, and others.

Time Setting

Genette (1978:33-34) declared that time setting in Novel *Saman* has double meanings. One meaning refers to a time when story happens or when story is written, while other meaning indicates the sequence or chronology of the story. Nurgiyantoro (2012:230) explained that time setting is about "when" the events of the novel are occuring. The problem of "when" is always related with factual time, precisely the time of history event.

In 1962, *Wis* father was transferred from BRI of Yogyakarta Branch to Perabumulih Branch to be appointed as Branch Office Manager. In Perabumulih City, important events are not many except for natural condition of Perabumulih and peculiar incident experienced by *Wis* family. Perabumulih is known as an oil producing city but in 1962, the city is too quiet with the unexplored parts of the forest surrounding the residences. Gibbons may suddenly go down from trees in surprising or even frightening ways. The sense of desolation is also apparent when one should find the fact that the new asphalt road is only more or less than five kilometers at length. *Wis* was ordained by the Bishop as a priest in 1983 after graduating from Driyakarya. In the next year, he went to Perabumulih to fulfill his assignment as "the shepherd of congregation faith". This assigment is based on his self-inquiry after considering some factors, such as that the priests on Perabumulih are already old, that he acknowledges this city since his childhood, and that too many memories in the past are hardly forgotten before his father moves to Jakarta. Previously, *Wis* has lived in this city for ten years. Many plantations are found in this city. He assure himself that he can serve farmers and it is a reasonable service because he graduates from the Agriculture Institute of Bogor.

Subsequently, in 1990, *Wis* already spent six years serving rubber farmers and also stayed at Mak Argani's house in Lubukrantau Hamlet. Many services have been given by *Wis* to help increasing the living standard of the villagers. Indeed, the villagers love *Wis* because they have taken benefits from his services. *Wis* has given them hope, at least better expectation, for better living which they never think about. His legacies are quite meaningful, including the mini-electric generator of 500 watts capacity to supply power for the smoke house and the cultivation of intercropping plants (tubers) which have better market share. Farmers start to gain earning from their rubber tapping they did six years ago.

In more or less than two years after the attack of Lubukrantau Hamlet (exactly in 1993) by the payees of PT Anugrah Lahan Makmur (ALM), *Wis* shows up again with "different" identity and appearance. He changes his name into *Saman* and his recent profession is an activist of NGO (LSM) that serves the poors and the oppressed persons. The emergence of *Saman* is closely related with oil rig accident causing three workers to death. One victim is Hasyim Ali, the close friend of Sihar. The accident occured from the negligence of Rosano (company man). Laila was incidentally on the scene during the accident and suggested Sihar to bring the case to the court. She convinced him that Sihar would be helped by two her friends, *Saman* and Yasmin, who are willingly care to the poors and oppressed persons. *Saman* is NGO activist, while Yasmin is a lawyer.

On April 1994, labors in Medan organized a massive strike. This strike was initiated by NGO activists, including *Saman*, and consequently, *Saman* name was entered in the wanted list of the police. Seeing this fact, Yasmin requested *Saman* to escape for New York, and coincidentally, the New York Office of *Human Rights Watch*, opened vacancy for someone with the acknowledgment of information network for Southeast Asia.

The story showing the character *Saman* was ended on 21 June 1994 in New York after he closed his correspondence with Yasmin on internet network. The story shifts to Laila and Shakuntala, who are also in New York. On date of 28 May 1996, Laila stood at Central Park, New York, waiting for Sihar, "her lover". Sihar did not show up, and Laila felt sad and disappointed. But, luckily, she still got Shakuntala, her elementary school friend, next to her. Shakuntala was invited by Asian Cultural Centre to teach the subject of dance exploitation.

At first appearance, the character *Wis* is presented with other characters such as *Frater Westenberg*, Upi, Anson, Mak Argani, the citizens of Lubukrantau Hamlet, and people from PT ALM. In his second appearance, *Wis* (or *Saman*) is presented with Laila, Sihar, Yasmin, "victim families", citizens of Talangatas Hamlet, Cok, and Rosano (a company man). As previously said, *Wis* shows up again after two years of Lubukrantau attack in 1993. In this year, Laila and Toni were working on two assignments. First is making company profile for Texcoil Indonesia-Kanada, a joint venture between Indonesia company and Canada-based mining company. Second assignment is writing a book about oil drilling operation in Pacific Asia for Petroleum Extension Service (Saman: p.8). When Laila and Toni did their jobs, the oil rig where they work at suddenly shook them relentlessly due to the excessive gas pressure coming out of the drill hole. Laila flew away for couple of meters, and three rig workers died, including Hasyim Ali as one of them. The description of time setting in Novel *Saman* was specific because almost all types of time were exposed, including second, minute, hour, day, week, month and year.

CHARACTER AND PERSONIFICATION

This section will elaborate the definition of character and personification, the complexity level or role of character disposition, the development and modification of character disposition, and the disposition description technique.

Definition of Character and Personification

In the case of novel, the story does not only tell about empty space and time or merely inform about sociocultural environment in general and abstract ways. A novel story is mostly telling about the life of human, and it can take a form either as the sublety of issue experienced by a character or the issue developed around the life of certain character. The story would keep general and abstract issues of human becoming not only a world of understanding, but also a world of experience and comprehension.

According to Jones (in Nurgiantoro, 2012:165), personification was a clear description about human in the story, but Sudjiman (2014:23) asserted that personification is about the presentation of character disposition and the creation of character image.

Based on importance level, character is divided into two categories, namely main character and supplement character. Main character is the character who is the spotlight of the story and is mostly told in the story, either as the subject of occurence or being subjected by occurence. Supplement character is the character who is only shown once or few times in the story, and if to be told in the story, the proportion is always relatively short (Nurgiantoro, 2012:176).

In relation with main character, Sudjiman (2014:17-20) interposed criteria for identifying it, such as that: (1) main character is intensively involved into the events constituting the story; (2) main character has more frequent relationship with others than other characters have; (3) the title of story is revealing the position of main character; and (4) time setting for showing main character is usually longer.

Regarding to the function, a character can be shown as protagonist and antagonist. Protagonist character is adorable, like hero, and always representing the norms and the ideal values practiced by readers. Antagonist character is the trigger of conflict. Antagonist character is always the opposant against protagonist, either directly or indirectly, or either physically or spiritually (Altenberd and Lewis in Nurgiantoro, 2012:178-9).

Concerning with disposition, the character is differentiated into two types, respectively flat or simple character, and round or complex character. Simple character has only one disposition, or at least is influenced by one disposition. Round character is the character with multiple or complex dispositions and behaviors, and sometimes, these are contradictive and hardly predicted (Foster, 1970:75).

If taking into account the development and modification of disposition, character is also differentiated into two kinds, precisely static character and dynamic character. Static character is the character who does not experience any developments at all throughout the story despite different and contradictive situations and conditions the character may face. Dynamic character is the character who experiences developments based on situations and conditions of the story (Altenberd and Lewis in Nurgiantoro, 2012:178-9).

Complexity Level or Role of Disposition of the Characters

1. Complexity Level or Role of Disposition in Character *Wis* or *Saman*

Wis was born in Muntilan, Yogyakarta. Four years after his birth, his father (Sudoyo), the employee at BRI of Yogyakarta Branch, was promoted as the manager at BRI of Perabumulih Branch. In more or less ten years in Perabumulih, *Wis* and his family moved to Jakarta. After finishing his priest education at Driyarkara Jakarta, *Wis* returned to Perabumulih City and served the community of this city and surrounding.

If seen quantitatively from the proportion of narration and the appearance of character, Novel *Saman* tells about the journey of life of the character *Wis* from his childhood to adult and also from his residence in South Sumatera to his occupancy in New York, United States. Thus, it is not surprising if most stories in the novel are allocated more to the issues and events dealt either directly or indirectly by the character *Wis* or *Saman*. As admitted by the author of this novel, "*Wis* was actually the supplement character in the beginning, but this character grows stronger, taking many pages and almost dominating the others." (Utami, 1998:124)

Wis is described as a man with strict self-conviction and strong will. He likes to live based on his willing, conviction, and capacity regardless what people think about him. But, he still lives in the frame of reasonability, meaning that he still respects to the courtesy without humiliating others. *Wis* is also hardly accepting suggestion or opinion of others because he strongly holds his standing despite the justification on others' opinion. Strong will of *Wis* to become *pastor* has been once contradictive with his father's interest to see him married and giving grandchildren. After his inauguration as a priest (*frater*), *Romo Daru* wants *Wis* to serve in Beirut, but in polite way, *Wis* makes self-inquiry to be assigned into Perabumulih and surrounding by a reason that he already knows this region since his childhood. When *Wis* gets involved with Mak Argani's family – one of rubber farmer household in Lubukrantau Hamlet – *Frater Westenberg* reminds him to not often leaving his premise. But, *Wis* persistenly makes an inquiry to prolong his service in the Hamlet. The only suggestion that *Wis* can accept is when Yasmin requests him to go abroad for saving his career and also for opportunity to work at human right organization in New York which coincidentally needs someone for building information network in Southeast Asia. Based on the explanation above, it can be seen that although *Wis* (or *Saman*) tends to have a centralized attribute, namely social spirituality, he still has complex or round disposition.

2. Complexity Level or Role of Disposition in Character *Laila*

Laila came from the descendants of Minang-Sunda. She was a tiny girl. Her first love was given to a young male in her age at Junior High School. This young male is *Frater Wis*. Laila met him when he was assigned to teach the recollection of social awareness in her school. Her parent did not bless their relationship because of different religion they have. *Wis* was "*frater*" and such calf-love was too immature for Laila. She tended to be free person and would impose herself to attain her desire. Laila disregards her father's warning to stop her relationship with *Wis*. She still makes appointment with *Frater Wis* secretly.

After graduated from Senior High School, Laila enrolls into Gunadharma and binds herself into computer while she still pursues her hobby in photography. When the company where she works obtains the contract of making company profile for Texcoil Indonesia-Kanada and writing the book about oil drilling in Pacific Asia region, then Laila and Toni, her co-worker, are assigned to accomplish this contract. Laila works on company profile, while Tony writes the book about oil drilling.

To get information they need, they go to the field, respectively to the oil rig where workers exploit the oil. In the rig, Laila meets Sihar (one of rig workers). He is an attractive person, and she makes a poetry about him: "*I want a thirsty mouth, of a man who lost his age of youth, among the sands where he combs water course*" (Saman, 1998:3).

Sihar is a second man after *Frater Wis* in Laila's life where she pours her love into. Such "romantic relationship", however, is prohibitive because Sihar is already married and has different religion. At the time, Laila returns to her basic disposition, respectively yearning for freedom and showing impulsivity although it means nullifying her parent's warning. She sneaks away to meet Sihar, just similar to what she did with *Frater Wis*. But, in the other hand, she did not want to harm Sihar's feeling. She tries to make him happy by giving gifts. Based on this explanation, it can be said that Laila is a character with complex disposition.

3. The Complexity Level or Role of Disposition in Character *Shakuntala*

Shakuntala (Tala) is a stubborn and introvert girl. She has slept with many men. Her father and her sister call her "a slut". She disrespects them. In her nine years old of age, she has lost her virgin. People condemn her because her breast is still too small for a woman without virginity by marriage. Shakuntala's obstinate has brought her father and sister into perplexity. She is not only disrespectful to them but also dauntless to challenge them. Even, she is bold enough to reject the appeal of her parent (page 125). She is then abandoned by her family by transferring her to another school.

As shown by the overview above, Shakuntala is a girl with high level of impulsivity, free will, and introversion. This disposition is almost similar to *Wis* and Laila, but Shakuntala is more obstinate indicated by her disobedience to her father and sister. However, among her associates, she is a kind of easy-going girl who can adapt with her friends. She is also capable of maintaining the balance between subjective feeling and objective reality, or between her personal life and other interest. Indeed, it can be said that Shakuntala has double attributes: respectively (1) when dealing with her family, she is confrontative, less negotiable, and intolerant to other opinion; and (2) among her friends, she is not forceful, tolerant to different opinion, and negotiable (page 149). She definitely has round or complex disposition, and it is wrote consistently by the author throughout all parts of the novel.

4. Complexity Level or Role of Disposition in Character *Yasmin*

Yasmin is described as slim girl and also the tallest among her friends (Laila, Cok and Shakuntala). Yasmin is smart and docile girl with good relationship with her parent. It differs too much from Shakuntala who has less harmonious relationship with her parent and sister. Yasmin comes from a wealthy family because her parent is rich. Despite her adequacy, she is bright and diligent, and successfully passes PMDK held by Faculty of Law, University of Indonesia. Yasmin is never arrogant in her association.

Yasmin is a character of humility. Her relationship with people around is always good despite different opinions and thoughts among them. She is also known with her social orientation. She helps the oppressed persons or defends their human right. It is proved by her standing before the victim of rig accident, and her assistance to *Saman* during his flee to New York. Yasmin, and also Cok, have great contribution in facilitating the flight of *Saman* to abroad. Yasmin and *Saman* have take convenient to spent times together in Cok's hotel during their parting night. What she does that night is only situational, or without plan. Therefore, Yasmin is classified as the character with flat or simple disposition.

5. Complexity Level or Role of Disposition in Character *Cok*

Cok is a girl of tease, joyful, and forgiving. Every word coming out of her is without offense, and nothing of her words should be deeply or seriously minded. She is a playgirl too who easily changes lover from one to another. Like Shakuntala, Cok's parent isolate her at remote school in Ubud. However, in Ubud, Cok is not recovered from her "love adventure". Her parent work hard to protect her from the rage of her boyfriends who she betrayed. She is late for two years behind schedule to complete her study if compared to her friends, such as Laila, Yasmin and even Shakuntala.

At one time, Cok's parent find condom in her bag. It means that Cok has been familiar with free intercourse like what is done by the youths in the capital of Jakarta. Free intercouse represents a manifestation of "unrestrained freedom" which may lead to "distorted independence" that clearly diverges from the existing rules and norms.

Therefore, it is reasonable to describe Cok as a freedom lover, a forceful person to attain something she wants, and an intolerant girl to any suggestions and opinions of other. But, her stubbornness is still not worse than Shakuntala who has been bold enough to disrespect her parent and sister. After graduating from Sahid Hotel School, Cok continues her family business previously held by her mother. She opens *gallery* and *cafe* in her family land in Ubud and Sanur. Cok also make an investment into hotel business in Sumatera and Java. It justifies the fact that she starts to get along with her family in peaceful way. She is willing to hear and to accept views and opinions of others. Pursuant to this description, Cok is distinguised by her round or complex disposition because her disobedience is still far away from the image of contradiction.

Development and Modification of Character Disposition

Important characters in the novel have relatively complex disposition. Such complex attribute really reflects human characteristic in real-world. These characters experience their disposition developed and modified with their interaction, the change of environment, and the dynamic of life. Therefore, it can be said that novel characters are not machine or robot that moves in mechanical ways. They are the living creature like human in daily life. In Novel *Saman*, the characters experience development and modification of disposition, just like in the real-world.

Disposition Description Technique

Two techniques are usually used to describe disposition of characters in the literate work. These are analytical and dramatical techniques (Nurgiyantoro, 2012:195). In Novel *Saman*, both techniques are used alternately based on the need of the author. However, dramatical technique is more dominantly used by the author to describe the disposition of characters. It is said so because this technique provides bigger chance to the readers to be involved actively, creatively, and imaginatively into the story of the literate work, and then make their own interpretation. Moreover, the mix of both techniques is also possible. Analytical technique can be followed by the dramatical, or the reverse, as indicated in the following quotes.

> Both of these men successfully convinced Hasyim family to bring the case to the court. *Saman* and Yasmin also persuaded the family of other two victims to support the suit given by Hasyim family. We went home to Perabumulih with successful persuasion. The moment was cheerful. Sihar and *Saman* became a friend. Meanwhile, I (Laila) elaborate an idea that they have a common. I do not know what it is. Both of them are not quite responsive to woman. *Saman* does not tell much about himself. He is quite enthusiastic in telling more about us .... (Saman, page 32).
>
> "Anson, I do not trust them," said *Wis*. "Why is so hard for a big company to make copies of agreement for everyone?" *Wis* asked Anson to gather citizens. The crowd immediately gathered at the smoke house in Argani's land because they respected Anson, who was considered as one of young leader in Lubukrantau Hamlet. At the smoke house, *Wis* reminded them to refrain from giving signature on empty sheet. He asserted, "We must agree unanimously that we should know first the content of this agreement" (Saman, page 91).

Of two techniques used, dramatical technique is used more frequent. It describes the mindset and feeling of characters and also elaborates their reaction to the events in novel story. It does not mean, however, that disposition cannot be described through other technique. Disposition is also possible to be illustrated through setting or environment where characters are existing or through the reaction of character (or main character) to others.

In this novel, characters and their disposition are designed to be alive as human in real-world. It is done by using dramatical technique to deliver the description of disposition as real as possible and also to depict the dynamic of both development and modification of this disposition. It is like making characters as if they are naturally alive and keeping them resembling to people in real-world.

CONCLUSION

By arranging the story into certain space and time, this novel attempts to build realistic image/impression. All characters and events depicted in this novel are aimed to represent the life at real-world or the concrete occurences that really happen in the reality. This representation provides a detail description about the activity of characters (for instance, the activity of rubber farmers), the condition of certain place, and the habit of community in social-cultural environment. This novel also tries to produce realistic impression through conceptual or abstract ways by integrating language elements into a concrete story that can be observed, touched and perceived directly by readers. The arrangement of setting may help abstract issues or themes to be processed into realistic experience world.

In this novel, most stories talk about the character *Wis* (*Saman*), and therefore, this character is more prominent over others. *Wis* gains more attentions from readers than other characters. Disposition and destiny of this character would offer the message of truth and role-model, and thus, *Wis* is positioned as protagonist. If considering the message of humanity the author wanted to convey through this novel, *Wis* is presented as "considerable character" with protagonist attribute, which surely matches with message of rightness the author wanted to deliver. This message is still justified although in the end of story, the disposition of *Wis* as protagonist character is becoming contradictive and tends to be negative. Somehow, the modification of this disposition is only an attractive viewpoint in this novel, and thus, the author offers two contradictive dispositions (protagonist and antagonist) for the readers.

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THE INFLUENCE OF ORGANIZATIONAL COMMITMENT TOWARDS ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) TO THE EMPLOYEES OF CV. SUKAT PLANTATION

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Abstract. This study aims to know the influence of organizational commitment towards OCB to the employees of CV. Sukat plantation in Sekayu Musi Banyuasin Regency. Population of this study was all employees of CV. Sukat plantation in Sekayu Musi Banyuasin with total number of 167 persons. Sample was taken by using random sampling method with Slovin formula. The total of sample was 117 persons. Sample was chosen by using probability sampling technique with proportionate stratified random sampling technique. This study used simple linier regression analysis method. The study result showed that generally organizational commitment took effect toward OCB that is 53,4%.

Keywords**:** Organizational commitment, Organizational Citizenship Behavior.

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Visionary Leadership as Mediation; Training Leadership and Employee Creativity

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Abstract. This study aims to provide an empirical explanation of the impact of training in improving employee creativity through a visionary leadership style. The sample in this research is eselon III officials who have attended the leadership training of new pattern as many as 46 people. Testing 3 hypothesis using statistical approach with variance based SEM, that is Smart PLS 3.2. The results show that leadership training had a significant positive effect on visionary leadership. Then, visionary leadership positively influences employee creativity and functions as a mediating variable in this study.

Keywords: Leadership training, Employee Creativity, Visionary Leadership.

I. INTRODUCTION

Leadership is a topic with universal appeal especially to leadership success in an organization. Although there have been many writings on leadership (Hughes et al. 2012, Choudhary et al, 2013, Orazi et al., 2013; Day et al. 2014; McCleskey 2014 and Getha et al., 2015), leadership provides a major challenge for practitioners and researchers interested in understanding the character of leadership. Leadership is a vital component in an organization. Leadership is an entity that directs the work of organization members to achieve organizational goals. Good leadership is believed to be able to bind, harmonize and encourage the potential of organizational resources in order to compete well.

Hughes et al. (2012) says leadership is a complex phenomenon involving leaders, followers and situations. Leadership of course links the individual aspect of a leader with the context of the situation in which the leader applies leadership. Leadership also has a collective nature in the sense that any behavior that a leader exercises will have a broad impact not on him but on all members of the organization.

Some studies have focused on topics about leadership that concentrate on the personality, physical character or behavior of leaders, the relationship between leaders and followers and environmental aspects that can influence leaders in action. However, there are still a few studies that examine the improvement of the leaders’ ability in regards with organizational performance. Although there is an increase in the study of leadership and organizational performance, it still leaves a gap in our understanding (Jing and Avery, 2016).

Leadership becomes one of the key factors in the success of an organization as well as management as well as in the public sector. Effective leadership in the public sector is formed not only by the personal qualities and characteristics of a leader, but also by the style of leaders dealing with situations in which they administer appropriate leader behaviors accompanied by some leadership development practices such as education and training. This leadership development aims to improve and develop leadership competencies and demonstrate its performance in designing a change in its work unit in order to produce significant results.

The above concept will create a question on how to give birth to a leader who has a leadership style that is capable of bringing change and character? Theoretically, there are two opinions. The first opinion states that the leader is born in which this trait has been existed since someone was born (the innate talent). The second opinion states that the leader can be acquired (an artificial gift). The production of a leader can be done in various ways. One of them is through education and training. Several studies have succeeded in explaining that formal training programs are able to increase the knowledge and skills of trainees effectively, such as research conducted by Collins and Holton, (2004).

One of the production and development of leadership in the government of Indonesia, both the central and local governments, is leadership education and training. In accordance with the Regulation of the Head of State Administration Number 19 in 2015 on Guidelines for Implementing education and training leadership Level III, the education and training use a new approach or pattern. The research by Fransisca (2015), states that the implementation of education and training leadership Level IV with the new pattern runs in accordance with the rules

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and guidelines for the implementation of education and training leadership level IV. The weakness of this research lies on the inability to explain the direct impact of the training which is attended by the participants after they returned to their work place. It still leaves some questions that become loopholes for further research.

One of the supporting factors to achieve the performance, whether on the performance of employees, groups and organizations, requires the managerial capability of a leader in the organization, especially in public organizations (Darmawan, Djumadi and Paselle, 2013). They conclude that improvements in managerial capabilities that are applicable indicate that they are capable of bringing meaningful change and progress towards leadership in public organizations. It can be seen from its ability to apply managerial principles. In fact, the employees feel encouraged to improve performance, thus, the role of development and training is very important in shaping the managerial skills and character of a leader. It is structured in public organizations as well as in governmental organizations, whereas each level of leadership in the echelons must undergo a process of education and training undertaken by the local government through the Education and Training Center in the government organization.

Structured leadership training held in local government still has not been able to show improvement of leader character and managerial ability. The statement is supported by Getha, Fowles, and Merritt, (2015), in which they argue that leadership training is an important factor in the development of conceptual and interpersonal skills or leadership skills, but the long-term training conducted on these two types of skills have differed significantly. Orazi, Turrini and Valotti (2013), argue that public sector leadership has been emerged as a typical and autonomous domain in public administration / public management studies. Leadership skills have not been able to improve the performance of public sector organizations. Consequently,it is very likely that the leadership style has not reached the optimal application and integrated yet in producing public sector leaders who act as leaders that have the ability to transform and elevate the transactional relationship with their followers as well as greatly exploit the importance of perpetuating integrity and ethics in of duty fulfilment. Hence, the intensity of training is very important in order to improve the managerial skills of leaders and form the character of a leader.

Allio (2005), even believes that leadership development with a contemporary approach needs to be developed with an alternative approach. Most initiatives from leadership training and development fail to produce a leader. Programs that specifically teach leadership theories, concepts and principles of leadership are able to enhance the theoretical abilities of a leader, but they have no impact on improving leadership competencies. However, Allio (2005) argues that while this leadership can not be taught, leadership can be learned. Men and women become leaders by practicing it, by acting as leaders.

Based on the weaknesses of the results of this study, the reasons for further research on how the role of leadership training in improving the ability of visionary leadership style to increase employee creativity. The purpose of the study is to examine and analyze the role of visionary leadership as a mediation between leadership training and employee creativity. This research develops a model of leadership training of new patterns in shaping visionary leadership competencies thereby influences the creativity of employees. Collins and Holton's (2004) study found a formal training program to produce highly effective knowledge. In line with this, the new pattern of disciplines seeks to improve the managerial capacity of a leader (Fransisca, 2015). However, the behavior and abilities of a leader after following the new pattern of training still need to be examined. Thus, that gap becomes an opportunity for further research development. The purpose of leadership training, especially the new pattern for Echelon III officials, is a gap to be examined, so that the expected capability of the training can be seen from the results of this research later. In relation to the descriptions of some empirical studies on the relationship between leadership training and enhancement of visionary leadership skills, the relationship between visionary leadership and increased employee creativity, as well as the important role of visionary leadership as mediation / intervening in the research, has developed a research model as follows:

Fig 1. Conceptual Framework

This research is developed from the problems that arise from the existing phenomenon and from the research gap to conclude a temporary answer to the research question. Collins and Holton (2004) found formal training programs produce highly effective knowledge. In line with this, the new pattern of disciplines seek to improve the managerial capacity of a leader (Fransisca, 2015). Leadership training is an important factor in the development of leadership skills, namely conceptual and interpersonal skills. The long-term effects of training on two types of skills vary significantly (Getha, et al., 2015). The result of this research can be concluded that the temporary answer from this research are:

H1 Leadership training has a significant positive effect on visionary leadership.

Research that attempts to examine leadership styles towards increasing employee creativity has been widely practiced (Mittal and Dhar 2015; Taboli and Forootani, 2016; Jaiswal and Dhar, 2017). The results show that there is an influence of leadership styles on employee creativity in previous research using transformational leadership style in improving employee creativity. In line with that, the

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researcher tries to develop leadership theory by using Visionary Leadership which becomes reference in training and development of Echelon III officials in Indonesia (Perkalan Number 19 Year 2015). There are some temporary answers in this research. They are:

H2 Visionary leadership has a significant positive effect on employee creativity.

H3 Visionary leadership mediates the relationship between leadership training and employee creativity.

II. METHODS

This research uses a quantitative method that belongs to the extension replication research that is a researcher's hypothesis that has been developed by other researchers to produce a new model which is more complete or more comprehensive or more focused on some hypothesis. If a research model is viewed as a miniature of the existing business phenomenon, which is explained by several hypotheses, then in such study, the researcher will use a hypothesis that has been developed by another researcher or reduce the hypothesis that has been developed or add newly developed hypothesis (Ferdinand, 2014).

Population and Sample

The population in this study are all civil servants who have attended the Education and Leadership Training III (Training III) at the Government of Palangka Raya and Central Kalimantan with 57 people. The sample in this study is determined based on the Yamane approach (in Ferdinand, 2014: 215), with 50 samples. The sampling technique used in this study is by proportional simple random sampling

Research variable.

The variables analyzed in this study include exogenous variables (leadership variables) which are *Pelatihan Kepemimpinan (PK)* or Leadership Training, mediation variables which are *Kepemimpinan Visioner (KV)* or Visionary Leadership and the endogenous variables which are *Kreativitas Pegawai (KP)* or Employee Creativity.

Leadership training (PK)

Leadership training is Training level III for achieving the leadership competence of Echelon III structural officials through the education and training process. The indicator refers to the Regulation of the Head of State Administration No. 19 in 2015 on Guidelines for the Implementation of Education and Leadership Training Level III which applies 10 indicators, namely 1) the spirit of nationalism, 2) Accountability, 3) Identifying the root of the problem, 4) Solving solutions, 5) Developing new ways, 6) establishing work culture, 7) Establishing networking, 8) building perception, 9) Creating change, and 10) Building a working team. Each question consists of 5 point of Likert scale.

Leadership Visionary Variables

Visionary leadership is the ability or competence to produce useful idea, to find alternative or different ways and to address ideas that lead to the improvement of its agency performance through the establishment of the right vision or policy direction. The applied indicators refers to the Regulation of the Head of State Administration No. 19 in 2015, namely 1) responsibility, 2) tolerance, 3) corruption, collusion and nepotism free, 4) cooperation, 5) able to administer new ways, 6) policy direction, 7) Empower ability, and 8) idea exchange encouragement. Each question consists of 5 point of likert scale.

Variable Employee Creativity

Employee Creativity is the ability to generate useful ideas, find alternatives or different ways and the ability to convey ideas that can improve the efficiency and effectiveness of the process. The indicators used in this research are Jyoti and Dev (2015), namely 1) to suggest new ways, 2) to demonstrate new and creative ideas, 3) to find out new processes and techniques, 4) to attain more effective work quality, 5) to show creativity, 6) to develop plans for new idea implementations, and 7) to give creative solutions. Each question consists of 5 points of likert scale.

Data analysis

Inferential analysis was used to examine the effect of transformational leadership variables, learning organizations and employee performance. Data analysis in this research used Structural Equation Modeling (SEM) method with Partial Least Square (PLS) approach. The analytical tool to test hypotheses 1 through 3 and the indirect hypotheses was SmartPLS 3.2.6. Testing the three hypotheses was in accordance with the conceptual framework of this study. During our data analysis, we employed the following cut-off values:

- Average variance extracted (AVE) is higher than 0.5 (Hair et al., 2011; Latan and Ghozali, 2012);
- Composite Reliability is higher than 0.7, (Hair et al., 2011; Latan and Ghozali, 2012); But between 05 - 06 can still be used (Latan and Ghozali, 2012)
- Square root of AVE is higher than the correlation between constructs (Latan and Ghozali, 2012);
- Alpha Cronbach is higher than 0.6 (Hair et al., 2011; Latan and Ghozali, 2012);
- Communality (Comunality) is higher than 0.6 (Latan and Ghozali, 2012)
- Redundancy is higher than zero (Latan and Ghozali, 2012);
- R2 small = 0.02; R2 medium = 0.13; Big R2 = 0.26 (Cohen, 1992);
- T test value close to 1.67 one-tail, significance level of 5% and 1%, respectively (Hair et al., 2011; Latan and Ghozali, 2012); and
- The calculation of GoF is obtained by multiplying the square root of AVE by the mean R2 (where AVE = 0.5, R2 small = 0.02, medium R2 = 0.13 and R2 = 0.26), thus, respectively G0F small, medium and large = 0.10, 0.25 and 0.36, (Latan and Ghozali, 2012; Wetzels et al., 2009).

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- The structural model or inner model will be evaluated by looking at the percentage of variance described by looking at the R-square (R2) value for the latent dependent construct, Q-Square predictive relevance
- The GoF value in PLS-SEM must be searched manually. GoF = √ AVE x R2 .... Tenenhaus, et al. (2004) According to Tenenhaus, et al (2004), GoF small value = 0.1, GoF medium = 0.25 and large GoF = 0.38.

III. RESULT AND DISCUSSION

Based on that, the data used in this study amounted to 46 respondents or 46 data. They were classified further into sex, age, last education, work experience, echelon duration, rank / class, leadership training participation other than the trainings at the regional level as well participation in leadership trainings other than the training at national level and managerial skills gained after training. The nine characteristics of respondents in this study are shown in Table 1:

Table 1
Respondent Characteristics

Characteristics	**frequency**	**%**
Male	19	41
Female	27	59
	46	100
Age:		
35 - 40	5	11
41 - 45	5	11
46 - 50	15	32
> 51	21	46
	46	100
Education		
S1	14	30
S2	29	63
S3	3	7
	46	100
Work Experience		
10 - 15 years	3	7
16 - 20 years	9	20
> 21 years	34	74
	46	100
Job Duration		
1 - 5 years	17	37
6 - 10 years	19	41
> 10 years	10	22
	46	100
Rank/Class		11
III/d	5	46
IV/a	21	43
IV/b	20	

	46	100

Based on Table 1, it can be explained that the characteristics of the respondents in this study were dominated by female respondents, namely 27 people or 59 percents, followed by 19 people or 41 percent male. The respondent age characteristic, whose job positions were Secretary, Head of Division and/or Head of Section at Palangka Raya and Central Kalimantan Government was dominated by respondents aged > 51 years, followed by 21 persons or 46%, and 15 persons or 33 percent at the age of 46 – 50 years old.

Most of respondents' educations were graduates study (S2) as many as 29 people or 63 percents in which 34 people or 74 percent with work experience > 21 years. The echelon duration for 6 - 10 years with frequency of 19 people or 41 percent in which the rank/group in Group IV/a was 21 respondents or 46 percent and Group IV / b was 20 people or 43 percent.

Characteristic of participating in leadership trainings other than the training at the regional level was categorized into *never* with the frequency of 16 respondents or 35 percent and *more than 3 times* with 13 respondents or 28 percent. Attending leadership trainings other than Training at the national level was *never* with 31 respondents or 67 percent and *more than once or three times* with 6 respondents or 13 percent. Characteristic of managerial skills after following the training was increasing with 36 respondents or 78 percent.

It can be concluded that the highest respondent was dominated by female with age > 51 years with graduate education and work experience above 21 years in which the echelon duration between 6 - 10 years with rank/class in IV/a and IV/b. Respondents who attended New Pattern Training Level III mostly never attended other leadership trainings besides the training at regional and national level. However, the managerial ability after following the training was increasing resulted from 36 respondents or 78 percent.

The results show that all items for latent variables considered in the conceptual model of this study indicate a good level of statistical quality or have met the cut off criteria. With the help of SmartPLS 3.2.6 software, steps for the model are obtained. The statistical results on the main indicators show satisfactory values that are above the minimum reference level. For all latent variables, the obtained minimum value of AVE was 0.546; composite reliability shows a minimum value of 0.783; and reliability of the indicators obtains a minimum value of 0.641 (Table 1).

The examination on measurement model or outer model consisted of convergent and internal validity is summarized in the following table:

Table 2
Convergent Validity dan Internal Relibility Result

Laten Variable	Indicator	Outer Loading	AVE	Square Root AVE	Composite Realibity	Cronbachs Alpha
Leadership Training (PK)	PK2	0,769	0,587	0,772	0,908	0,931
	PK4	0,840				
	PK5	0,773				
	PK6	0,781				
	PK7	0,859				
Visionary Leadership (KV)	KV_1	0,855	0,596	0,863	0,911	0,886
	KV_2	0,754				
	KV_3	0,745				
	KV_4	0,734				
	KV_5	0,767				
	KV_6	0,809				
	KV_7	0,731				
Employee Creativity (KP)	KP_2	0,796	0,688	0,805	0,939	0,864
	KP_3	0,901				

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Note: All items for each variable obtained outer loading value >0.7; AVE >0.5, Akar AVE > dari AVE, CR >0.7 and cronbachs Alfa > 0,6

Analysis Result of Inner or Structural Model

In the research using structural equation model with Partial Least Square (PLS) approach, an examination or evaluation on the research empirical model by assessing the inner or structural models should be conducted before the analysis.

Assessing the inner model is to focus on the relationship between the latent constructs by looking at the estimated path parameter coefficients and their significance levels.

The structural or inner models would be evaluated by looking at the percentage of variance described by looking at the R-square (R^2) value for the dependant latent construct from the following table:

Table 3
The *R-square* (R^2) Endogen Variable Value

Endogen Variable	*R-Square*
Visionary Leadership	0,708
Employee Creativity	0,323

Table 3 shows the R-Square value for each endogenous variable. The effect of leadership training variables on visionary leadership is 0.718 or equal to 71.8% which means that the effect of exogenous variables, namely the leadership training on visionary leadership, is 0.718 or categorized as large or high. The effect of visionary leadership variable on employee creativity is 0,417 or 41,7%, which means that the influence of exogenous variable, that is visionary leadership toward employee creativity, is 0,417 or categorized as high or big.

Goodness of Fit Structural Model

The R-square of the endogenous variable in the Interpretation model Q2 is equal to the total determinant coefficient in the path analysis (similar to R2 in the regression). According to Solimun (2014), the quantity Q2 has a value with the range 0 <Q2 <1, which is closer to 1 means the model is getting better. The obtained calculation result is Q2 = 0.836. The above calculation results obtains value of Q2 of 0.836. The value is close to 1. Then, it can be concluded that the model is in good category.

In addition to looking for Q - Square predictive relavance (Q2), a Goodness of Fit (GoF) score is required. In contrast to CBSEM, the GoF values in PLS-SEM must be searched manually. The calculation results obtained GoF = 0.6024. According to Tenenhaus, et al (2004), large GoF values = or> 0.38. Hence, the calculation result, in which the value of Goodness of Fit (GoF) is 0.6024, is categorized as large.

The results of this study indicate the proposed validity within the conceptual framework of the study. In general, the proposed framework obtains an adequate level of fit statistical model, given the value of obtained GOF. This suggests that, in general, the applied conceptual construct reveals that constructs developed with the applied indicator indicate that leadership training must be followed by all Echelon III candidates to enhance visionary leadership skills in public sector or government organizations in Central Kalimantan in particular.

The result of hypothesis testing shows that all hypotheses are stated significant. Hypothesis testing is done by using t-test on each path of influence between endogenous variables with exogenous variables. The t-test value uses a one-tail t-table that is 1.6787. The results of direct hypothesis testing are shown in Table 4 below:

Table 4
Path Coefficients and Indirect Effects

Construct Relationship	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Visionary Leadership -> Employee Creativity	0,581	0,586	0,074	7,857	0,000
Leadership Training -> Visionary Leadership	0,845	0,850	0,035	23,828	0,000
Leadership Training -> Visionary Leadership -> Employee Creativity (Indirect)	0,491	0,498	0,067	7,383	0,000

The results of the analysis show that Leadership Training (PK) is able to improve Visionary Leadership (KV). Consequently, Leadership Visionary (KV) is able to improve Employee Creativity (KP).

Discussion

Leadership training (KP) is able to improve visionary leadership skills. This means that the relationship between the two is linear and very strong. The more effective training employed the more competence of visionary leadership of Echelon III Officials increased. The visionary leadership can improve the creativity of employees. That is, the better visionary leadership style of Echelon III Officers the better they are able to increase the creativity of employees in carrying out their duties and responsibilities. Visionary

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leadership proves to be able to mediate the influence of leadership training on employee creativity growth.

The results of hypothesis testing show that visionary leadership has a strong and positive influence on the improvement of employee creativity. This means that the improvement of the managerial capabilities shown in the visionary leadership style for Echelon III Officers determines the emergence of employee creativity in completing their work. The highest indicator in describing visionary leadership is responsibility. This means that by demonstrating high responsibility example towards subordinates as the deepest desire to move and lead towards the goal can assist to take initiative, to act effectively and be able to explore the ability of subordinates to be more creative.

Demonstrating responsibility is part of the competencies that the visionary leader must possess to be role models. To be a role model is to set an example and model for subordinates and stakeholders in integrity, nationalism, public ethical standards, values, norms, morality and responsibilities in accordance with legislations. Other indicators of visionary leadership are the indicators of tolerance, corruption, collusion and nepotism free, cooperation, policy directions, empowering capabilities and the idea exchange encouragement that illustrate visionary leadership. So that the indicators are able to shape and encourage the creation of employee creativity in performing tasks and works. The creativity of employees, especially in the government environment or in public sector organizations, is highly expected in the process of completing the work. It depends on the leader who is in charge in the organization. Therefore, visionary leadership style is very important role in shaping the creativity of employees.

Innovation and optimization capabilities are part of visionary leadership that must be owned by Echelon III Officers within government. It is because the ability is able to encourage employees to be more creative and to work effectively and efficiently.

The results of this study are in line with the research conducted by Mittal, and Dhar (2015) and Taboli and Forootani, (2016) which explains that leadership style can improve employee creativity. However, this study uses a visionary leadership style which is different from previous studies using transformational leadership.

This research is also able to explain the New Pattern Leadership Training to form visionary leadership style. With the increasing of visionary leadership ability, an Echelon III Officer can improve the creativity of employees in carrying out their duties and responsibilities to work in Central Kalimantan and Palangka Raya Government.

Empirically, in the research, Visionary Leadership (KV) can be mediation (intervention) in improving employee creativity. The visionary leadership style is different from the previous researches using transformational leadership. But the results of this study have the same result that visionary leadership style or transformational leadership style can improve in regards with the creativity of employees.

The New Pattern Leadership Training run by the government has not been thoroughly effective in its implementation. It is evident from the results of the research that indicators of change projects cannot be an indicator of the New Pattern Leadership Training. So it is of particular concern to the organizers of leadership training programs to develop more effective ways of changing project indicators consisting of creating change and building effective teams. The important role of a leader within the organization, especially at the level of Echelon III Officials (such as Secretary, Head of Section and or Head of Section) in government organizations must have the ability to be role models, have collaborative skills, have innovation and ability to optimize existing resources and empower them. Therefore, before occupying the Echelon III official position, it should be an obligation to improve the ability of visionary leadership style.

Limitations of Research

The research has sought to present an integrated and comprehensive model of leadership training (PK), Visionary Leadership (KV), and Employee Creativity (KP). However, there are still limitations that make the results of this research less than perfect. Limitations of this study are the sample used is the Echelon III officials so that the obtained perception obtained is the official's perceptions. Consequently, it tends to get subjective information because they judge themselves.

Conclusion

Based on the formulations of the problem, the purpose of the study, the hypothesis testing and the discussion, it can be concluded that the research results confirm that leadership training positively influence the Visionary leadership. The more effective the leadership training the more increased the competency of Leadership Visionary Echelon III officials. Visionary leadership positively influences the employee creativity. The better the Visionary Leadership Style of Echelon III officials the more the creativity of employees in carrying out their duties and responsibilities. Visionary leadership is an intervening variable or Mediation in this study. That is, the better education and training leadership Echelon III officials the better improvement seen in employee creativity when it is implemented through the Visionary Leadership style.

Suggestions for further researchers

For the next researchers, it would be better to take sample not only limited to Echelon III officials but also the direct subordinates (PNS) to be able to explain perceptively about the studied variables. The employee performance variable can also be added as another endogenous variable, thus, the influence of employee creativity on the improvement of employees can be seen.

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TRANSPARENCYANDACCOUNTABILITYINTHEMANAGEMENTOF BUDGETVILLAGE(APBDes)

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Abstract. *The purpose of this research is to know Whether Purworejo Village Government of Senduro Sub-district has applied the principle of transparencyandaccountabilityinthemanagementofVillageFundAllocationandhowthemanagementofVillageFundAllocationinPurworejoVillage ofSenduroSub-district.Thetypeofthisresearchisdescriptivequalitativeresearchitems,namelythetypeofresearchthatattemptstodescribeand describethesymptomsthatoccur,wherethemaininstrumentintheresearchistheresearcherhimself.Themethodusedinthisresearchistriangulation. The results ShowedthatPurworejoVillage Government of Senduro Sub-districthasappliedthe principle oftransparency and accountabilityinthe managementof VillageFundAllocation. For pengelolaanAllocation ofVillageFundsinPurworejoVillageDistrictSenduro hasbeenrunningquitewell, thatisbyinvolvingthecommunityintheprocessofplanningthebudgetofvillageactivities.Everytimeatransactiontakesplacearecordismade. Althoughtherearestillafewshortcomingsintheapplicationoftheprinciple oftransparencyandaccountabilityaswell asthemanagementoftheVillage FundAllocation,thevillage governmentofPurworejohasimplementedaSubdistrictSendurothe principlesoftransparencyandaccountabilitywell. The limitationofthisstudyistostudyonlyinonevillage.Itisdesirableforfurtherresearchtousemorevillageobjectsinordertobe Abletocomparethe applicationoftransparency and accountability principles undertakenwithineachvillage.*

Keywords:Transparency,Accountability,Village FinancialManagement,Village FundAllocation

INTRODUCTION

Thevillageisthedivision of administrativeregionsunderthe auspices ofdistricts,whichis ledbya village chief.

AccordingtoLawNo.6In2014,thevillageistheunityofthelegal community who have boundaries that are authorized to regulate and managetheaffairsofgovernment,theinterestsofthelocalcommunity by community initiatives,the rightof origin,and/ orcustomary rights recognized and respected in thegovernancesystemoftheRepublicof Indonesia.

Village government administrationis a subsystem of the systemof governance,sothatthevillagehastheauthoritytoregulateandmanagethe interests ofsociety.

Currently,therearecommonobstaclesperceivedbymostofthe village the village of financial limitations, namely Budget Village (APBDes)thatdoes not balancebetweenexpendituresandrevenues. Howevertherearesomeissuesthathavenotvillagesasmandatedby law. Suchasalackoftransparencyvillagebudgetcanbeseenintermsof policy,finance,andadministrative services.Policies aregenerally formulated by the elite village of villages without going through the processof learningandadequateparticipation,andhabits-forallotments. Alongwiththe budgetgiven,not afew devicesvillagetriedtodo overthe misappropriationof budgetaryfunds.EvenBPDfunctioningasthe supervisinginstitutioninthevillageandshouldcarry outitsdutiesand functionsshouldbethemaximum,butonly aformality institutionswithout havingprogress is encouraging.

Facts onthe fieldduringthis accountabilityandreporting onbudgets villagesin PurworejoDistrict of SenduroLumajang notinaccordancewith the rules Invite - Invite.Villagers do not want too much meddling in governmentaffairs,thisisbecause peopledonot understandingovernment affairsordeliberately didnotwanttobother.Community participationis needed,tosupport thedevelopmentof thevillageforthebetter.Therefore necessaryfundsmanagementaccountability reportingtimelyandaccurate village ofvillageofficials,aswellasthe needtoestablishgood communicationbetweenvariousstakeholders(community andvillage officials).Thiscontrolfunctionisvery importanttoseehowfarthe transparencyofvillagegovernmentfinancialmanagement duringthe year.

Thisresearchwasconductedin ordertodetermine the application of theprinciplesoftransparencyandaccountability inthemanagementof villagegovernmentBudgetvillageinPurworejoDistrictof Senduro Lumajang.

LITERATURE

Transparency

istheconceptoftransparencyinthisresearchistheopeningof access for the public to obtain information about the planning,

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implementation, monitoring, and accountability of the Village Fund Allocation(A DD).

Transparency istoprovidefinancialinformationthatis openand honestwiththepublicbasedontheconsiderationthatthepublichasaright tofindout openlyandcomprehensivelyongovernmentaccountabilityinthe managementoftheresourcesentrustedtohim andhisobediencetothelaws andregulations.

AccordingtoHariSabarno(2007:38)that:"Transparencyisone ofthe fundamentalaspectsfortherealizationofgoodgovernance." Transparency is very important for the performance of the functionsofgovernmentincarryingoutthemandateofthepeople.Given thecurrentgovernmenthastheauthority totakeimportantdecisionsthat affectthe people,governmentsshouldprovide fullinformationonwhattodo. Withtransparency,thelieishardtohide.Thustransparency becomean importantinstrumentthatcansave people moneyfromacts ofcorruption.

Transparency inpublicfinancialmanagementarethe principlesof goodgovernancewhichmustbemetby thepublicsectororganizations.By doing this transparency, the public will get the actual and factual information.Sothatthey canusetheinformationtocomparethefinancial performance achievedas planned,assesswhetherthere iscorruptionand manipulationinthe planning,implementation,andaccountability budget, determinethelevelofcompliancewithlawsandregulationsthatrelate, understandtheirrightsandobligationsof eachparties,iebetweenthe managementof publicsectororganizationswiththe publicandwithother relevant parties.(Mahmudi,2010).

There are at least six principles of transparency raised by HumanitarianForumIndonesia (HFI), namely:

a. Theexistenceofinformationthatiseasilyunderstoodandaccessible (funds,means ofimplementation, assistance or programs)
b. The existence ofpublicationsand the media on the activitiesand financial details.
c. Theexistenceofperiodicreportsontheutilizationofresourcesinthe development ofprojects thatcanbe accessedbythe public.
d. The annualreport
e. ofthe Website orpublicationmedia organization
f. Guidelines forinformationdissemination

Criteriabudgettransparency thatcanbeusedtomeasuretransparency inplanningandbudgetingasproposedby Kristianten(2006),that: transparencycanbemeasuredbyseveralindicators,including:

1) Availabilityandaccessibilityofbudgetdocuments
2) the clarity and completeness of the information in the budget document
3) disclosureofthe
4) regulatoryframeworkthatensures transparency

Basedontheexplanation,someof theprinciplesreferredtointhis study,amongother things,thedisclosureof informationthatiseasily understoodbythepublic,thepublicationofthefinancialdetailsAllocation FundVillage,theirperiodicreportsonthemanagementoftheVillageFund

Allocation(ADD)whichiscarried Purworejovillage governmenttothe public.

The principle of transparencycreatemutualtrustbetweenthe publicandthegovernmentthroughthe provision of accurateandadequate information.

Transparencywillreducethelevelofuncertaintyinthedecision making processregarding themanagementofruralfunds, forthe disseminationofinformationwhichhaveaccess onlyownedthe government canprovide the opportunityforthe public toparticipate inmakingdecisions, such as village meetings conducted by deliberation. In addition, transparency couldnarrowtheopportunitiesforcorruptionwithinthescope ofvillagegovernmentwiththe communitytoparticipate inthe decision.

Accountab ility

*AccordingtotheUnitedNationsDevelopmentPrograms(U*NDP), accountability isanevaluationoftheprocessofimplementation/ performanceoftheorganizationtobe heldaccountableaswellasfeedback fortheleadershipof theorganizationto beabletofurtherimprovethe performance of the organization in the future. Accountability can be obtainedfrom:

a. Theattemptto makethegovernmentofficials responsibleforany behaviorcapableandresponsive governmentinwhichthey gettheir identityauthority.

b. Determination of criteria for measuring the performance of governmentofficialsaswellastheestablishmentof mechanismsto ensure thatstandards are met.

Accountability*(accountability)*isadutytogiveanaccountor answer,andexplaintheperformanceandactionsofapersonoflegalentity totheleadershipofanorganizationthathastherightorinauthority to requestinformationoraccountability.

Accountabilitycanbeinterpretedasaformofliabilitytoaccount forsuccessorfailureoftheimplementationoftheorganization's missionin achieving the goalsandobjectivesthat have beenset previously,through a mediumthatisconductedperiodically accountability.Basically, accountabilityistheprovisionofinformationanddisclosureofactivities andfinancial performance tothepartiesconcerned.The government,both centralandlocal,shouldbeable tobe the subjectofa conduit ofinformation inordertomeetthepublic'sright,namely therighttoknow,righttobe informed,andthe righttobeheardaspirations.

Dimensionsincludelegalaccountability of publicaccountability andhonesty,managerialaccountability,program accountability, accountability policies,andfinancialaccountability.Managerial accountability isanimportantpartofcreatingthelocalgovernment management credibility. Non-compliance with the principle of accountabilitycan lead to far-reachingimplications.Ifpeoplejudgethe localgovernmentis not*accountable,* peoplecan demandchange of government,thereplacementofficials,andsoon.Low levelsof accountability alsoincreasestherisksofinvestingandreducestheability to compete andefficiency.

Achievingaccountability isthemainpurposeofpublicsector reform.Mangharuskandemandspublicaccountability of publicsector institutions to put more emphasis on horizontal accountability not only verticalaccountability.Demandsthatthenarisesisthe needof external financialreports bepreparedto describethe performanceof publicsector institutions.

Accountabilityisaccountableforresourcemanagementandpolicy implementationisentrustedtoentitiesreportinginachievingthe goalsset periodically.

Publicsectoraccountability arerequiredtobeatoolof planning andcontrolofpublicsectororganizationstoeffectivelyandefficiently,as wellasfacilitatingthecreationof publicaccountability.Thepublic sectoris ofteninvalueasahotbedofinefficiency,waste,leakagesourceoffunds and institutionsarealwayslosers.Sketororganizationsdemand thatthe public payattentionto*value formoney* inrunningits activities.

Value *for money* is the concept ofthe management ofpublic sector organizations whichrelyon

1) Economics,meaning the extent to which the public sector can minimizetheinput*ofresources*usedistoavoidwastefulspending andunproductive.

2) Efficiency,ratio*input-output*associatedwithperformancestandards ortargets that have beenset

3) effectiveness,levelofachievementofprogramoutcomeswiththe targets set.

BudgetVillage (APBDes)

BudgetVillage, hereinafterreferredtoAPBVillage,the annual financial planVillageGovernment.APBDes is aformal document an agreement betweenthe villagegovernmentandvillageconsultative body whichcontainsaboutspending settoconductthevillagegovernmentfora yearandasource of revenuethat isexpectedtocovertheshoppingpurposes orfinancingrequiredifexpectedtobea deficitorsurplus.(Yuliansyahand Rusmianto, 2016:27)

BudgetVillage (APBDesa)isavillage ordinance thatincludes sourcesof revenueandexpenditureallocationvillagewithinoneyear. APBDesa consists of revenue village, shopping village and financing. APBDesa draftaddressedinrural developmentplanning. Village headalong VillageConsultativeBody (BPD)APBDesaseteachyearbyvillage regulations.

Village AllocationFund

Village AllocationFund,hereinafterreferredtoasADD,isthe equalizationfundsreceivedby thedistrict/city intheBudgetofdistricts/ cities afterdeductingtheSpecialAllocationFund.(Regulationof the Ministerofthe InteriorNo. 113 of2014)

GovernmentRegulationNo.22 Year 2015onthe Amendment of GovernmentRegulationNo. 60Year2014AbouttheVillage Fund Originatingfrom theBudgetoftheStatetoexplainafew things,including: BudgetingVillageFundinStateBudgetAllocationVillagefundbyDistrict /City,VillagefundAllocation pervillage,the Villagefunddistribution, use ofvillagefunds,villagefundsandSanctionsSiLPA VillageChief,Village fund10%inthebudget.

RESEARCH METHODOLOGY

StudyDesign

Inthisstudy,usingdescriptiveresearchusingqualitativeresearch approach.Sothatthe datausedalsoqualitativedata.Qualitativedataisthe datatypethatisexpressedinthe form ofwordsanddescriptions,itcaneven beashortstory.Insomespecificdata,toshowthedifferenceintheformof levelsortiers,althoughnotclearly demarcated.Andinthisstudy,whichis intended as a research site of the Office ofPurworejo in Jl. Sumorejo PurworejoDistrictofSend uro.

Techniques ofDataCollection

In this study the researchers, there are several data collection techniquesare interviews,direct observationandanalysis of documents Purworejovillageasa locationfor research.Inadditiontoqualitative research,quality ofresearchishighly dependent onthe quality and completeness ofthe data produced.

1. Interview

Inthisinterviewresearchplaysanimportantrole,becausethe researchersusedaninterviewmethodtocollect data andinformation. AccordingtoDeddy (2010:180),theinterviewisaform ofcommunication betweentwopeople,involveapersonwhowantstoobtaininformationfrom the other personbyaskingquestions,basedonspecific objectives.

Subjectswereinterviewedinthisstudy isdevotedtotheelements of leadershipthatmelakukakanVillage FundAllocationmanagementpolicy inPurworejoDistrictofSenduroLumajangandresearcherswillbeasked directly tousers,namely theVillageFundAllocationvillagechief,village, villagersanduserinterests.Selectionof informantsistoconsidermatters relating tothe theoriesexaminedinthisstudy,andhave interacteddirectly withthevillagegovernmentofficialswhoservedasaconstituentofthe Village FundAllocationinPurworejo.

2.Observations

According to Nasution (1988) in Sugiyono (2015: 64) that "observationisthebasisofallscience.Scientistscanonlyworkbasedon the data,the facts aboutthe worldofrealityobtainedthrough observation. "Theobservationsweremadetoobservefirsthandtheapplication oftheprinciplesoftransparencyandaccountabilityinthemanagementof theVillageFundAllocationSenduroPurworejoinDistrictLumajang.Nazir (2013: 154), directobservationordirectobservationisaway ofcollecting data usingthe eyewithoutthe helpofotherstandardtools forthis purpose.

3. DocumentationAnalysis

AccordingSugiyono(2015:82)that"thedocumentisarecordof eventsthathadpassed.Documentscanbeintheform oftext, images,orthe monumentalworks ofman.

"In this study the documentation focused on two places, namely the Government SectionandDistrict Purworejo SenduroLumajang. But researcherswilltendtobeonthepartoftheGovernmentofPurworejoasa research site for the duties and functions of the organization is as a facilitatoroftheLocalGovernmentbeforethepolicywasimplementedto the districtlevelandthentothe village.

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DataAnalysis Techniques

According Sugiyono(2015: 89),dataanalysisinqualitative researchconductedsince before entering the field,forthe field,andafter completionofthe field.However,inqualitativeresearch,dataanalysisis morefocusedduring concurrentwithdata collectioninthe field.

1. Inthe fieldBefore the analysis

of analysisconducted on the results of preliminary studies or secondarydata,whichwillbeusedtodeterminethefocusofresearch.But thisistemporary,andwillbedevelopedafterinvestigatorswentinand while inthe field.

Inthisstudy,theresearchcarriedout onthemanagementof the Village Budget(APBDes).However, basedonthe factthat,inAPBDesalso containeddetails aboutthe Village FundAllocation.Butinvestigators still focusedonthemanagementoftheVillageBudgetisbasedonlegislation that hasbeenset.

2. Analysis onthe GroundDuring

MilesandHubermen(1984)inSugiyono(2015:91)suggeststhat activity in the qualitative data analysis performed interactively and continuesovertimethrough,sothedataissaturated.Activitiesundertaken in the analysis of the data, that is *data reduction, a data display*, and *conclusiondrawing/verification.* Step-by-step analysisisshown in the followingfigure:

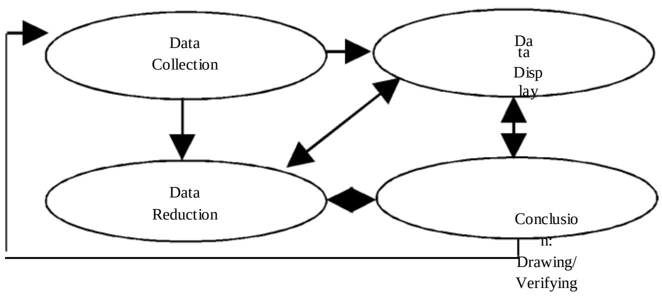

Figure 1 ComponentAnalysis Data
Source:Sugiyono,(2015:92)

a. Data Reduction(Data Reduction)

According Sugiyono(2015: 93)that"datareductionisathinking processsensitivethatrequiresintelligence,thebreadthanddepthofinsight that high.

"thereductionmeanssummarizingthedata,choosethe basic things,focusonthethingsthatareimportant,lookforthemesandpatterns. Inthis researchhas focusedonthe Village FundAllocation(ADD).

b. Data Display(PresentationofData)

Afterthe dataisreduced,then the nextstepisdatadisplay. AccordingSugiyono(2015: 95)thatinkuallitatifresearch,data presentation canbedoneintheformofabriefdescription,chart,relationsbetween categories,*flowchart*,andthe like.

With data display, it will be easier to understand what is happening,toplanfurtherwork basedonwhathas been understoodthat.

c. ConclusionDrawing/Verification

Thethirdstepintheanalysisof qualitativedataaccordingtothe SugiyonoMiles andHuberman(2015:99)is the conclusionandverification. ConclusionTheproposedinitialprovisional,andwillchangeif nostrong evidence supportingthe nextphase ofdata collection.

Afterdetermining thefocus ofresearchhasbeendone anddata display,thenthenextwillbe concludedfrom theresultsthathavebeen obtainedpreviouslydisplay.

RESULTS

Implementation of Transparency in the Management of Village AllocationFundinPurworejoDistrictof Senduro

application of theprinciples of transparencyaimstobuild confidence of allpartiesfromthe budgetplanactivitiesimplemented. GovernmentPurworejobuildpublicconfidenceby providinginformation disclosure in the Village Fund Allocation planning process each year. Transparency intheManagementof VillageAllocationFundhasbeen describedbythe SecretaryPurworejo:

"InthemanagementoftheVillageFundAllocation,weinvolve theteam11thintheplanningprocesstobepresentintheCouncilPlanfor RuralDevelopment(Musrenbangdes)andparticipatedinthedetermination ofthe village budget."

Opennessis doneby governmentof Purworejointheplanningand implementationprocessisintendedtoprovidebudgetinformationwhich willbeimplemented foroneyear..Sothatgivesunderstandingto the community andworktogetherinimplementingruraldevelopmentin accordancewithitsintendedpurpose.Government Purworejoonly have internalauditors,asexpressedby Mrs.Kaur FinanceWaqi'atulKhoiroas Purworejo, Purworejo that have an internal audit, an audit is usually conductedinMarch,intheprocessof auditingthefinancialstatements,the audit team saw the financial statements and interviewing the parties involvedinthefinancialmanagement,thevillagechiefandfinancialkaur andthe parties acceptthe resultsofthe financialauditis the superintendent.

Inthebudgeting process,theinvolvementofthecommunity is needed to learn to be responsible for selection and implementation decisions. Purworejo give people an opportunity to participate in the budgetingprocess,associatedwithaformofcommunityparticipation,Mrs. Waqi'atulKhoiro as Finance said:

"Participation in thebudgetingprocesscould taketheformof directinvolvementinthe budgetingprocess, proposedactivities,suggestions andconstructive criticism,moralandmaterialsupport.

"Givingpeopleanopportunity toparticipateinthebudgeting processagreeduponby thevillagechiefwhofoundform of community participationintheformofproposalsandsuggestionssubmittedinrelation

OverviewofResearchObject

Purworejo is one village in the district Senduro Lumajang Regency East Java Province, located in the eastern part ofthe District Senduro.Purworejoestablishedin1926shardsofKaranganomvillage,at thattimeheadedbyavillagechief namedP.ARBAK(Karanganomvillage) andtoPurworejoledbythevillagechiefnamedP. PORJO,sodisebutlah Purworejo.

Administratively, the area of Purworejo is 306 160 hectares, locatedintheDistrictofSenduroLumajangwithboundary northisthe village ofWestDistrictofPadang,thesouthernboundary oftheVillage KaranganomDistrictofPasrujambe,thewesternboundaryoftheVillage SarikemuningDistrictofSenduro,andtheeasternboundaryoftheVillage Sentul andthe village ofthe DistrictPurwosonoSumbersuko.

tothe constructionMusrenbangdes Purworejo.

Fromthe above opinion can be concluded thatPurworejo has givenopportunitytothepublicinthebudgetprocessbythecommunityin the ruraldevelopment needs.

Applicationoftheprincipleoftransparencyinthemanagementof the VillageFundAllocationin PurworejoDistrictof Senduro beenrunning quitewell,withaframeworkthatdescribesthe dutiesandresponsibilities of eachpersonincharge.IntheVillageFundAllocationManagement(ADD) inPurworejoDistrictof Senduroinformthedevelopmentbudgetwillbe implementedfor oneyear,togive confidence tothe stakeholders,especially the public.

ApplyingthePrincipleofAccountabilityintheManagementofVillage AllocationFundinPurworejoDistrictof Senduro

Governmentof PurworejoDistrictofSenduroindeterminingthe targetssetby Musrenbangdesaimedtodeterminethepriority scale developmentprogram sothatplanninginaccordancewiththeresultsofthe implementationandevaluationmaterialsthatcanbeusedasareferencein the decisio n,

Fromthedescriptionitcanbeconcludedthattheevaluationis doneatavillagemeetingwithTim 11.Theevaluationresultisamaterial consideration for the analysis of the needs required in budgeting forthcomingsothattheprogram wouldbe more effective andefficient.

Ina previoustheory explainedthatthe purposeofaccountabilityis abletodeterminetheappropriatedestination.Itisthegoalright hereisto utilizethefundmanagementaseffectively aspossibleandcanbeaccounted foronthepurposeof theprogram.In Purworejoindeterminingtheadjusted budgetwithdevelopment objectives will be implemented.

Purworejogovernment hasimplementedthe principle of accountabilityinthemanagementoftheVillageFundAllocation(ADD).It canbeseenfrom every ruraldevelopmentprogram implemented,always leadstothevisionandmissionofthevillage.Sothateachprogram is implemented, has the benefit of society and the budget spent can be effective andefficient.

Documentationandinformationinthemanagementof the Village FundAllocation(ADD)inthe village have beenadoptedbythe Government ofPurworejoDistrictofSenduro,namelytheexistenceofmakingRKAD the Village Fund Allocation planning, proposal development, an accountabilityreportis accompaniedbyphysicalevidence.

Policy objectivesinthemanagementoftheVillageFundAllocation (ADD)isveryimportant,whichis toseta goalandthemostimportantthing toimplement.Afterthedeterminationofthepolicyobjectivesachieved,the

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villagegovernmentshouldassessthepolicyisalreadyinaccordancewith theexpectedresults.Yardstickinassessingthebudgetarypolicyobjectives in Purworejo,namely by lookingattheplannedbudgetinaccordancewith the budgetspent.Itdisampaikanbythe secretaryofthe village.

The principle of accountability provide accountability must be submittedbystakeholders.Allthepoliciesandpolicyinformationinthe financialmanagementof thevillage,thevillagegovernmenttodisseminate informationvia the internalmeeting,whichwas attendedbyTeam 11.

FromtheinformationontheVillageFundAllocationmanagement policy, of course, there are things that become complaints or problems perceivedbystakeholdersinterest,thevillagegovernmentshouldbeableto accommodateandprovidesolutionstoanyproblemsthatoccur. Purworejo inpubliccomplaintsmechanismisdonebysubmittedtotheChairmanof RTandwillbepresentedinthemeeting.Thisisexplainedby theFinancial Kaur,thattheir complaints from the public submittedandfinalizedinthe meeting aswellas solutions.

Itcanbeconcludedthattheapplicationoftheprincipleofaccountability in themanagementoftheVillageFundAllocation(ADD)inPurworejois quitegood,withthecreationofdocumentationofanybudgetaryoutcomes ofactivities,providinginformationtostakeholders onpolicy information Village AllocationFund (ADD),the target policiesthathave been implemented in accordance with the vision and mission as well as the village of assessment or evaluation of any development undertaken for considerationanddecisi on.

Village AllocationFunds ManagementinPurworejoDistrictofSenduro

theVillageFundAllocationcontainedinPurworejovillageofRp 144million,-hasbeenwell-managed.IthasbeendescribedbyMs.Kaur FinanceWaqi'atulKhoirohas Purworejo,that"the VillageFundAllocation Management in Purworejo hasbeen carried out in accordance with the applicable regulations."

a. Village FundAllocationPlanning

In the planning of the Village Fund Allocation in Purworejo Districtof Senduro, thevillagegovernmentmelibatkan11teamsin Musrenbangdes(ruralDevelopmentPlanMeeting).The11teams,namely the Village,VillageConsultativeBody (BPD),Companion Village,Village Community ResilienceInstitute (LKMD),PKK,RT,RW,Youth, Community Leaders, CommunityInstitutions, and the InstituteofRural Economy.

Results of Musrenbangdes in 2016 has been determined that BudgetActivityVillageAllocationFundin2016amountedtoUSD 324195 000,-withdetailsof 30%fromtheVillage FundAllocation(ADD)worth USD97.2585million,-usedforpersonnelexpenditureandexpenditure form of honorarium goods and services in the form of shopping consumables.While70%ofVillageAllocationFund(ADD)worthUSD 226 936500,-usedforactivitiesinthefieldof governance,capital expenditures,DivisionofDevelopmentof Society andCommunity Empowerment.

b. ImplementationoftheVillage FundAllocation

In the implementation of the Village Fund Allocation needed ADDgoodgovernance sothatthe fundsare targetedandcanbe usedforthe benefitofcommunity developmentandempowerment.Community empowermentinpemafaatanADDshouldrefertothe principlesoffinancial managementofthevillage.ThiswasstatedinMinisterRegulationNo.113 of 2014concerning FinancialManagementof Ruralarticle2,paragraph1, whichreads:"RuralFinanceismanagedby theprinciplesoftransparency, accountability, participation,andis orderlyanddisciplinedbudget".

c. ReportingVillage AllocationFund

ReportingVillageAllocationFund(ADD)heldby eachvillage, especially PurworejoDistrictof Senduroservestodeterminehow the developmentprocessofthemanagementoftheVillageFundAllocationin PurworejoDistrictofSendu ro.

Table 2
ResultsofInfrastructures thathave beenbuiltinPurworejoDistrictof Senduro2016

No	Means Built	Results
1.	ConstructionFenceVillage Office	Good
2.	ConstructionRabatSidorejoJalan	Good
3.	DevelopmentDusunSidorejoTalut	Good
4.	RabatRoadDevelopmentKampungbaru	Good

Source :FinalReportADD Purworejo2016andFieldsofobservations

Breakdown of Fund Utilization Plan (RPD) Budget Activity VillageAllocation Fund(ADD)NonSILTAPFiscalYear2016,thatof the budgetsetatRp324195000,-realizedRp297068100,-sothereSiLPA (Surplus PerhitunganAnggaran)Rp27.126.900,-yang akandigunakan sebagaiAnggaranPendapatanTahun 2017.

d. Village FundAllocationAccountability

TheaccountabilityADDphysicalsideinPurworejoDistrictof Senduroingeneralcanbe saidtoworkwell, becausethe currentmeans of data collection/physicalinfrastructure has beencompleted100%.

Fromtheresultsofaccountability in Table 2 results Infrastructures builtbyPurworejo2016,showedthattheresultsachievedbythePurworejo Districtof Sendurowell,sophysically accountable.AndtheGovernmentof Purworejoneedtoapply theprincipleofaccountability.Accountability or form ofaccountability isaformof necessitythatneedstobedonebythe villagegovernmentwhobecamethefinancialmanagerof development administrationatthe same time againstthe people whoare the beneficiaries orthe targetgroup.Akutabilitas principle inthis sense thatthe performance andactions ofvillagegovernmentaccountable.Thus,anyimplementationof kegiataanthat use the budgetmust be accountedfor properly.

CONCLU SION

Intheimplementationoftheprinciple ofaccountability isalso supportedby theVillageFundAllocationAccountability Reporttakenof AccountabilityAPBDes inPurworejoDistrict ofSenduroLumajang. Implementation of the Village Fund Allocation (ADD) in Purworejo Districtof Senduroooutlinealready implementingtheprincipletransapansi. Byinvolvingteam11beraggotakanofseveralcommunityrepresentativesto planandreportonimplementationofthe VillageFundAllocation(ADD),it isincludedinthe principle oftransparency.Butthe VillageFundAllocation reportingresults justannouncedforthe 11team,andnotinthe expose inthe village notice board,sothat peoplewhoare notinvolvedinthe team of11is noteasytoknowtheresults ofthemanagementoftheVillageFund Allocation(ADD).

Theprincipleof accountabilityinPurworejoDistrictof Sendurointhe managementoftheVillageFundAllocationalreadywellunderway.This has beenevidencedbythe pencatantanforeverytransactionthatoccurswith theinvolvementofthepartiesconcerned.Every transactioncarriedoutboth village officialsandpeople whohave usedthe Village FundAllocationfund (ADD)mustsubmitproofofthetransactionintheformofamemorandum orreceiptstobedonerecordingbytheFinancialKaurvillage.Thisisdone toavoidany errorsinrecordingtransactions.Inadditiontothe detailsofthe transaction,thereportingoftheVillageFundAllocation (ADD)village governmentcarriedoutthree phases,whichinPhase Ithatmonthfrom January toApril,Phase IIthatmonthfrom May toAugust,andPhase III of themonthof SeptembertoDecember.Thusreporting Village Allocation Fund(ADD)tobe more detailed andmoreeasilyunderstood.

Inthemanagementof the VillageFundAllocation(ADD)in Purworejo District ofSenduro,has adaptedtothe MinisterRegulationNo.113of2014, that the budget planning activities, the village government involving communities haveformeda team thatis Team11. Forthe implementationof theVillageFundAllocation(ADD)allthosewhospendmoney Village Allocationfund(ADD)mustsubmitproof of thetransactionto bedone recording.UponenteringreportingstagesVillageAllocationFund(ADD) Rural FinancialKaurmakesthe report data every stage.Whenitmemsauki endof theyear,a reportoneachstagewillserveasonebecomes Accountability ReportVillageAllocationFund(ADD)whichwillbe submittedtothe RegionalGovernment.

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PENGARUH IMPLEMENTASI KEBIJAKAN KESEHATAN TERHADAP EFEKTIVITAS ORGANISASI RUMAH SAKIT UMUM DAERAH DALAM PELAYANAN PASIEN RAWAT INAP (STUDI DI RSUD KOTA BANJAR DAN KABUPATEN TASIKMALAYA)

Oleh :

Dr. Drs Rustandi, M.Si

ABSTRAK

Masalah pelayanan pasien rawat inap merupakan masalah yang sangat *urgen* karena dalam penanganan dan pengelolaannya memerlukan keterampilan kecekatan bahkan biaya peralatan medis yang tinggi. Karena itu pelayanan pasien rawat inap di Rumah Sakit Umum yang lebih efektif merupakan suatu keharusan, bahkan terutama bagi Rumah Sakit Umum.

Studi ini berujuan untuk mengkaji bagaimana impelementasi kebijakan kesehatan dan sejauh mana pengaruhnya terhadap efektifitas pelayanan pasien rawat inap di Rumah Sakit Umum. Dalam penelitian ini menggunakan metode penelitian kuantitatif serta mengacu pada teori implementasi kebijakan yang mempunyai empat komponen yaitu komunikasi, sumber daya, diposisi atau sikap para pelaksana dan struktur birokrasi.

Penelitian ini menggunakan metode survey eksplanatori. Data primer diperoleh dengan menggunakan angket yang dirancang sesuai dengan keperluan penelitian dan observasi. Data sekunder diperoleh melalui studi dokumentasi.

Hasil penelitian ini menunjukkan bahwa implementasi kebijakan kesehatan belum memberikan pengaruh yang signifikan terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum. Di lain pihak faktor disposisi atau sikap para pelaksana memberikan pengaruh yang tidak signifikan terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum.

Kata Kunci ; *implementasi kebijakan kesehatan, dan efektivitas organisasi*.

THE EFFECT OF IMPLEMENTATION OF HEALTH POLICY ON EFFECTIVENESS OF ORGANIZATION OF GENERAL HOSPITAL IN INPATIENT SERVICES
(STUDY IN RSUD KOTA BANJAR AND TASIKMALAYA REGENCY)

The problem of inpatient care is a very urgent matter because in handling and managing it requires dexterity skills even high medical equipment costs. Therefore, the services of inpatients at Public Hospitals are more effective is a must, even especially for General Hospital. This study aims to examine how the implementation of health policy and the extent of its impact on the effectiveness of service of inpatients at the General Hospital. In this study using quantitative research methods and refers to the theory of policy implementation that has four components of communication, resources, position or attitude of the implementers and bureaucratic structure.This research uses explanatory survey method. Primary data were obtained by using a questionnaire designed in accordance with the purposes of research and observation. Secondary data was obtained through documentation study.The results of this study indicate that the implementation of health policy has not provided a significant effect on the effectiveness of inpatient care services at the General Hospital. On the other hand, the disposition or attitude of the implementers gives a insignificant effect on the effectiveness of inpatient services at the General Hospital.

Keywords ; Implementation of health policy, and organizational effectiveness.

PENDAHULUAN

1. Latar Belakang Penelitian

Mengingat pentingnya derajat kesehatan masyarakat dalam menunjang proses pembangunan dan sejalan dengan itu telah banyak pula dikeluarkan berbagai kebijakan oleh pemerintah dan instansi-instansi terkait dalam hubungannya dengan kesehatan, mulai dari tingkat *policy level, organizational level, dan* *operasional level,* maka jelas bahwa semua kebijakan-kebijakan yang dibuat itu diarahkan kepada upaya mencapai keterpaduan upaya pembangunan kesehatan yang menyeluruh. Keterpaduan upaya pembangunan kesehatan tersebut menyangkut usaha peningkatan kesehatan *(promotive)*, pencegahan penyakit *(preventive)*, penyembuhan penyakit *(curative)*, dan pemulihan kesehatan *(rehabilitative)*, yang harus dilaksanakan secara terpadu, menyeluruh, dan berkesinambungan secara bersama-sama antara pemerintah dan masyarakat.

Pelayanan kesehatan merupakan pelayanan dasar yang wajib diberikan oleh pemerintah kepada masyarakat dalam rangka meningkatkan kualitas sumber daya manusia, dalam menunjang dan menjaga kelangsungan proses pembangunan. Yang berperan dan bertanggungjawab untuk melaksanakan dan memelihara kesehatan masyarakat tersebut adalah Rumah Sakit. Rumah Sakit sebagai institusi memegang peranan yang sangat strategis dalam rangka meningkatkan derajat kesehatan masyarakat. Oleh karena itu dalam melaksanakan perannya yang strategis ini, rumah sakit perlu dilengkapi dengan berbagai kebijakan yang mengatur bagaimana melindungi rumah sakit sebagai institusi yang memberikan pelayanan kesehatan dan masyarakat sebagai penerima jasa pelayanan kesehatan. Ini berarti keterpaduan dan kontinuitas pelayanan kesehatan yang diberikan oleh rumah sakit kepada masyarakat dapat terjaga.

Diterbitkan dan diundangkannya Undang-Undang Nomor 32 tahun 2004 tentang Pemerintahan Daerah, dalam sistem pemerintahan di Indonesia telah terjadi perubahan yang sangat mendasar dalam penyelenggaraan pemerintahan dari sistem sentralistik ke sistem desentralistik. Kebijakan desentralistik merupakan wujud pemberian otonomi yang luas, nyata dan bertanggungjawab, sehingga semua urusan pemerintahan di bidang pelayanan kepada masyarakat diserahkan kepada daerah propinsi dan daerah kabupaten/kota termasuk bidang pelayanan kesehatan. Ini berarti pemberian otonomi yang demikian luasnya itu, daerah mempunyai kesempatan untuk memberdayakan masyarakat sehingga kesejahteraan, peran serta dan kesehatan masyarakat meningkat sesuai dengan situasi dan aspirasi daerah itu sendiri.

Rumah Sakit tersebut pada dasarnya merupakan lembaga teknis daerah di bidang pelayanan kesehatan dan pula sebagai institusi terdepan yang dimiliki oleh daerah yang berfungsi melayani secara langsung kebutuhan masyarakat akan layanan jasa kesehatan sehari-hari, sehingga Rumah Sakit Umum Daerah dapat dianggap sebagai "*flag Carrier*" daerah dalam bidang pelayanan kesehatan. Rumah Sakit Umum Daerah, dapat dikatakan sebagai institusi yang memiliki posisi *"non rivalry"* sehingga bagi masyarakat merupakan pilihan satu-satunya untuk memperoleh jasa pelayanan kesehatan. Seorang pasien atau keluarga yang berkunjung ke rumah sakit pada dasarnya bertujuan untuk mengobati penyakit yang dideritanya. Mereka datang ke rumah sakit mengharapkan pelayanan kesehatan yang baik dalam arti tidak dibatasi oleh waktu datang, siang atau malam. Datangnya mereka ke rumah sakit bertujuan untuk mengobati penyakit yang sifat penyakitnya itu ringan sehingga pasien itu disebut pasien rawat jalan atau pengobatan yang sifatnya berat dan diperlukan perawatan yang kontinu, pasien ini disebut pasien rawat inap.

Mengingat bahwa Rumah Sakit Umum Daerah tersebut memegang posisi *"Non Rivalry",* maka hal ini akan berdampak kepada masyarakat itu sendiri untuk *"menerima"* layanan jasa kesehatan dengan keadaan mutu apa adanya, karena tidak adanya pilihan lainnya. Keadaan semacam ini tidak bisa dibiarkan bagi Rumah Sakit Umum Daerah tidak ada cara lain selain untuk merespon tuntutan masyarakat akan pelayanan kesehatan yang memadai, dengan cara meningkatkan kualitas pelayanan kesehatan yang berorientasi kepada kepuasan pelanggan atau pasien. Peningkatan kepuasan pelayanan kepada pasien harus dijadikan strategi oleh Rumah Sakit Umum Daerah itu sendiri, sebab akan membawa nama bagi Rumah Sakit Umum Daerah sendiri dan nama Pemerintah Daerah dimana Rumah Sakit Umum Daerah tersebut berada. Oleh karena itu peneliti menemukan berbagai fenomena dari berbagai kejadian, dokumen dan laporan mengenai pelayanan yang diberikan oleh Rumah Sakit Umum Daerah tersebut, yang dalam garis besarnya menunjukkan Rumah Sakit Umum Daerah dalam menangani calon pasien rawat inap belum sesuai dengan standar pelayanan medis yang dituangkan dalam keputusan Direktur Rumah Sakit masing-masing, sehingga kurang mendukung peningkatkan dan penjagaan mutu pelayanan rumah sakit tersebut. Juga Rumah Sakit Umum Daerah dengan kualifikasi peringkat B dalam melayani calon pasien rawat inap pada kasus penderita demam tifoid yang perlu dirawat ternyata masih belum sesuai standar pelayanan minimal. Padahal penanganan awal mulai dari syarat administratif sampai dengan memberikan obat secepatnya sebab hal ini bagian dari etika medik.

2. Perumusan Masalah.

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Implementasi kebijakan kesehatan yang dilaksanakan Rumah Sakit Umum Daerah terhadap masyarakat/pasien belum dilaksanakan secara optimal, sehingga mengakibatkan pelayanan terhadap pasien (pasien rawat inap) belum memenuhi harapan. Hal ini ditandai dengan banyaknya keluhan-keluhan yang dilontarkan oleh masyarakat baik melalui media masa maupun dengan surat yang langsung ditujukan kepada Direktur Rumah Sakit Umum Daerah tersebut. Hal ini harus segera diatasi, mengingat bahwa RSU merupakan "*flag Carrier*" dari pemerintah daerah dalam hal pelayanan kepada masyarakat. Bila hal ini tidak segera ditangani akan menimbulkan *image* masyarakat yang buruk kepada pemerintah daerah sendiri ". Oleh karena itu akan diteliti seberapa besar pengaruh implementasi kebijakan kesehatan terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah.

3. Tujuan Penelitian

Tujuan penelitian ini untuk mengetahui mengenai besarnya pengaruh Implementasi Kebijakan Kesehatan terhadap efektivitas pelayanan pasen rawat inap di Rumah Sakit Umum Daerah, dan untuk memperoleh konsep baru yang akan memperkaya khasanah.

KAJIAN TEORI DAN HASIL PENELITIAN TERDAHULU

1. Kajian Teori

Setelah peneliti menguraikan secara singkat mengenai hasil pemikiran implementasi kebijakan publik oleh beberapa penulis, maka menurut peneliti hasil pemikiran Edward III yang dianggap paling tepat untuk digunakan sebagai pisau analisis dalam membedah mengenai implementasi kebijakan yang diaplikasikan di Rumah Sakit Umum Daerah dan Banjar sebagai implementasi kebijakan kesehatan.

Alasan peneliti menggunakan hasil pemikiran Edward III, karena peneliti melihat gejala-gejala yang ditemukan peneliti saat menguraikan pada " latar belakang penelitian " dimana gejala tersebut yang dianggap sebagai penyebab kurang berhasilnya implementasi kebijakan kesehatan di Rumah Sakit Umum dan Banjar. Peneliti mengambil model Implementasi Kebijakan menurut Edward III sebagai pisau analisis dengan alasan secara rinci berikut ini:

1) Rumah Sakit Umum Daerah adalah organisasi perangkat daerah yang bersifat profesional dan mengedepankan aspek pelayanan pasien yang sejak pembentukan dan pengembangannya sudah menerapkan konsep implementasi kebijakan kesehatan. Hal ini ditandai organisasi Rumah Sakit Umum Daerah sudah menerapkan; a) komunikasi seperti adanya sosialisasi standar minimal pelayanan pasien rawat inap dan rawat jalan, petunjuk pelaksanaan pelayanan pasien, b) adanya sumber daya mencakup sumber daya manusia seperti tenaga medik dokter, tenaga para medik, komite medik serta sumber daya financial seperti dukungan daya yang mencukup, c) adanya kecenderungan atau disposisi (sikap dan perilaku) dari pegawai seperti perilaku menyampaikan kebijakan kesehatan, perilaku unit kerja yang berbeda pandangan, d) adanya struktur birokrasi seperti adanya sistem operasional prosedure dan pembagian tugas yang jelas.
2) Hirarkhi kebijakan kesehatan di Rumah Sakit Umum Daerah berada pada *Operasional Level* sehingga teori yang digunakan harus sesuai dengan tingkatannya. Dalam hal ini model Edward III menurut peneliti sangat cocok untuk *operasional level* dengan laaalasan bahwa Keputusan Direktur Rumah Sakit Umum merupakan produk *organizational level* dari Pemerintah dan Pemerintah yang harus dioperasionalkan ke dalam implementasi kebijakan dalam efektivitas pelayanan pasien rawat inap.

Kemudian dalam kajian pustaka telah dikemukakan bahwa proses implementasi berisi rangkaian kegiatan tindak lanjut (setelah sebuah program atau kebijaksanaan ditetapkan), yang terdiri atas pengambilan keputusan, langkah-langkah yang srategis maupun operasional yang ditempuh guna mewujudkan suatu program atau kebijaksanaan menjadi kenyataan, guna mencapai sasaran dai program (kebijaksanaan) yang ditetapkan semua. Implementasi dapat berhasil kurang berhasil ataupun gagal sama sekali ditinjau dari wujud hasil yang dicapai atau outcomes, karena dalam proses tersebut turut bermain dan terlibat berbagai unsur yang pengaruhnya dapat bersifat mendukung maupun menghambat pencapaian sasaran program.

Dalam proses implementasi sekurang-kurangnya terdapat tiga unsur penting dan mutlak yaitu adanya program (atau kebijakan) yang dilaksanakan, adanya target group yaitu kelompok masyarakat yang menjadi sasaran, dan diharapkan akan menerima manfaat dari program, serta adanya unsur pelakana (implementor) baik organisasi maupun perorangan, yang bertanggungjawab dalam pengelolaan, pelaksnaan dan pengawasan dari proses implementasi itu. Implementasi program atau kebijaksanaan tidak mungkin dilaksanakan dalam ruang hampa, oleh karena itu faktor lingkungan (fisik, sosial, budaya dan politik) akan mempengaruhi proses implementasi progam pembangunan pada umumnya.

Dalam studi implementasi kebijakan mempertimbangkan empat aspek yakni komunikasi, sumber daya, disposisi, struktur birokrasi. Ke empat aspek ini bekerja bersamaan dan saling berinteraksi untuk membantu proses implementasi kebijakan. Dalam memahami empat aspek implementasi kebijakan tersebut harus menyederhanakan implementasi kebijakan itu menjadi komponen-komponen utama karena implementasi setiap kebijakan merupakan sebuah proses dinamis yang melibatkan interaksi dari banyak variabel.

Dari pengertian tersebut maka implementasi kebijakan dalam prosesnya memerlukan pendekatan yang menyeluruh untuk mewujudkan komponen-komponen utamanya dalam arti bahwa faktor internal maupun ekternal harus diperhatikan dan diperhitungkan mengenai keberadaan implementasi kebijakan yang melibatkan interaksi dari variabel komunikasi, sumber daya, disposisi ,struktur birokrasi. Hal ini kiranya mudah dipahami bahwa dalam studi implementasi kebijakan akan berpengaruh baik yang bersifat mendukung atau menghambat terhadap implementasi kebijakan sehingga dituntut menyederhanakan komponen-komponen utamanya dari implementasi tersebut.

Implementasi atau pelaksanaan kebijakan merupakan suatu tahapan dalam keseluruhan proses kebijakan yang berlangsung kompleks dan dinamik, serta akan menentukan berhasil atau gagalnya suatu kebijakan. Selalu terbuka kemungkinan bahwa kebijakan yang cukup baik menjadi tidak efektif atau mengalami kegagalan disebabkan kelemahan dalam sistem dan proses pelaksanaannya. Implementasi adalah seperangkat kegiatan yang dilakukan menyusul satu keputusan. Suatu keputusan selalu dimaksudkan untuk mencapai sasaran tertentu. Guna merealisasikan pencapaian sasaran itu diperlukan serangkaian aktivitas, artinya pada tataran implementasi itu adalah operasionalisasi dari berbagai aktivitas guna mencapai sasaran tertentu, hal ini kiranya perlu dibuat suatu model konsepsional untuk melihat mengenai proses implementasi kebijakan.

Suatu model konsepsional yang baik dapat merupakan alat yang tepat untuk memberikan petunjuk mengenai pelaksanaan kebijakan, termasuk berbagai kegiatan yang di dalamnya sumber daya manusia menggunakan sumber daya lain untuk mencapai sasaran dari strategi yang menyentuh semua jajaran manajemen mulai dari manajemen puncak sampai pada karyawan lini paling bawah. Sipat dari suatu implementasi adalah tidak dapat beropersi tanpa adanya faktor-faktor internal dan faktor ekternal yang selalu mempengaruhinya, dan faktor-faktor itu harus dikendalikan secara baik.

Hasil pemikiran implementasi kebijakan menurut George Edward III pada empat faktor atau variabel yang merupakan syarat-syarat terpenting guna berhasilnya proses implementasi, terdiri dari komunikasi, sumber daya, disposisi, dan struktur birokrasi.

***1. Faktor komunikasi*.**

Komunikasi ini amat penting karena suatu program hanya dapat dilaksanakan dengan baik apabila jelas bagi para pelaksana. Implementasi bisa efektif, maka orang-orang yang bertanggungjawab mengimplementasikan suatu keputusan harus mengetahui apa yang seharusnya mereka lakukan. Perintah-perintah untuk melaksanakan kebijakan harus disampaikan kepada personel yang tepat dan kebijakan tersebut harus jelas, akurat, dan konsisten. Bila kebijakan tidak dengan jelas ditentukan, maka kebijakan tersebut sangat mungkin disalahpamahi oleh orang-orang kepada siapa kebijakan itu ditujukan. Jelasnya, kebingungan para pelaksana tentang apa yang musti dilakukan menambah peluang pelaksana kebijakan yang tidak sesuai dengan maksud orang yang menyampaikan atau memberikan perintah.

Komunikasi yang tidak memadai juga memberikan suatu keleluasaan kepada para pelaksana ketika mereka berusaha merubah kebijakan-kebijakan umum menjadi tindakan spesifik. Kekeluasaan ini tidak akan diuji untuk menunjukkan tujuan-tujuan dari para pembuat kebijakan yang sebenarnya. Ini berarti perintah implementasi yang tidak disampaikan dan yang menyimpang dalam penyampaiannya atau yang samar atau inkonsistensi dapat menghadirkan hambatan-hambatan bagi implementasi kebijakan. Sebaliknya perintah yang terlalu rinci atau seksama dapat menghambat implementasi dengan mematikan kreativitas dan adaptabilitas para pelaksana.

Secara umum terdapat tiga hal penting dalam proses komunikasi kebijakan yakni transmisi, konsistensi dan kejelasan. Persyaratan pertama bagi implementasi kebijakan yang efektif adalah bahwa mereka yang melaksanakan keputusan itu harus mengetahui apa yang harus mereka lakukan. Keputusan-keputusan kebijakan dan perintah-perintah harus diteruskan kepada personil yang tepat sebelum keputusan-keputusan dan perintah-perintah itu dapat diikuti. Tentu saja, komunikasi harus akurat dan harus dimengerti

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dengan cermat oleh para pelaksana. Akan tetapi, banyak hambatan-hambatan yang menghadang tranmisi komunikasi pelaksanaan dan hambatan-hambatan ini mungkin menghalang pelaksanaan kebijakan.

Jika kebijakan-kebijakan ingin diimplementsikan sebagaimana mestinya, maka petunjuk-petunjuk pelaksanaan tidak hanya harus dipahami, melainkan juga petunjuk-petunjuk pelaksanaan itu harus jelas. Jika petunjuk-petujuk pelaksanaan itu tidak jelas, maka para pelaksana *(implementors)* akan mengalami kebingungan tentang apa yang harus mereka lakukan. Selain itu, mereka juga akan mempunyai keleluasaan untuk melaksanakan pandangan-pandangan yang mungkin berbeda dengan pandangan-pandangan antara atasan mereka atau pandangan-pandangan yang seharusnya dijadikan acuan. Aspek lain dari komunikasi menyangkut petunjuk-petunjuk pelaksanaan adalah persoalan konsistensi. Keputusan-keputusan yang bertentangan akan membingungkan dan menghalangi staf admisitratif dan menghambat kemampuan mereka untuk melaksanakan kebijakan-kebijakan secara efektif. Sementara itu, ada banyak hal yang mendorong terjadinya komunikasi yang tidak konsisten dan menimbulkan dampak buruk bagi implementasi kebijakan.

Komunikasi dalam melaksanakan kebijakan itu menyangkut tansmisi, konistensi dan kejelasan.

Transmisi atau proses penyampaian informasi. Transmisi merupakan faktor yang berpengaruh terhadap komunikasi kebijakan. Sebelum pejabat dapat mengimplementasikan suatu keputusan, ia harus menyadari bahwa suatu keputusan telah dibuat dan suatu perintah untuk pelaksanaannya telah dikeluarkan. Hal ini tidak selalu merupakan proses yang langsung sebagaimana tampaknya. Banyak sekali ditemukan keputusan-keputusan tersebut diabaikan atau jika tidak demikian, seringkali terjadi kesalahpahaman terhadap keputusan-keputusan yang dikeluarkan. Ada beberapa hambatan yang timbul dalam mentransimisikan perintah-perintah implementasi, terdiri dari: pertentangan pendapat antara para pelaksana dengan perintah yang dikeluarkan oleh pengambil kebijakan. Pertentangan terhadap kebijakan ini akan menimbulkan hambatan atau distrosi seketika terhadap komunikasi kebijakan. Hal ini terjadi karena para pelaksana menggunakan keleluasaan yang tidak dapat mereka elakkan dalam melaksanakan keputusan-keputusan dan perintah-perintah umum. Informasi melewati berlapis-lapis hiraskhis birokrasi, karena birokrasi mempunyai struktur yang ketat dan cenderung sangat hirarchis. Kondisi ini sangat mempengauhi tingkat efektivitas komunikasi kebijakan yang dijalankan. Penggunaan sarana komunikasi yang tidak langsung dan tidak adanya saluran-saluran komunikasi yang ditentukan, mungkin juga mendistorsikan perintah-perintah pelaksana. Pada ahirnya penangkapan komunikasi mungkin dihambat oleh persepsi yang selektif dan ketidakmauan para pelaksana untuk mengetahui persyaratan suatu kebijakan, dan kadang para pelaksana mengabaikan apa yang sudah jelas dan menduga-duga makna komunikasi yang sebenarnya.

Kejelasan informasi. Jika kebijakan diimplementasikan sebagaimana yang diinginkan, maka petunjuk-petunjuk pelaksana tidak hanya harus diterima oleh para pelaksana kebijakan, tetapi juga komunikasi kebijakan tersebut harus jelas. Seringkali instruksi yang diteruskan kepada pelaksana-pelaksana kabur dan tidak menetapkan kapan dan bagaimana suatu program dilaksanakan. Ketidakjelasan pesan komunikasi yang disampaikan berkenaan dengan implementasi kebijakan akan mendorong terjadinya interpretasi yang salah bahkan mungkin bertentangan dengan makna pesan awal. Ketidakjelasan pesan komunikasi kebijakan tidak selalu menghadapi implementasi. Pada tataran tertentu, para pelaksana membutuhkan fleksibilitas dalam melaksanakan kebijakan. Sesuatu yang sering dihambat oleh instruksi-instruksi yang sangat spesifik menyangkut implementsi kebijakan. Empat faktor yang mendorong terjadinya ketidakjelasan komunikasi kebijakan, antara lain ; kompleksitas kebijakan publik, keinginan untuk tidak mengganggu kelompok-kelompok masyarakat, kurangnya konsensus untuk tujuan-tujuan kebijakan, masalah-masalah dalam memulai kebijakan baru, menghindari pertanggungjawaban kebijakan, dan sifat pembuatan kebijakan pengadilan.

Komunikasi sebagai salah satu faktor penentu keberhasilan implementasi kebijakan harus dicermati hambatan dan distorsi komunikasi, karena pertimbangannya mereka yang terlibat dalam bebagai tahap implementasi menyetujui kebijakan berarti mereka lebih cenderung meneruskan komunikasi mengenai kebijakan dengan cermat. Para pembuat kebijakan yang lebih tinggi harus mengandalkan pejabat-pejabat lain untuk meneruskan dan melaksanakan keputusan-keputusan dan perintah-perintah mereka. Jika suatu kebijakan bertentangan dengan pilihan pelaksana maka mereka akan mempunyai kecenderungan menggunakan keleluasaan mereka untuk mengabaikan atau mendistorsikannya.

Untuk mengurangi ketidakjelasan komunikasi kebijakan maka dikembangkan saluran-saluran komunikasi yang efektif, karena semakin dikembangkan saluran-saluran komunikasi untuk meneruskan perintah-perintah inplementasi, maka semakin tinggi probabilitas perintah-perintah diteruskan dengan benar.

Konsistensi informasi yang disampaikan. Jika implementasi kebijakan ingin berlangsung efektif, maka perintah-perintah pelaksanaan harus konsisten dan jelas. Walaupun perintah-perintah yang disampaikan kepada para pelaksana kebijakan mempunyai unsur kejelasan, tetapi bila perintah itu bertentangan maka perintah tersebut tidak akan memudahkan para pelaksana kebijakan menjalankan tugasnya dengan baik. Disisi yang lain implementasi kebijakan yang tidak konsisten akan mendorong para pelaksana mengambil tindakan sangat longgar dalam menafsirkan dan mengimplementasikan kebijakan. Bila hal ini terjadi, maka akan berakibat pada ketidakefektifan implementasi kebijakan karena karena tindakan yang sangat longar besar kemungkinan tidak dapat digunakan untuk melaksanakan tujuan-tujuan kebijakan.

2. Sumber daya.

Tak jadi soal seberapa jelas dan konsisten perintah implementsi dan seberapa akurat perintah terebut disampaikan, bila personel yang bertanggungjawab untuk melaksanakan kebijakan kurang memiliki sumber daya untuk melakukan pekerjaan yang efektif, implementasi tidak akan efektif. Sumber daya ini meliputi empat komponen terdiri dari: staf yang cukup (jumlah dan mutu), Informasi yang dibutuhkan guna pengambilan keputusan, Kewenangan yang cukup guna melaksanakan tugas dan tanggungjawab, dan Fasilitas yang dibutuhkan dalam pelaksanaan.

Staf. Staf yang cukup dilihat dari jumlah dan mutu, jumlahnya harus tepat, serta staf itu telah memiliki keahlian yang diperlukan sesuai dengan kebutuhan pelaksanaan tugas dan pekerjaannya. Kegagalan yang sering terjadi dalam implementasi kebijakan salah satunya disebabkan oleh karena staf yang tidak mencukupi, tidak memadai, atau tidak kompeten dibidangnya. Penambahan jumlah staf dan implementor saja tidak mencukupi, tetapi diperlukan pula kecukupan staf tidak mencukupi, tetapi dikarenakan pula kecukupan staf dengan keahlian dan kemampuan yang diperlukan (kompeten dengan keahlian dan kemampuan yang diperlukan) dalam mengimplementasikan kebijakan atau melaksanakan tugas yang diinginkan oleh kebijakan itu sendiri.

Jumlah staf yang banyak tidak secara otomatis mendorong implementsi yang berhasil. Hal ini disebabkan oleh kurangnya kecakapan yang dimiliki oleh para pegawai pemerintah ataupun staf, namun disisi lain kekurangan staf juga akan menimbulkan persoalan pelik menyangkut implementasi kebijakan yang efektif. Pelayanan sering dikatakan lamban, penyebabnya bukan terletak pada kurangnya jumlah staf yang menangani pelayanan, tetapi lebih pada kurangnya kualitas sumber daya manusia dan rendahnya motivasi pada pegawai. Tidaklah cukup hanya dengan jumlah pelaksana yang memadai untuk melaksanakan suatu kebijakan. Para pelaksana harus memiliki keterampilan yang diperlukan untuk melaksanakan pekerjaan. Kurangnya personil yang terlatih dengan baik akan dapat menghambat pelaksanaan kebijakan yang menjangkau banyak pembaruan. Salah satu masalah yang dihadapi oleh pemerintah adalah sedikitnya pejabat yang mempunyai keterampilan-keterampilan pengelolaan.

Latihan yang diberikan kepada para pelaksana sangat minim sehingga kemampuan profesional mereka mengalami kenaikan yang cukup lambat. Para pejabat kurang menanamkan pengembangan keterampilan jangka panjang. Para pejabat karier sendiri tidak menekankan latihan pengelolaan, karena ada yang menyarankan perlunya kompetensi pengelolaan sebagai kriteria kenaikan pangkat. Kurangnya keterampilan merupakan masalah besar yang dihadapi pemerintah daerah, disebabkan minimnya sumber yang digunakan untuk latihan profesional, kesulitan dalam merekrut dan mempertahankan administrator yang kompeten karena pada umumnya gaji, prestise dan jaminan kerja mereka yang rendah.

Pengangkatan pegawai yang tidak memadai merupakan masalah yang besar bagi program yang baru, disebabkan keterbatasan waktu untuk membentuk staf dan alokasi dana yang cukup sehingga kebijakan seringkali diterima hanya pada tahap permulaan pelaksanaan.

Informasi. Informasi yang dibutuhkan guna pengambilan keputusan. Artinya setiap informasi itu harus relevan dan memadai terutama dalam mengimplementasikan kebijakan serta pemenuhan hal-hal lain yang terlibat dengan implementasi. Dalam implementasi kebijakan terdapat dua bentuk informasi yaitu: 1) Informasi yang berhubungan dengan cara melaksanakan kebijakan. Implementor harus mengetahui apa yang harus mereka lakukan di saat mereka diberi perintah untuk melakukan tindakan. Para pelakana kebijakan diberi petunjuk untuk melaksanakan kebijakan, seperti aspek menyangkut faktor komunikasi, ketidakjelasan pesan komunikasi kebijakan akan menghambat keberhasilan implementasi. 2) Informasi mengenai data kepatuhan dari para pelaksana terhadap peraturan dan regulasi pemerintah yang telah ditetapkan. Implementor harus mengetahui apakah orang lain terlihat di dalam pelaksanaan kebijakan tersebut patuh terhadap hukum. Tidak demikian halnya dengan pelaksana suatu kebijakan baru, seperti otonomi daerah dan kebijakan pemerintah mengenai rumah sakit, maka para pelaksana kebijakan harus dijelaskan bagaimana kebijakan tersebut harus dilaksanakan. Kurangnya pengetahuan tentang bagaimana mengimplementasikan beberapa kebijakan mempunyai beberapa konsekuensi secara langsung, terdiri dari: a) Beberapa tangungjawab secara sungguh-sungguh tidak akan dapat dipenuhi atau tidak dapat dipenuhi secara tepat pada waktunya, b)Ketidakefisienan.

Kebijakan yang tidak tepat menyebabkan unit-unit pemerintahan lain atau organisasi-organisasi dalam sektor swasta membeli perlengkapan, mengisi formulir atau menghentikan kegiatan-kegiatan yang tidak diperlukan. Implementasi kebijakan seringkali membutuhkan informasi tentang ketaatan dari organisasi atau indiviu dengan hukum, karena kurangnya staf yang mampu memberikan informasi mengenai ketidaktaatan hukum yang mungkin dilakukan. Implementasi kebijakan juga bergantung terutama pada individu-individu sektor swasta.

Kewenangan. Kewenangan yang cukup guna melaksanakan tugas dan tanggungjawab. Artinya untuk meyakinkan bahwa kebijakan dilaksanakan harus ada kesesuaian dengan tugas dan tanggungjawabnya. Pada umumnya kewenangan harus bersifat formal agar perintah dapat dilaksanakan. Kewenangan merupakan otoritas atau legitimasi bagi para pelaksana dalam melaksanakan kebijakan yang ditetapkan secara politik. Ketiga wewenang itu nihil, maka kekuatan pada implementor dimata publik tidak terlegitimasi sehingga dapat menggagalkan proses implementasi kebijakan. Tetapi dalam kontek yang lain, ketika wewenang formal tersebut ada, maka sering terjadi kesalahan dalam melihat efektivitas wewenang. Di satu pihak, efektivitas kewenangan diperlukan dalam pelaksanaan implementasi kebijakan, tetapi di sisi lain, efektivitas akan menyurut manakala wewenang diselewengkan oleh para pelaksana demi kepentingannya sendiri atau demi kepentingan kelompoknya.

Kurangnya wewenang yang efektif disadari oleh pejabat dan karena itu membutuhkan kerjasama dengan pelaksana-pelaksana lain jika mereka ingin melaksanakan program-program dengan berhasil. Setidaknya ada dua keuntungan yang diperoleh yaitu: 1) Mendorong keterlibatan pada pelaksana kebijakan sehingga mendorong parisipasi, 2) Mengeliminasi penolakan yang mungkin timbul dari para pelaksana kebijakan. Minimal para pelaksana kebijakan memberikan apa yang diminta oleh para perumus kebijakan publik.

Fasilitas yang dibutuhkan dalam pelaksanaan. Artinya adanya upaya menyediakan dan melengkapi kebutuhan fasilitas dalam implementasi atau pelaksanaan setiap program terutama untuk menyediakan layanan. Fasilitas fisik juga merupakan faktor penting dalam implementasi kebijakan. Implementor mungkin memiliki staf yang mencukupi, mengerti apa yang harus dilakukannya, dan memiliki wewenang untuk melaksanakan tugasnya, tetapi tanpa adanya fasilitas pendukung (sarana dan prasarana) maka implementasi kebijakan tersebut tidak akan berhasil.

Seorang pelaksana mempunyiai staf yang memadai, mungkin memahami apa yang harus dilakukan, dan mungkin mempunyai wewenang untuk melakukan tugasnya, tetapi tanpa bangunan sebagai kantor untuk melakukan koordinasi, tanpa perlengkapan, tanpa perbekalan, maka besar kemungkinan implementsi yang direncanakan tidak akan berhasil. Para pelaksana harus mendapatkan fasilitas dan pelengkapan yang dibutuhkan, serta menempatkan fasilitas di tempat kerjanya.

Sumber krusial dalam implementasi kebijakan yakni semakin teknis kebijakan yang dilaksanakan dan semakin besar keahlian yang dibutuhkan dari para pelaksana, maka semakin besar pula kekurangan personil yang mempunyai keterampilan yang memadai dan hal ini akan menghambat pelaksanaan kebijakan. Kekurangan staf yang trampil merupakan masalah utama dalam program baru yang dibutuhkan, serta personil yang berpengalaman dan terampil seringkali diserap dan menawarkan kompensasi yang lebih tinggi dengan keterampilan yang dibutuhkan.

Sumber lain yang krusial dalam implementasi kebijakan adalah informasi, dimana para pelaksana perlu mengetahui bagaimana melaksanakan kebijakan sesuai petunjuk dari para pejabat atasannya, terutama kebijakan yang besipat inovatif dan sangat teknis dibutuhkan seseorang yang mengetahui bagaimana melaksanakan kebijakan dengan baik.

Sumber daya yang tidak memadai akan berarti bahwa hukum atau undang-undang tidak akan ditegakan, jasa atau layanan tidak akan disediakan, dan regulasi yang masuk tidak akan dikembangkan.

3. Disposisi.

Disposisi yaitu sikap dan komitmen dari para pelaksana terhadap program khususnya dari mereka yang menjadi impelementor dari program, yang dalam hal ini terutama dimaksudkan adalah aparat birokrasi. Disposisi atau sikap pelaksana merupakan faktor penting terhadap studi implementasi kebijakan publik. Bila implementasi harus dijalankan dengan efektif, maka pelaksana tidak hanya harus mengetahui apa yang harus dilakukan dan memiliki kapabilitas untuk melakukannya, tetapi mereka juga harus memiliki kehendak untuk melaksanakan sebuah kebijakan. Sebagian besar pelaksana dapat menggunakan banyak keleluasaan dalam implementasi kebijakan. Salah satu alasan untuk itu adalah ketergantungan mereka terhadap atasan yang merumuskan kebijakan. Alasan lain adalah kompleksitas kebijakan itu sendiri, tetapi cara dimana para pelaksana menggunakan keleluasaan atau kebebasan sangat tergantung pada sikap atau disposisi mereka terhadap kebijakan. Sikap mereka, pada gilirannya akan dipengaruhi oleh pandangan-pandangan terhadap kebijakan-kebijakan yang mempengaruhi kepentingan organisasi dan personel mereka. Para pelaksana tidak selalu memiliki keinginan untuk melaksanakan kebijakan. Konsekwensinya, para pembuat kebijakan sering dihadapkan dengan tugas mencoba memanipulasi atau bekerja sekitar sikap para pelaksana atau mengurangi kebebasan mereka. Hal-hal penting yang perlu dicermati pada variabel disposisi terdiri dari: pengangkatan birokrat dan pragmentasi.

Dalam pengangkatan birokrasi yang dikaitkan dengan disposisi atau sikap para pelaksana akan menimbulkan hambatan-hambatan yang nyata terhadap implementasi kebijakan bila personil yang ada tidak melaksanakan kebijakan-kebijakan yang diinginkan oleh pejabat yang tinggi. Karena itu pemilihan dan pengangkatan personil pelaksana kebijakan haruslah orang-orang yang memiliki dedikasi pada kebijakan yang telah ditetapkan, lebih khusus lagi pada kepentingan warga.

Demikian pula pragmentasi dihubungkan dengan disposisi maka salah satu teknik yang dirasakan untuk mengatasi masalah kecenderungan para pelaksana adalah dengan memanifulasi insentif. Oleh karena itu pada umumnya orang bertindak menurut kepentingan mereka sendiri, maka manipulasi insentif oleh para pembuat kebijakan mempengaruhi tindakan para pelaksana kebijakan. Dengan cara menambah keuntungan atau biaya tertentu mungkin akan menjadi faktor pendorong yang membuat para pelaksana kebijakan melaksanakan perintah dengan baik. Hal ini dilakukan sebagai upaya memenuhi kepentingan pribadi atau organisasi.

4. Struktur birokrasi.

Birokrasi merupakan salah satu badan yang paling sering bahkan secara keseluruhan menjadi pelaksana kebijakan. Birokrasi baik secara sadar atau tidak sadar memilih bentuk-bentuk organisasi untuk kesepakatan kolektif, dalam ranka memecahkan masalah-masalah sosial dalam kehidupan modern. Mereka tidak hanya berada dalam struktur pemerintah, tetapi juga berada dalam organisasi-organisasi swasta yang lain bahkan di institusi pendidikan dan kadangkala suatu sistem birokrasi sengaja diciptakan untuk menjalankan suatu kebijakan tertentu. Pada pelaksana kebijakan mungkin mengetahui apa yang dilakukan dan mempunyai cukup keinginan serta sumber untuk melakukannya tetapi dalam pelaksanaannya mereka mungkin masih dihambat oleh struktur organisasi dimana mereka menjalankan kegiatan tersebut. Ada dua karakteristik utama dari birokrasi yaitu prosedure kerja ukuran-ukuran dasar atau standar operating procedure dan fragmentasi. Prosedure kerja ukuran dasar sebagai tanggapan internal terhadap waktu yang terbatas dan sumber dari para pelaksana serta keinginan untuk keseragaman dalam bekerjanya organisasi-organisasi yang kompleks dan tersebar luas. Sedankan fragmentasi itu berkaitan dengan tekanan dari luas unit birokrasi seperti sipat kebijakan yang mempengaruhi organisasi birokrasi pemerintah. Perbedaan tersebut akan mempengaruhi perubahan dalam kebijakan, menimbulkan tindakan yang tidak diinginkan dan bahkan terjadi keretakan batas organisasi.

Kemudian implementasi kebijakan kesehatan dalam upaya peningkatan efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah berkaitan dengan nilai-nilai yang bersaing serta mendapat penekanan selama organisasi bergerak pada siklus kehidupan organisasi. Hal ini berarti diupayakan efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum mampu menerapkan indikator penentunya yang dijelaskan oleh Kasim (1993:96) yakni; (1) kriteria kesiapan dan perolehan sumber daya ditandai kegiatan yang bersifat inovasi, kreativitas dan mobilisasi sumber daya, (2) kriteria hubungan antar manusia seperti moril pegawai dan pengembangan sumber daya manusia ditandai pada komunikasi dan struktur informal, rasa kekeluargaan dan kerjasama diantara anggota organisasi, komitmen yang tinggi dn kepribadian pimpinan, (3) kriteria proses internal dan tujuan rasional ditandai efisiensi, perencanaan, penetapan tujuan, informasi dan komunikasi, peraturan dan prosedure, (4) kriteria sistem terbuka ditandai peningkatan vitalitas organisasi, keseimbangan antara keahlian dan kesesuaian seperti struktur.

Pernyataan tersebut menunjukkan bahwa efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum harus mampu menciptakan inovasi atau perubahan yang lebih baik terutama melayani pasien rawat inap dari waktu ke waktu dimana individu pasien dan jenis penyakit yang terus berubah, kreativitas tenaga kesehatan melayani pasien rawat inap, mobilisasi atau mengerahkan sejumlah kemampuan tenaga kesehatan melayani pasien rawat inap dengan maksimal. Efektivitas pelayanan pasien rawat inap di Rumah

Sakit Umum memperhitungkan kesiapan memelihara hubungan antar manusia atau tenaga kesehatan baik dalam melayani pasien rawat inap maupun perawatan, pemeriksaan dan pengobatannya, kesiapan meningkatkan pengetahuan, keterampilan dan keahliannya di bidang kesehatan, memelihara komunikasi antar petugas kesehatan selama melayani pasien maupun pengobatannya, memanfaatkan struktur informal antar petugas kesehatan atau tidak kaku melayani pasen rawat inap, memelihara rasa kekeluargaan yang dapat ditunjukan petugas kesehatan dengan setiap indidivu pasien rawat inap selama masa perawatannya, memelihara kerjasama antar petugas kesehatan dalam bekerja, adanya komitmen yang tinggi dintara petugas kesehatan dalam melayani pasien rawat inap selama masa perawatannya, menjaga pribadi pimpinan di lingkungan pekerjaan maupun Rumah Sakit Umum. Efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum harus memperhitungkan efisiensi atau tidak banyak waktu terbuang dalam melayani pasien rawat inap, ada perencanaan pemeriksaan pasien rawat inap terjadwal , adanya tujuan dan informasi yang akurat diterima setiap individu pasien rawat inap, adanya komunikasi yang baik petugas kesehatan dengan pasien rawat inap selama dalam perawatannya, menerapkan peraturan dan prosedure oleh petugas kesehatan dalam merawat, memeriksa, dan mengobati pasiennya. Efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum harus memperhitungkan pada peningkatan vitalitas atau hal-hal yang dinilai penting dalam organisasinya, dan menjaga keseimbangan serta kesesuaian seperti menyederhanakan struktur yang dikehendaki untuk kepentingan pelayanan kesehatan yang lebih baik.

Semua aspek tuntutan maupun kebutuhan dalam membangun efekivitas pelyanan pasien rawat inap di Rumah Sakit Umum tersebut di atas, tentu saja sangat menentukan terhadap tuntutan dan peluang bagi organisasi rumah sakit umum pemerintah daerah yang sedang bergerak dari lembaga birokrasi kepada lembaga usaha, dan perkembangan lembaga usaha kemanusiaan ini menuju ke lembaga yang didasari oleh konsep usaha, dan perkembangan kearah lembaga usaha ini tidak dapat ditolak karena sudah merupakan trend global. Apabila sektor rumah sakit di Indonesia tidak menggunakan konsep usaha ini, akan kesulitan dalam persaingan dunia. Dalam hal ini trend yang perlu dicermati adalah peningkatan kompetensi antar rumah sakit dan pemberi pelayanan kesehatan lainnya, karena sesuai dengan tuntutan tugas dan tanggungjawab para petugas kesehatan untuk melakukan pemeriksakaan dan pengobatan dengan sebaik-baiknya. Sudah tentu organisasi rumah sakit harus memperhitungkan masyarakat karena merupakan lingkungan luar yang sangat penting dan kinerja sebagian besar pendapatan rumah sakit berasal dari masyarakat secara langsung, dalam hal ini yang perlu dipahami adalah demand yakni keinginan untuk lebih sehat diwujudkan dalam perilaku mencari pertolongan tenaga kedokteran, sedangkan *needs* yakni keadaan keksehatan yang dinyatakan oleh tenaga kedokteran harus mendapat penanganan medis. Termasuk dalam membaca sistem kesehatan sebagai lingkungan rumah sakit, berbagai pelaku kunci dalam pelayanan kesehatan perlu diidentifikasi yaitu pemerintah, masyarakat dan pihak ketiga yang menjadi sumber pembiayaan, penyedia pelayanan termasuk industri obat dan tempat pendidikan tenaga kesehatan, serta berbagai lembaga untuk pelayanan kesehatan.

Efektivitas pelayanan pasien rawat inap di rumah sakit umum daerah menunjukkan seperti komitmen dokter jaga saat melakukan tugas pada bagian instalasi gawat darurat, juga perawat punya komitmen terhadap prosedure tetap pelayanan pasien rawat inap. Perawat melakukan tindakan terhadap pasien rawat inap yang tidak sesuai dengan prosedure tetap paling tidak meluruskan tahapan penyelesaaiannya sehingga setiap pasien rawat inap dapat terlayani dengan baik. Tidak komitmennya perawat terhadap prosedure tetap pelayanan pasien karena perawat tidak puas terhadap dokter jaga, petugas laboratorium dan dokter jaga. Sikap tenaga medik yang tidak mematuhi prosedure tetap diasumsikan ketidakpuasan mereka terhadap kondisi kerja dan mitra kerja yang tidak komitmen dengan waktu jaganya dalam meningkatkan pelayanan pasien rawat inap di rumah sakit umum. Termasuk dalam pelayanan pasien rawat inap diupayakan dibarengi dengan keterampilan tenaga medik, pengetahuan dan keterampilan, pelatihan dan pendidikan sumber daya manusia yang lebih efektif serta semua berharap diberi kesempatan dan biaya untuk mengikuti pelatihan dan pendidikan secara berkelanjutan.

Efektivitas pelayanan pasien rawat inap di rumah sakit umum daerah dapat dilihat dari waktu tunggu di triase, angka kematian dan rujukan kasus triase, serta prosedure tetap penerimaan pasien baru gawat darurat yang sesuai standar karena menghindari kemugkinan terjadinya penanganan yang mendadak dan tidak sesuai dengan ketentuan yang berlaku. Dalam standar Departemen Kesehatan ditentukan bahwa membagi kegiatan pelayanan pasien rawat inap di instalasi gawat darurat terdiri dari; kasus bedah, kasus non bedah, dan kebidanan, serta berusaha mendapatkan pelayanan dan tindakan yang sesuai dengan kesehatan.

Oleh karena itu efektivits pelayanan pasien rawat inap di rumah sakit umum daerah lebih banyak diupayakan untuk memperhatikan aspek-aspek ; pelayanan keperawatan yaitu berupa bantuan yang

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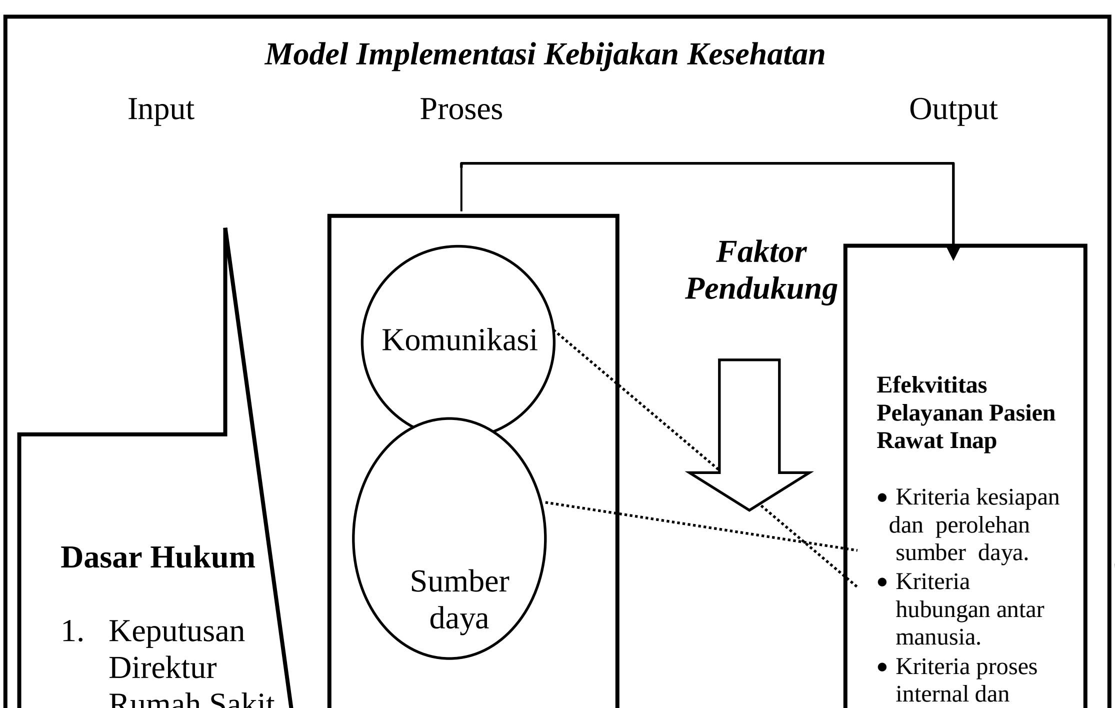
diberikan kepada individu yang sedang sakit untuk dapat memenuhi kebutuhannya sebagai mahluk hidup dan beradaptasi terhadap stress dengan menggunakan potensi yang tersedia pada individu itu sendiri, pemberian asuhan keperawatan kepada individu, keluarga, kelompok, dan masyarakat secara keseluruhan. Hal ini dilakukan melalui; mengemban peran dan fungsinya dengan penuh tanggungjawab, memahami lingkup tanggungjawab kewenangan dan keterbatasan kemampuannya, memperlakukan pasien secara manusiawi sebagai individu yang unit dan mitra aktif, melaksanakan komunikasi terapeutik dengan pasien, mengembangkan dan mempertahankan hubungan terapeutik dengan pasien, membina hubungan antar manusia dan bekerjasama dengan sesama kawan dalam semangat kerja tim yakni lokasi pliklinik unit rawat jalan haruslah dekat dengan jalan masuk utama rumah sakit, dan poliklinik harus tidak berjauhan dengan uit radiologi dan laboratorium.

Berdasarkan terori-teori tersebut di atas, penulis menetapkan kerangka berpikir penelitian (model implementasi kebijakan) berikut ini:



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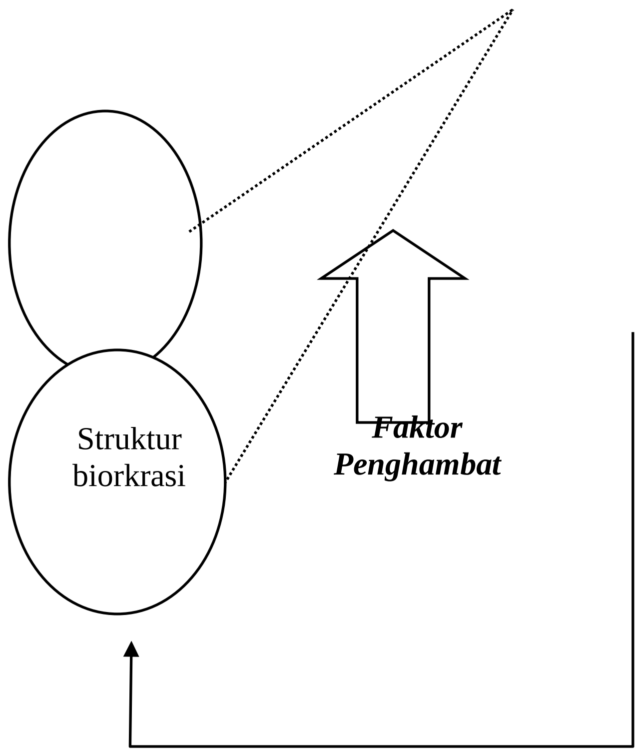

2. Hasil Penelitian Terdahulu

Yadi (2004:80) menulis karya penelitiannya menyatakan bahwa; "Kepuasan masyarakat terhadap kualitas pelayanan publik ditentukan oleh tingkat kesesuaian antara kinerja atau pelaksanaan pelayanan dengan tingkat kepentingan atau harapan, dimana baik kinerja pelayanan maupun tingkat kepentingan pelanggan menggunakan lima dimensi utama dari kualits pelayanan publik yaitu; kecepatan, ketepatan, kemudahan, keadilan dan biaya".

Dari rekomendasi penelitiannya, dapat diketahui dimensi-dimensi penting dalam membangun pelayanan kesehatan di lingkungan Rumah Sakit Umum Daerah seperti berikut ini:

b) Pelayanan kesehatan berdimensi kecepatan. Dimensi ini mengandung arti bahwa kualitas pelayanan publik ditentukan oleh sejauhmana kemampuan aparatur untuk melaksanakan jasa yang dijanjikan dengan cepat. Dimensi cepat dalam pelayanan kesehatan memiliki tiga indikator antara lain; kecepatan menanggapi keluhan pasien, kecepatan menyelesaikan pelayanan dan kecepatan menangani permohonan pasien. Pelaksanaan dimensi kecepatan dalam pelayanan kesehatan kepada masyarakat merupakan suatu tuntutan dalam proses pelayanan prima, hal ini dipertegas lagi oleh pendapatnya Waworuntu (1997) bahwa; pelayanan yang cepat dan tepat dapat mempersingkat waktu tunggu masyarakat, dan bahkan pelayanan yang diinginkan pelanggan menurut *Gasperz* (1997) yaitu: "pelayanan yang lebih cepat, lebih mudah, dan lebih baik".

c) Pelayanan kesehatan bersimensi ketepatan. Ketepatan adalah kemampuan untuk membantu pasien dalam menyediakan pelayanan yang tepat. Dimensi ini dapat dijelaskan melalui tiga indikator terdiri dari:
   1) kesiapan pegawai pada saat diperlukan,
   2) ketepatan waktu saat pelayanan,
   3) ketepatan pemeriksaan dan pengobatan.

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Dalam mengamati urgensi dari ketepatan waktu dalam pemberian pelayanan kesehatan sebagaimana dikemukakan *Gaspert* (1997) menegaskan bahwa salah satu atribut yang harus diperhatikan dalam perbaikan kualitas pelayanan adalah ketepatan waktu pelayanan.

d) Pelayanan kesehatan berdimensi kemudahan. Makna kemudahan dalam kaitannya dengan pelayanan kesehatan adalah mencakup seluruh upaya yang dilakukan untuk memudahkan pasien dalam memperoleh layanan kesehatan. Dimensi kemudahan dalam pelayanan kepada pasien akan diukur dalam indikator berikut ini:
   1) Ketersediaan informasi pelayanan
   2) Ketersediaan obat yang dibutuhkan
   3) Kemudahan dalam pelayanan
   4) Ketersediaan peralatan
   5) Fasilitas pelayanan kesehatan
e) Pelayanan kesehatan berdimensi keadilan. Kualitas pelayanan kesehatan berdimensi keadilan dapat dikaji dari beberapa indikator berikut ini:
   1) Kesamaan prosedure pelayanan kesehatan
   2) Penggunaan sarana/fasilitas kesehatan

   Pentingnya aspek keadilan dalam pelaksanan pelayanan kepada masyarakat sebagai pilar yang menciptakan nilai harmonisasi hubungan antara pemerintah dan yang diperintah, hal ini sebagaiman dikemukakan oleh Ndraha (2003) menyataan bahwa indikator yang lebih luas dari penelitian bidang manajemen pemerintahan selain kualitas pelayanan yang salah satunya adalah pelayanan yang adil dan prima. Hal ini sejalan dengan standar pelayanan prima yang dikemukakan Siagian (1993) bahwa perwujudan kualitas pelayanan antara lain ditentukan oleh pelayanan yang wajar serta adanya perlakuan yang sama terhadap kepentingan yang sama.
f) Pelayanan kesehatan bersimensi biaya. Pelayanan kesehatan berdimensi biaya akan berhubungan dengan nilai kewajaran atau tinggi rendahnya tarif yang dibebankan kepada masyarakat, hal ini sejalan dengan pemikirannya Ndraha (2003) menyatakan bahwa; ”salah satu ciri jasa publik ditinjau dari segi sipatnya adalah tarif serendah-rendahnya dan tidak mencari laba”. Sehingga dengan tarif yang serendah mungkin, kualitas pelayanan yang setinggi-tingginya dapat diperoleh masyarakat atau pasien yang membutuhkan pelayanan kesehatan. Dimensi ini akan dikaji dari indikator tarif layanan atau biaya pengobatan yang murah dan terjangkau menurut distribusi jawaban.

Dalam pelayanan pasien di Rumah Sakit Umum Daerah akan sampai pada faktor-faktor yang mempengaruhi kepuasan pasiennya dengan memperhatikan prioritas perbaikan kualitas pelayanannya, hal ini dibuktikan berikut ini:

a) Faktor yang dinilai penting atau utama diprioritaskan oleh Rumah Sakit Umum Daerah antara lain; kepuasan pasien dilayani petugasnya, kecepatan menyelesaikan pelayanannya, kesiapan petugas saat diperlukan, ketepatan pemeriksaan dan pengobatan yang dilakukan petugas, serta ketersediaan akses informasi pelayanan, dan ketersediaan obat.
b) Faktor peningkatan dan pertahanan prestasi diterapkan Rumah Sakit Umum Daerah dalam rangkaian pelayanan pasien atara lain; kecepatan menanggapi keluhan pasien, ketepatan waktu pelayanan, dan prosedure pelayanan.
c) Faktor prioritas rendah dalam pelayanan pasien di Rumah Sakit Umum Daerah antara lain; kecepatan menanggapi permohonan pasien, peralatan dan fasilitas kesehatan, dan penggunaan peralatan dan fasilitas kesehatan.
d) Faktor pelayanan berlebihan pada pasien di Rumah Sakit Umum daerah antara lain; kesamaan prosedure pelayanan dan biaya pengobatannya.

METODE PENELITIAN

Penelitian ini menjelaskan dan menguraikan tingkat keterpengaruhan variabel bebas (*independent variable*) terhadap variabel terikat (*dependent variable*). Untuk itu dalam penelitian ini menggunakan desain kuantitatif dengan metode deskriptif survey, yaitu penelitian yang dilakukan dengan car amengumpulkan informasi dan data dari responden dengan menggunakan angket dari sampel yang mewakili seluruh populasi agar dapat dilakukan pembuatan generalisasi untuk populasi.

Penelitian ini juga bersifat eksplanatori untuk menggali, mengidentifikasi dan menganalisis besarnya pengaruh implementasi kebijakan kesehatan terhadap efektivitas pelayanan pasien rawat inap di

Rumah Sakit Umum Daerah dan , baik secara parsial maupun secara utuh pengaruh dari faktor-faktor implementasi kebijakan tersebut.

Pertimbangan mendasar penelitian ini dilakukan dengan desain kuantitatif adalah bahwa faktor-faktor implementasi kebijakan yakni komunikasi, sumber daya, disposisi atau sikap pelaksana dan struktur birokrasi, berikut dimensi-dimensinya dapat diukur dengan menggunakan statistik terapan. Untuk selanjutnya data hasil penelitian tersebut diuji sesuai tidaknya dengan hipotesis penelitian yang telah dirumuskan sebagai jawaban terhadap identifikasi dan rumusan masalah, sebagaimana pula sesuai dengan maksud dan tujuan penelitian.

Selanjutnya keberadaan data peneltian yang diperoleh dapat digunakan sebagai ukuran besaran pengaruh dari setiap variabel penelitian, maka penelitian ini akan dilakukan pengujian kausalitas dari dimensi-dimensi variabel bebas (X) terhadap variabel terikat (Y). Oleh karena itu analisis data yang digunakan adalah analisis regresi linier *multifle* dilanjutkan dengan menggunkan analisis jalur (*Path Analysis*).

HASIL DAN PEMBAHASAN

1. Hasil Penelitian (di RSUD Kota Tasikmalaya dan Kota Banjar)

Rumah Sakit umum Daerah berupaya terus untuk mewujudkan tujuan melalui berbagai langkah peningkatan dan pemerataan pelayanan baik pelayanan medik maupun pelayanan penunjang medik dan pelayanan penunjang lainnya. Kesemuanya itu merupakan sub sistem dari sistem pelayanan rumah sakit yang keberadaannya tidak terpisahkan satu dengan yang lainnya. Demikian juga sistem pelayanan rumah sakit merupakan bagian integral yang tidak terpisahkan dari sistem pelayanan secara menyeluruh serta dipengaruhi oleh berbagai faktor antara lain; laju penambahan penduduk, letak geografis, sosial ekonomi masyarakat serta perkembangan ilmu pengetahuan dan teknologi termasuk kemajuan teknologi di bidang kesehatan.

Untuk menunjang kelancaran upaya tersebut dalam tahun anggaran 2005, Rumah Sakit Umum Daerah telah melaksanakan berbagai kegiatan antara lain peningkatan kualitas sumber daya manusia melalui berbagai pendidikan dan latihan serta pembinaan yang berkesinambungan, penambahan dan peningkatan pemeliharaan alat-alat dan penunjang lainnya. Pembangunan ruang perawatan kebidanan dan penyakit kandungan tahap I lanjutan dan rehabilitasi Gedung Ruang Kebidanan dan penyakit kandungan lama, pemeliharaan fisik bangunan ruang pelayanan.

Selanjutnya sejalan dengan standarisasi Rumah Sakit Umum Daerah sebagai Rumah Sakit Kelas B Non Pendidikan harus mengacu terhadap tuntutan masyarakat akan pelayanan kesehatan yang cenderung semakin meningkat mengenai pelayanan spesialistik dan kepuasan pelanggan, maka Rumah Sakit Umum Daerah berusaha terus untuk melengkapi tenaga dokter akhli yang belum ada antara lain; dokter akhli bedah paru dan dokter ahli yang dianggap masih kurang.

Di bidang pendidikan, Rumah Sakit Umum Daerah turut berkiprah dengan menyediakan lahan praktek bagi para siswa perawat kesehatan, perawatan gigi, bidan, mahasiswa akademik kesehatan, APRI dan ATEM, penataan dalam berbagai bidang keakhlian, loka karya, seminar dan kegiatan lainnya, penelitian bersama serta penggunaan laboratorium dan fasialitas lainnya.

Dalam menjalankan roda organisasinya, Rumah Sakit Umum Daerah memiliki sebuah visi; Rumah Sakit Umum Daerah Tasikmalaya dengan Citra yang baik menuju tercapainya kemandirian pada tahun 2006, sedangkan misinya; komitmen kepada pasien, memberikan pelayanan yang maksimal kepada semua pasien dan memberikan pelayanan terbaik kepada pasien dengan harga yang terjangkau.

Rumah Sakit Umum Daerah terletak di Jalan Rumah Sakit No 33 Tasikmalaya, terdiri dari 44 unit bangunan yang dipergunakan untuk Ruangan unitperawatan dan lainnya dipergunakan untuk unit rawat jalan, Pelayanan Darurat Medik, Penunjang Medik dan penunjang lainnya serta Pelayanan Administrasi berdiri di atas areal seluas 32.700 M^2 dengan luas keseluruhan bangunan ada penambahan dari tahun yang lain yaitu dari 16.859 M^2 tahun 2002 menjadi 17.030 M^2 tahun 2003. Pada tahun 2004 sampai dengan tahun 2005 luas bangunan Rumah Sakit Umum Daerah menjadi 17.820.99 M^2. Hal ini disebabkan karena pada tahun 2004, telah selesai dibangun Gedung Perawatan Kebidanaan & Penyakit kandungan, serta Ruang Perawatan ICU dan Hemodialisa dari dana APBN tahun 2004.

Seluruh bangunan fisik yang keadaannya masih cukup baik, bangunan ruang kelas utama, bangunan instalasi gawat darurat, bangunan ICU, bangunan R Homodialisa, bangunan bedah, bangunan induk RSU, bangunan poliklinik, bangunan radiologi lma, bangunan radiologi baru, bangunan lab patologi klinik, bangunan bedah sentral lama, bangunan poliklinik, bangunan R VIP 3 Lt, bangunan R 1 dan R 7, bangunan R 2 kelas VIP dan utama, bangunan R 3, bangunan R 4, bangunan R 5 lama, bangunan R 6, bangunan ruang CM, bangunan RAA dan RAB 2 Lt, bangunan R MB, bangunan water strorage, bangunan mesjid jami, bangunan wasray, bangunan koperasi sehat, bangunan instalasi gizi, bangunan garasi kendaraan, bangunan serba guna, bangunan kantin, dan bangunan ruang kebidanan. Bangunan tersebut mempunyai luas di komplek Rumah Sakit Umum sebesar 17.734,99 M^2, luas bangunan di luar Rumah Sakit Umum sebanyak 86 M^2, luas tanah Rumah Sakit Umum 32.700 M^2 serta luas tanah di luar sebagai rumah dinas dokter sebesar 388,50 M^2. Seluruh bangunan tersebut mampu memenuhi kebutuhan kegiatan keorganisasian Rumah Sakit Umum maupun pelayanan kesehatan khususnya pelayanan pasien rawat inap, serta peningkatan kebutuhan keamanan, kesehatan maupun kesejahteraan seluruh tenaga medik dan tenaga para medik di Rumah Sakit Umum Daerah .

Rumah Sakit Umum Daerah merupakan suatu organisasi yang bersifat organik karena presentase yang tinggi dari pegawainya termasuk tenaga profesional, siftnya kompleks, padat karya, multidipliner serta merupakan suatu jaringan pelayanan kesehatan yang penting, sarat dengan tugas, beban, masalah dan harapan yang digantungkan kepadanya. Oleh karena itu keajegan Rumah Sakit Umum Daerah memaksa para pimpinan atau manajer harus memeriksa faktor lingkungan yang ternyata dapat menekan dan sangat berpengaruh terhadap kelangsungan hidup rumah sakit, kemampuan menganalisis faktor lingkungan yang kritis dapat memberikan masukan yang berguna untuk pembuatan keputusan yang dibutuhkan bagi perkembangan organisasi sesuai dengan tuntutan jaman.

Rumah Sakit Umum Daerah merupakan rumah sakit milik Pemerintah Daerah di provinsi Jawa Barat dengan status Kelas B Non Pendidikan. Rumah Sakit Umum Daerah melaksanakan upaya pelayanan kesehatan secara berdaya guna dan berhasil guna dengan mengutamakan upaya penyembuhan, pemulihan yang dilaksanakan secara serasi, terpadu dengan upaya peningkatan pelayanan serta pencegahan dan melaksanakan rujukan serta memiliki fungsi berikut ini; menyelenggarakan pelayanan medis, pelayanan penunjang medis dan non medis, pelayanan dan asuhan keperawatan, pelayanan rujukan, pendidikan dan pelatihan, penelitian dan pengembangan, serta pelayanan administrasi umum dan keuangan. Secara umum pelayanan yang diberikan Rumah Sakit Umum Daerah diutamakan bagi peningkatan kebutuhan yang dirasakan oleh masyarakat pada umumnya, dan khususunya pelayanan internal dari seluruh personel Rumah Sakit Umum itu sendiri.

Rumah Sakit Umum Daerah adalah Rumah Sakit milik Pemerintah yang resmi menjadi Pemerintahan Kota sejak bulan Pebruari 2002. Rumah Sakit Umum Daerah terletak cukup strategis berada di tengah-tengah pusat yang membawahi empat kecamatan terdiri dari; Kecamatan Pataruman, Kecamatan Banjar, Kecamatan Kecamatan Lakbok, dan Kecamatan Cisaga. Dari empat kecamatan itu meliputi 22 desa, 203 dusun dan 1019 RT.

Luas wilayah 113,49 Km3 dengan jumlah penduduk 155.643 orang terbagi atas; 7.148 (49,57%) laki-laki, 78.495 (50,43%) perempuan, serta meliputi wilayah kerja 43 kecamatan yang disekitarnya. Luas wilayah dihubungkan dengan kondisi Rumah Sakit Umum Daerah harus dilihat dari dua kondisi yaitu kondisi eksternal terdiri dari keadaan umum wilayah Kabupaten Ciamis, kependudukan, lingkungan sosial ekonimi dan derajat kesehatan masyarakatnya, sedangkan kondisi internal terdiri dari struktur organisasi dan tata kerja, serta pelayanan kesehatan.

Klasifiksi Rumah Sakit Umum Daerah adalah Rumah Sakit Kelas B Non Pendidikan berdasarkan Surat Keputusan Menteri Kesehatan RI No. YM.00.03.2.2.2003 mempunyai 180 tempat tidur dan terdiri dari 10 spesialis dan 1 sub spesialis orthopedi, 8 dokter umum, 2 dokter gigi, 100 tenaga perawat, 43 tenaga administrasi. Seluruh personalia tenaga kesehatan maupun tenaga administrasi melaksanakan tugas dan tanggung jawabnya di dalam melayani pasien serta berusaha meningkatkan pelayanan pasiennya dengan baik.

2. Pembahasan (Analisa)

Bertolak dari hasil penelitian terhadap variabel implementasi kebijakan kesehatan (X), sub variabel komunikasi (X_1) dengan dimensi; transmisi, kejelasan dan konsistensi, sub variabel sumber daya (X_2) dengan dimensi; staf, informasi, wewenang dan fasilitas, sub variabel disposisi atau sikap pelaksana (X_3) dengan dimensi; pengangktan birokrat dan insentif, sub variabel struktur birokrasi (X_4) dengan dimensi; kejelasan struktur organisasi atau adanya sistem operasional prosedure dan menyebarkan tanggung jawab kegiatan pegawai pada unit kerja, ternyata menunjukkan berpengaruh dan signifikan terhadap efektivitas pelayanan pasien rawat inap dengan dimensinya (kriteria kesiapan dan perubahan sumber daya, hubungan antar manusia, internal dan tujuan rasional, serta sistem terbuka) di Rumah Sakit Umum Daerah .

Kontribusi penelitian ini cukup jelas, seirama dengan teori *Edward III* (1980 : 9-10) bahwa; in our approach to the study of policy implementation, we begin in the abstract and ask : What are the preconditions for successful policy implementation? What are the primary obstacles to successful policy implementation? In the next four chapters we shall attempt to answer these important questions by considering four critical factors or variables in implementing public policy, communication, resources, duspositions or attitudes, and bureaucratuc structure. For implementation to be effective, those whose responsibility it is to implement a decision must know what they are supposed to do. Orders to implement policies must be transmitted to the appropriate personnel, and they must be clear, accurate and consistent. If the policies decisionmakers wish to see implemented are not clearly specified, they may be misunderstood by those at whom they are directed. Obviously, confusion by implementors about what to do increases the chance that they will not implement a policy as those who passed or ordered it intended.

Important resources include staff of the proper size and with the neccessary expertise, relevant compliance of others involved in implementation, the authority to ensure that policies are carried out as they are intended; and facilities (including buildings, equipment, land, and supplies) in which or with will not be enforced, services will not be provided, and reasonable regulations will not be developed.The dispositions or attitudes of implementors is the third critical factor in our approach to the study of public policy implementation. If implementation is to proceed effectively, not only must implementors know what to do and have the capability to do it, but they must also desire to carry out a polucy. Most implementors can exercise considerable discretion in the implementation of policies.Even if sufficient resources to implement a policy exist and implementors know what to do and want to do it implementation may still be thwarted because of deficiencies in bureaucratic structure. Organizational fragmentation may hinder the coordination nececcary to implement successfully a complex polucy requiring the cooperation of many people, and it may also waste scare resources, inhibit change, create confusion, lead to policies working at cross-purposes, and result in important funcions being overlooked.

Namun pada kenyataannya; teori implementasi kebijakan beserta faktor dan dimensinya tersebut belum dilaksanakan secara baik dan optimal di lingkungan Rumah Sakit Umum Daerah , sehingga para pejabat pelaksana yang melaksanakan kebijakan kesehatan belum mampu meningkatkan pelayanan pasien rawat inap di Rumah Sakit Umum Daerah . Berikut ini diraikan pembahasan empat faktor atau sub variabel implementasi kebijakan di Rumah Sakit Umum Daerah.

1) Faktor komunikasi

Faktor komunikasi (X_1) dengan dimensinya; tranmisi, kejelasan dan konsistensi, ternyata menurut hasil penelitian memiliki hubungan yang simultan dan berinteraksi satu sama lain secara signifikan dalam proses implementasi kebijakan kesehatan, dibuktikan dari hasil uji statistik diperoleh koefisien jalur 0,400 dengan pengaruh total X_1: 51,07%. Nilai prosestase tersebut membuktikan adanya dukungan dan relevansi dengan konsep implementasi kebijakan kesehatan yang menuntut adanya aktivitas komuniksi dengan dimensinya; transmisi, konsistensi dan kejelasan. Proses tranmisi, konsistensi dan kejelasan antara penentu atau pengambil kebijakan kesehatan maupun parapejabat pelaksana atau implementator yang melaksanakan kebijakan kesehatan menujukkan adanya upaya nyata dalam meningkatkan pelayanan pasien rawat inap di Rumah Sakit Umum Daerah . Kenyataan ini berarti semakin bekerja simultan dan berinteraksi satu sama lain antara pengambil keputusan atau pimpinan dengan para pejabat pelaksana dalam melaksanakan kebijakan kesehatan maka semakin optimal pula proses implementasi kebijakan kesehatan serta akan berdampak terhadap semakin efektif pelayanan pasien rawat inap di Rumah Sakit Umum Daerah .

Dilihat dari jawaban responden pada angket yang sudah diolah dan dianalisis untuk faktor komunikasi dengan dimensinya yakni tranmisi skornya 1.989 pada kategori baik, kejelasan skornya 1.153 pada kategori baik, dan konsistensi skornya 1.556 pada kategori sedang, ini berarti nilai skor tersebut menunjukkan jawaban responden berada pada kategori baik. Keadaan data tersebut dikonfirmasi melalui wawancara dengan pejabat pelaksana yang melaksanakan kebijakan kesehatan yakni Ketua Komite Medik di Rumah Sakit Umum Daerah , menyatakan masih ada kendala yang dihadapi para pejabat pelaksana yang melaksanakan kebijakan kesehatan terutama pada aspek komunikasi antara lain; a) kurangnya saling pengertian antara pihak pengambil kebijakan dengan para pejabat pelaksana atau implementator yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah seperti penanganan pasien rujukan dari puskesmas menjadi pasien rawat inap di rumah sakit yang terbentur biaya dan fasilitas rawatnya, b) masih terjadi pertentangan pendapat para pejabat pelaksana yang melaksanakan kebijakan kesehatan dengan isi perintah tertulis yang dikeluarkan oleh pengambil kebijakan kesehatan atau pimpinan puncak seperti tuntutan bertambahnya tempat tidur pasien rawat inap yang tidk diiringi dengan adanya penambahan luas tempat perwatan maupun adanya penambahan tmpat tidur pasien, dan c) masih ada para pejabat pelaksana yang melaksanakan kebijakan kesehatan yang mengabaikan isi atau informasi yang sipatnya menduga-duga padahal seharusnya diperlukan ketelitian dari para pejabat pelaksana seperti bertambahnya kebutuhan peralatan medis dan penunjang medis menuju standar maksimal, keadaan ini dinilai kurang mendukung terhadap peningkatan efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah .

2) Faktor Sumber Daya

Faktor sumber daya (X_2) dengan dimensinya; staf, informasi, wewenang dan fasilitas, ternyata menurut hasil penelitian memiliki hubungan yang simultan dan berinteraksi satu sama lain secara signifikan dalam proses implementasi kebijakan kesehatan di Rumah Sakit Umum Daerah . Hal ini dibuktikan dari hasil uji statistik diperoleh koefisien jalur 0,244 dengan pengaruh total X_2: 3,338%. Nilai prosestase tersebut membuktikan adanya dukungan dan relevansi dengan konsep implementasi kebijakan kesehatan yang menuntut adanya sumber daya yang baik dengan dimensinya; staf, informasi, wewenang dan fasilitas.

Penyediaan staf harus dinilai cukup baik baik dari segi jumlah maupun keahliannya sesuai tugas dan pekerjaan, memdai dan kompeten di bidangnya dengan kualitas yang tinggi sebagai pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah . Dari segi jumlah para pejabat pelaksana di Rumah Sakit Umum Daerah cukup memadai sebanyak 31 orang pejabat struktural. Para pejabat pelaksana tersebt cukup memadai dan kompeten di bidang kesehatan serta telah memiliki wewenang untuk melaksanakan kebijakan kesehatan sedangkan dari segi mutu atau kualitas dan keahlian para pejabat pelaksana yang melaksanakan kebijakan kesehatan terdiri dari ; komite medik, komite keperawatan, tim medik, instalasi, semua unsur itu telah memiliki kesesuaian dengan tugas dan tanggungjawabnya dalam memberikan pelayanan pasien rawat inap di Rumah Sakit Umum Daerah .

Pembinaan staf serta para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah ditekankan pada penambahan kemampuan dan pengalaman kerjanya, seperti mampu bekerja trampil, terlatih dan terus mengembangkan keterampilannya. Hal ini dibuktikan dari hasil wawancara penulis dengan Wakil Direktur Umum dan Keuangan Rumah Sakit Umum Daerah menyatakan bahwa: "sasaran terwujudnya sistem pengelolaan pegawai Rumah Sakit Umum Daerah yang relatif dan efisien termasuk dalam peningkatan kesejahteraannya, mka pada tahun 2008 telah diupayakan adanya pembinaan staf melalui pendidikan penjenjangan sebanyak 12 orang, pelatihan di luar rumah sakit sebanyak 7 orang, pelatihan di dalam rumah sakit sebanyak 22 orang, seminar sebanyak 2 kali, sosialisasi standar pelayanan mutu kesehatan, seminar keperawatan, loka karya pelayanan kesehatan di Rumah Sakit Umum Daerah pada bulan 10 dan 11 Pebruari 2009, survei tentang pelayanan kesehatan di Rumah Sakit Umum Daerah , simposium, dan represing pegawai".

Aspek informasi turut menentukan sumber daya manusia atau para pejabat pelaksana di Rumah Sakit Umum Daerah dalam melaksanakan kebijakan kesehatan, hal ini dibuktikan dari hasil pengamatan penulis yang menunjukkan bahwa di Rumah Sakit Umum Daerah telah menetapkan sasaran terwujudnya sistem informasi manajemen rumah sakit yang telah memiliki dua sasaran pokok yakni terlaksananya billing system sebanyak 1 unit dan pengadaan PABX sebanyak 1 unit. Sistem informasi tersebut dilakukan dengan pembentukan panitia pengadaan billing system serta pengadaan system di Rumah Sakit Umum Daerah mencakup sumber daya manusia, alat tulis kantor dan daftar isian proyek. Kelengkapan informasi tersebut membuktikan telah adanya pengelolaan informasi yang sesuai dengan kebutuhan sumber daya di Rumah Sakit Umum Daerah sehingga para pejabat pelaksana yang melaksanakan kebijakan kesehatan mampu mengelola informasi yang relevan dan memadai, para pejabat pelaksana mengetahui apa yang harus disampaikannya, mampu mengemas pesan yang akan disampaikan, mematuhi aturan bekerja, memahami cara melaksanakan kebijakan, para pejabat pelaksana mengetahui orang lain patuh pada aturan, serta mampu bekerja sungguh-sungguh dan tanggung jawab sehingga dapat meningkatkan efektivitas pelayanan pasien rawat inap.

Kewenangan sebagai salah satu aspek dari sumber daya dalam implementsi kebijakan yang diterapkan di Rumah Sakit Umum Daerah didasarkan pada tata kerja sebagaimana tertuang dalam Keputusan Wali Nomor: 242/Kpts.92-Huk/IV/2004. Keputusan tersebut menjadi salah satu sumber wewenang yang cukup untuk bekerja para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah . Dalam tata kerja itu memuat beberapa komponen penting mengatur wewenang semua unsur pimpinan organisasi di Rumah Sakit Umum Daerah antara lain:

a) bahwa dalam melaksanakan tugasnya, setiap pimpinan satuan organisasi di Rumah Sakit Umum Daerah wajib menerapkan prinsip-prinsip kerjasama, integrasi baik dalam lingkungan internal rumah sakit maupun dengan instansi lain di luar rumah sakit sesuai dengan tugasnya masing-masing. Semua unsur pimpinan atau pejabat pelaksana dalam organisasi rumah sakit telah memiliki wewenang untuk melaksanakan kebijakan kesehatan dalam rangka meningkatkan efektivitas pelayanan pasien rawat inap.

b) Setiap pimpinan organisasi atau para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah wajib mengatasi bawahannya masing-masing dan bila terjadi penyimpangan atau kesalahpahaman harus segera mengambil langkah-langkah yang diperlukan sesuai dengan peraturan perundangan yang berlaku. Penyimpangan atau kesalahpahaman dalam mengatur wewenang masing-masing dalam melaksanakan tugas dan tanggung jawab secara formal serta kesalahan dalam melibatkan sebagai pelaksana kebijakan kesehatan di Rumah Sakit Umum Daerah .
c) Setiap pimpinan organisasi atau para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah bertanggung jawab memimpin dan mengkoordinasikan bawahannya masing-masing serta memberikan petunjuk bagi pelaksanan tugas secara keseluruhan terutama dalam pelayanan pasien rawat inap. Sebagai unsur pimpinan organisasi atau pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah mampu bekerja dengan para staf bawahannya dan bekerjasama untuk meningkatkan efektivitas pelayanan pasien rawat inap.
d) Setiap pimpinan organisasi atau para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah wajib mengikuti dan mematuhi petunjuk dan bertanggungjawb kepada atasan masing-masing dan menympaikan laporan berkala pada waktunya. Seluruh pejabat pelaksana yang akan melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah yang melaporkan hasil kerjanya wajib terlebih dahulu mengolah isi laporan sesuai dengan target dan sasaran daripada pelayanan pasien rawat inap.

Aspek fasilitas sebagai bagian dari sumber daya yang menentukan pada implementasi kebijakan di Rumah Sakit Umum Daerah memadai terutama fasilitas yang diperuntukan bagi para pejabat pelaksananya. Para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah diberikan fasilitas sesuai dengan kebutuhannya, seperti memilih para staf yang akan membantu tugas dan pekerjaannya dilengkapi dengan ruang dan alat kerja, prasarana transportasi untuk sosialisasi pelayanan kesehatan, kendaraan roda empat dan roda dua yang digunakan dalam rangkaian sosialisasi kebijakan dan pelayanan pasien rawat inap, prasarana alat pembicaraan antar pejabat pelaksana, maupun kelengkapan alat baca informasi yang langsung dilihat pasien rawat inap.

Dilihat dari jawaban responden pada angket yang sudah diolah dan dianalisis untuk faktor sumber daya dengan dimensinya yakni staf skornya 2.404 pada kategori baik, informasi skornya 1.539 pada kategori baik, dan wewenang skornya 1.853 pada kategori baik, dan fasilitas skornya 1.926 pada kategori baik, ini berarti nilai skor tersebut menunjukkan jawaban responden berada pada kategori baik. Kategori baik dari jawaban responden itu menunjukkan aspek staf, informasi, wewenang dan fasilitas sebagai penentu sumber daya dalam implementasi kebijakan telah memberikan kontribusi positip bagi para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah .

Kemudian keadaan data tersebut dikonfirmasi melalui wawancara dengan pejabat pelaksana yakni Wakil Direktur Umum di Rumah Sakit Umum Daerah menunjukkan masih ada kendala yang menghambat penerapan aspek-aspek daripada sumber daya dalam implementasi kebijakan kesehatan antara lain; a) masih kurangnya staf yang memiliki keterampilan dan keahlian serta latihan pengelolaan, serta masih minim terutama bagi kedudukan mereka yang baru di Rumah Sakit Umum Daerah, b) masih dibutuhkan ketaatan dari unsur pimpinan organisasi Rumah Sakit Umum Daerah atau individu pejabat pelaksana kesehatan diakibatkan kurangnya staf yang mampu memberikan informasi mengenai keadaan dalam melayani pasien rawat inap, c) masih kurang keterlibatan para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah sehingga kurang mendorong partisipasi dalam pelayanan pasien rawat inap.

3) Faktor Disposisi atau Sikap Pelaksana.

Faktor disposisi atau sikap pelaksana (X_3) dengan dimensinya; pengangkatan birokrat dan beberapa insentif, ternyata menurut hasil penelitian memiliki hubungan yang simultan dan berinteraksi satu sama lain secara signifikan dalam proses implementasi kebijakan kesehatan, dibuktikan dari hasil uji statistik diperoleh koefisien jalur 0,103 dengan pengaruh total X_3: 1,471%. Nilai prosestase tersebut membuktikan adanya dukungan dan relevansi dengan konsep implementasi kebijakan kesehatan yang menuntut adanya disposisi atau sikap para pejabat pelaksana yang melaksanakan kebijakan kesehatan dengan dimensinya; pengangkatan birokrat dan beberapa insentif. Pelaksanaan pengangkatan birokrat dan insentif sebagai pencerminan dari sikap para pejabat pelaksana yang melaksanakan kebijakan kesehatan supaya mampu memberikan pelayanan pasien rawat inap di Rumah Sakit Umum Daerah. Ini berarti disposisi atau sikap para pelaksana belum membuktikan upaya nyata dalam meningkatkan pelayanan pasien rawat inap di Rumah Sakit Umum Daerah. Kenyataan ini berarti sikap para pelaksana kebijakan kesehatan yang semakin rendah dalam berinteraksi satu sama lain termasuk para pengambil keputusan atau pimpinan, maka semakin rendah pula proses implementasi kebijakan kesehatan serta akan berdampak terhadap semakin efektif pelayanan pasien rawat inap di Rumah Sakit Umum Daerah . Keadaan rendahnya sikap para pelaksana dalam melaksanakan kebijakan kesehatan dapat disebabkan faktor kepuasan pribadi, kenyamanan, jaminan, yang belum mendapat perhatian serius, hal ini dijelaskan pula oleh Trisnantoro (2005:152) bahwa: “Faktor birokrasi rumah sakit pemerintah dan insentif yang rendah mendorong terjadinya perubahan sikap seorang tenaga medik untuk praktek sore sampai malem di tempat praktek sendiri atau di rumah sakit swasta”. Kondisi ini membuktikan sikap para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah telah mempengaruhi pola praktek yang selama ini dilakukan di rumah sakit pemerintah. Sikap para pejabat pelaksana yang melaksanakan kebijakan kesehatan dengan pola kerjasama dalam mensosialisasikan program pelayanan kesehatan ini tidak akan memiliki komitmen yang kuat.

Sikap para pelaksana kebijakan kesehatan maupun para pengambil keputusan atau pimpinan jika dikaitkan dengan pelayanan kesehatan khususnya pelayanan pasien rawat inap di Rumah Sakit Umum Daerah , hal ini berarti harus adanya pilhan untuk mewujudkan para pejabat pelaksana yang melaksanakan kebijakan kesehatan yang benar-benar memahami pekerjaan pelayanan kesehatan, tingkat kesadaran dan tanggungjawab, serta mampu mewujudkan peran sertanya, sehingga semuanya sesuai kehendak pengambil keputusan atau pimpinan. Sikap para pengabil keputusan atau pimpinan di dalam organisasi Rumah Sakit Umum Daerah memiliki kelebihan, salah satunya harus punya sikap baik dan peran serta keorganisasiannya, ini sesuai pula dengan pendapatnya Soenarko (2000:182) bahwa; “Kepemimpinan yang baik dan sesuai (*appropriate effective leadership)* akan terwujudlah dalam pelaksanaan kebijakan itu peran serta dengan rasa tanggungjawab yang tinggi (*creative participation*) atas dasar persetujuan, dukungan dan kepercayaan“.

Sikap para pelaksana kebijakan kesehatan baik sebagai pengambil keputusan atau pimpinan maupun para pelaksana kebijakan kesehatan, kedua pihak harus mampu melakukan pendekatan yang tepat dengan cara menunjukkan peran serta, rasa tanggung jawab yang tinggi atas dasar persetujuan, dukungan dan kepercayaan di lingkungan Rumah Sakit Umum Daerah . Oleh karena itu di lingkungan organisasi Rumah Sakit Umum Daerah harus mampu mengelola kegiatan atau aktivitas para pimpinan untuk menjadi pegawai atau tenaga kesehatan bersikap dan berperilaku sebagaimana yang dikehendaki oleh atasannya sesuai aturan formal, dan ada variabel di luar peraturan resmi organisasi yaitu sebagaimana dijelaskan oleh Agustino (2006:166) bahwa; “variabel di luar undang-undang yang mempengaruhi implementasi, salah satunya adalah kesepakatan dan kemampuan kepemimpinan para pejabat pelaksana“.

Kesepakatan atau komitmen dan kemampuan kepemimpinan para pejabat pembuat keputusan atau pimpinan dan pejabat pelaksana merupakan suatu kemampuan untuk berinteraksi antar individu atau organisasi dalam menyukseskan implementasi kebijakan, hal ini menjadi salah satu indikasi penting keberhasilan melaksanakan kebijakan. Pernyataan tersebut mengindikasikan pentingnya kepemimpinan dalam pelaksanaan kebijakan terutama kemampuan kepemimpian para pejabat pembuat keputusan dan pejabat pelaksananya, tetapi kepemimpinan itu harus mencerminkan fungsi dari kemampuan peraturan dan berinteraksi secara perorangan maupun antar lembaga atau organisasi untuk menyukseskan implementasi kebijakan.

Ada tiga pendekatan kepemimpinan dalam melaksanakan kebijakan menurut Soenarko (2000:182-183):

Pertama, pengetahuan tentang sikap dan perilaku rakyat di hari-hari yang telalu lalu. Hal itu berarti harus mengetahui mengapa rakyat pada waktu yang lalu itu berbuat demikian, serta apakah yang menyebabkan atau memotivasinya.

Kedua, perkiraan sikap dan perilaku rakyat di hari-hari yang akan datang. Ini berarti bahwa harus dapat meramalkan bagaimana kiranya sikap dan perilaku rakyat dengan kondisi yang sama dalam perkembangan keadaan dalam masyarakat.

Ketiga, pengetahuan tentang bagaimana harus mengatur, merubah dan mengendalikan perilaku rakyat.

Dengan pengetahuan itulah maka pelaksana kebijakan dapat melakukan kegiatan dengan gaya yang *persuative* , memberi pengertian, dan mempengaruhinya, atau secara *coercive* atau mempergunakan kekuasaan. Dengan pengetahuan itulah, maka akan dapat dipilih pelaksanaan, kebijakan dengan cara bagaimana yang akan dilakukan, apakah *participative implementation* ataukah *authoritative implementation* itu.

Komitmen atau kesepakatan dan kemampuan kepemimpinan para pejabat pelaksana dinilai sebagai salah satu variabel krusial di luar peraturan formal yang mempengaruhi implementasi kebijakan. Oleh karena itu ada empat pendekatan elemen kunci kemampuan yang dimiliki pimpinan dalam organisasi sebagaimana ditegaskan oleh Trisnantoro (2005:159-161):

Pertama, menetapkan arah yaitu pemimpin memberi arah dengan cara memahami dan menafsirkan kejadian-kejadian, memfokuskan diri pada masa depan, dan mampu menterjemahkan visi ke dalam tindakan termasuk menafsirkan perubahan lingkungan.

Kedua, memobilisasi atau menggalang kekuatan individu. Hal ini dibutuhkan karena dalam usaha perumusan dan penciptaan visi diperlukan keterlibatan seluruh sumber daya manusia. Dengan demikian komitmen sumber daya manusia harus digalang sehingga selaras dengan misinya.

Ketiga, memicu kemampuan organisasi. Kemampuan membangun orgnisasi mengacu pada proses, tindakan, dan kegiatan menciptakan nilai. Pimpinan membutuhkan kemampuan untuk menterjemahkan visi ke dalam tindakan dan usaha pencapaian tujuan dalam proses kegiatan

Keempat, menunjukkan karakter pribadi yang kuat. Pelaksana organisasi membutuhkan pimpinan yang dipercaya dan mampu berkomunikasi serta pimpinan berusaha hidup sesuai dengan nilai masyarakat yang baik. Sehubungan disposisi atau sikap pelaksana merupakan salah satu faktor implementasi kebijakan kesehatan, ternyata dilihat dari jawaban responden pada angket yang sudah diolah dan dianalisis untuk faktor disposisi atau sikap pelaksana dengan dimensinya yakni pengangkatan birokrat skornya 1.867 pada kategori sedang, beberapa insentif skornya 2.833 pada kategori sedang, ini berarti nilai skor tersebut menunjukkan jawaban responden berada pada kategori sedang. Keadaan data tersebut dikonfirmasi melalui wawancara dengan responden dan pelaksana tenaga kesehatan di Rumah Sakit Umum Daerah , ternyata masih ada kendala yang menghambat pelaksanaan disposisi atau sikap para pelaksana tenaga kesehatan dalam implementasi kebijakan kesehatan ,antara lain; a) masih sering terjadi sikap para pelaksana kebijakan kesehatan yang mengesampingkan atau tidak sungguh-sungguh melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah seperti masih adanya keluhan pasien rawat inap terhadap layanan petugas kesehatan di rumah sakit, b) masih belum berusaha menambah honor atau biaya tambahan tertentu seperti belum adanya kenaikan biaya tambahan tugas di luar jam kerja sehingga para pelaksanana tenaga kesehatan kurang melaksanakan perintah dengan baik di lingkungan Rumah Sakit Umum Daerah , c) masih terjadi ketidaksepakatan antar tenaga pelaksana kebijakan di tingkat unit kerja sehingga menghambat kerjasama dan hubungan dalam penyelenggaraan pelayanan kesehatan kepada pasien rawat inap.

4) Faktor Struktur Birokrasi

Faktor struktur birokrsi (X_4) dengan dimensinya; *standar operating procedure* dan upaya penyebaran tanggungjawab kegiatan pegawai pada unit kerja, ternyata menurut hasil penelitian memiliki hubungan yang simultan dan berinteraksi satu sama lain secara signifikan dalam proses implementasi kebijakan kesehatan, dibuktikan dari hasil uji statistik diperoleh koefisien jalur 0,213 dengan pengaruh total X_4: 2.815%. Nilai prosestase tersebut membuktikan adanya dukungan dan relevansi dengan konsep implementasi kebijakan kesehatan yang menuntut adanya struktur birokrasi dengan dimensinya; *standar operating procedure* dan upaya penyebaran tanggungjawab kegiatan pegawai pada unit kerja (pragmentasi). Pelaksanaan *standar operting prosedure* dan penyebaran tanggung jawab kegiatan pegawai pada unit kerja harus mengtur dan mengelola pelaskanaan kebijakan kesehatan serta mempermudah para pelaksana tenaga kesehatan atau implementor kebijakan kesehatan untuk melakukan pelayanan kesehatan sehingga pelayanan pasien rawat inap lebih efektif di Rumah Sakit Umum Daerah . Keadaan ini mengindikasikan bahwa penerapan *stndar operating procedure* dan penyebaran tanggungjawab kegiatan pegawai pada unit kerja semakin diatur baik dan cermat serta mampu berinteraksi satu sama lain mendukung pelaksanaan kebijakan kesehatan, maka semakin optimal pula proses implementasi kebijakan kesehatan serta akan berdampak terhadap semakin efektif pelayanan pasien rawat inap di Rumah Sakit Umum Daerah .

Dilihat dari jawaban responden pada angket yang sudah diolah dan dianalisis untuk faktor struktur birokrasi dengan dimensinya yakni *standar operating procedure* skornya 2.007 pada kategori sedang, penyebaran tanggung jawab kegiatan pegawai pada unit kerja skornya 2.020 pada kategori sedang, ini berarti nilai skor tersebut menunjukkan jawaban responden berada pada kategori sedang. Keadaan data tersebut dikonfirmasi melalui wawancara dengan responden dan pelaksana tenaga kesehatan di Rumah Sakit Umum Daerah , ternyata masih ada kendala yang menghambat pelaksanaan struktur birokrasi dalam implementasi kebijakan kesehatan, antara lain; a) masih terjadi tindakan-tindakan yang tidak diinginkan terutama yang dipengaruhi oleh struktur organisasi dan prosedure yang sudah lama berlaku di Rumah Sakit Umum Daerah , b) masih adanya upaya menghalangi kondisi untuk segera melakukan penyesuaian pada misi Rumah Sakit Umum Daerah di dalam memberikan pelayanan pasien rawat inap. Hambatan dalam struktur birokrasi ikut mempengaruhi terhadap pelaksanaan implementasi kebijakan, terutama pada pemahaman dan tuntutan efektivitas kerja pegawainya di dalam melayanai pasien rawat inap.

Berdasarkan hasil penelitian pengaruh implementasi kebijakan kesehatan melalui faktor komunikasi, sumber daya, disposisi atau sikap pelaksana dan struktur birokrasi terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah hanya sebesar 58,10%. Artinya terdapat faktor lain yang tidak diteliti seperti faktor kesepakatan dan kemampuan kepemimpinan, serta faktor di luar rumah sakit seperti lingkungan ekonomi, lingkungan sosial dan lainnya, tetapi berpengaruh terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah sebesar 41,90%. Demikian pula hasil penelitian pengaruh implementsi kebijakan kesehatan melalui faktor komunikasi, sumber daya, disposisi atau sikap pelaksana dan struktur birokrasi terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah sebesar 72,00%. Artinya terdapat faktor lain yang tidak diteliti seperti; faktor kesepakatan dan kemampuan kepemimpinan, serta faktor di luar rumah sakit seperti lingkungan ekonomi, lingkungan sosial dan lainnya, tetapi berpengaruh terhadap efektivitas pelayanan pasien rawat inap di Rumah Sakit Umum Daerah sebesar 28,00%

Dari analisis prosentase di kedua rumah sakit tersebut menunjukkan bahwa untuk kondisi di Rumah Sakit Umum Daerah dan tersebut ternyata faktor kesepakatan dan kemampuan kepemimpinan dari para pejabat pelaksana dalam hal ini direktur dan para wakil direktur yang melaksanakan kebijakan kesehatan memiliki pengaruh yang signifikan.

Kesepakatan atau komitmen para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah dan baik dari pembuat keputusan atau pimpinan maupun para pejabat pelaksana yang melaksanakan kebijakan kesehatan, paling tidak dipengaruhi oleh tiga aspek antara lain; kepercayaan kuat terhadap tujuan organisasi dan nilai-nilainya, kesediaan untuk memberikan tenaganya atas nama organisasi, dan keinginan mantap untuk tetap menjadi anggota. Bahkan *pendapatnya* Trisnantoro (2005:148) menyatakan komitmen organisasi merupakan keadaan keinginan yang kuat para anggota organisasi untuk meningkatkan diri dalam sebuah organisasi secara sukarela dan berusaha secara keras untuk kepentingan organisasi. Komitmen organisasi mencakup komponennya menurut Trisnantoro (2005:148) harus diperhatikan secara cermat yaitu komitmen afektif yang melibatkan perasaan memiliki dan terlibat dalam organisasi, komitmen *continuance* yang berarti dimensi komitmen atas dasar biaya yang akan ditanggung oleh pegawai jika meninggalkan organisasi, dan komitmen normative yang melibatkan perasaan karyawan untuk tinggal di sebuah organisasi. Pernyataan tersebut menjadi dasar pemikiran peneliti untuk mengembangkan usulan modifikasi pada teori implementasi kebijakan khususnya implementasi kebijakan di tingkat opersional level yang ditemukan berbagai kendala yang memerlukan pemikiran dan penyelesaian segera sesuai dengan kondisi di lapangan.

Kemampuan kepemimpinan para pejabat pembuat keputusan atau pimpinan dan para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah dan sangat penting dan dibutuhkan untuk menyeimbangkan pengaruh dari perubahan lingkungan dan berbagai *stakeholder*, termasuk dari para dokter spesialis, perawat, dokter umum dan lainnya. Dalam keadaan inilah pimpinan dan para pejabat pelaksana yang melaksanakan kebijakan kesehatan di kedu rumah sakit daerah tersebut harus mampu menciptakan identitas rumah sakit umum daerah dan membangun nilai-nilai bagi semua pihak yang berkepentingan (*stakeholder*). Kemudian Trisnantoro (2005:160) menyatakan bahwa: "pimpinan yang memberi arah itu memperhatikan tiga hal yaitu memahami dan menafsirkan kejadian di luar rumah sakit, memfokuskan diri pada masa depan dan mampu menterjemahkan visi ke dalam tindakan, pimpinan membangun organisasi artinya mengacu pada proses, tindakan dan kegiatan yang menciptakan nilai bagi rumah sakit, dan pimpinan harus berkarkter artinya dapat dipercaya dan mampu berkomunikasi dengan baik".

Kemudian organisasi Rumah Sakit Umum Daerah baik di maupun itu merupakan salah satu perangkat di daerah, ini berarti organisasi Rumah Sakit Umum Daerah tersebut memiliki tanggungjawab untuk melaksanakan tugas birokrasi dengan baik. Soenarko (2000:200) telah menegaskan bahwa: "birokrasi sebagai suatu sistim perwujudan unsur fungsional administrasi dalam penyelenggaraannya haruslah dijaga dan dipelihara supaya tidak menyimpang dari konsep dan tujuannya sebagaimana mestinya serta tetap konsisten dengan kegiatan yang rapi, lancar dan efisien". Pernyataan tersebut menunjukkan bahwa untuk keperluan itu sangatlah penting peranan kepemimpinan dalam birokrasi Rumah Sakit Umum Daerah sebagai perangkat daerah, dan kepemipinan inilah yang akan menjaga sehingga prinsip-prinsip

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yang telah diletakan dalam organisasi dipegang kuat oleh pelaku birokrasi atau para pejabat pelaksana. Dengan kepemimpinan yang baik maka prinsip dalam melakukan kegiatan dipegang kuat-kuat, akan menimbulkan keyakinan terhadap tercapainya tujuan yang tampak jelas dihadapan para pejabat pelaksana (pelaku birokrasi) di Rumah Sakit Umum Daerah. Karena prinsip inilah yang menunjukkan kepada mereka untuk melakukan kegiatan-kegiatan itu.

Kepemimpinan inilah yang membentuk sikap (*attitude*) sehingga menyelaraskan nilai-nilai yang dimiliki oleh masing-masing para pejabat pelaksana (pelaku birokrasi) atau *personal value* dengan prinsip-prinsip dari organisasi Rumah Sakit Umum Daerah, sehingga dengan adanya keselarasan atau *alignment* antara nilai-nilai perseorangan dan prinsip-prinsip yang harus dipegangnya akan menimbulkan dorongan kuat bagi seluruh para pejabat pelaksana yang melaksanakan kebijakan kesehatan termasuk pada kegiatan-kegiatan yang menyangkut pelayanan kesehatan rawat inap yang akan lebih efektif.

Kepemimpinan yang baik dari para pejabat pelaksana (pelaku birokrasi) ysng melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah akan menimbulkan adanya kesadaran untuk kerjasama yang baik sehingga tercipta hubungan dengan semangat saling membantu (*reciprocal relationship*). Adanya rasa kekeluargaan ini akan mudah mengatasi timbulnya gangguan akibat tidak terselesaikannya satu mata rantai kegiatan dari keseluruhan kegiatan-kegiatan para pejabat pelaksana ysng melaksanakan kebijakan kesehatan di Rumah Sakit Umum Daerah. Pada birokrasi Rumah Sakit Umum Daerah dengan kepemimpinan yang baik ini akan merupakan suatu sistem yang synergistik ialah kokoh kuat dalam keseluruhannya yang merupakan implementasi kebijakan yang benar-benar didambakan. Bahkan lebih spesifik lagi kemampuan kepemimpinan para pejabat pelaksana yang melaksanakan kebijakan kesehatan dalam birokrasi Rumah Sakit Umum Daerah yang cocok adalah bentuk kepemimpinan yang *goal oriented leadership* yaitu yang mempengaruhi dan membentuk pelaku-pelaku kebijakan (para pejabat pelaksana) Rumah Sakit Umum Daerah baik di maupun untuk bersikap dan berprilaku secara konsisten menuju ke arah terpenuhinya kepentingan masyarakat (*public interest*).

Demikian pentingnya implemenasi kebijakan yang menerapkan komunikasi, sumber daya, disposisi dan struktur birokrasi di Rumah Sakit Umum Daerah Kot Tasikmalaya dan , sehingga dalam tahapan ini sangat membutuhkan eksistensi dan peran para pejabat pelaksana yang melaksanakan kebijakan kesehatan. Dalam hal ini direktur dan para wakil direktur berusaha mengedepankan komitmen dan kemampuan kepemimpinan yang *"goal oriented leadership"* ysng mendukung pelayanan pasien rawat inap secara lebih efektif di Rumah Sakit Umum Daerah dan .

Kemimpinan yang berorientasi tujuan sangat dibutuhkan terutama di organisasi Rumah Sakit Umum Daerah, hal ini dikarenakan pada berbagai kasus penyakit maupun pasien yang relatif bagu maka cara penanganannya adalah mendiagnosa pasien dan pemberian solusi atau terapi yang tepat juga cepat. Pada penanganannya mungkin saja seperti pola pelayanan yang rutin, Dibutuhkan keputusan taktis dari pimpinan. Dalam kaitan ini dibutuhkan penanganan segera yang berorientasi pada tujuan, bukan saja pada proses atau prosedure yang berlaku selama ini. Penanganan segera yang berorientasi pada hasil ini adalah pengejawantahan atau cerminan dari kepemimpinan situasional. Sementara penanganan segera tersebut adalah penanganan yang berorientsi pada hasil yakni kesembuhan pasien.

Dalam hal ini berarti goal oriented leadership dapat diterjemahkan menjadi kepemimpinan yang dituasional, yang penanganannya tersebut situasional. Hal ini penting bagi para pejbat pelaksana rumah sakit umum daerah dalam mengimplementasikan kebijakan-kebijakan yang efektif yang berkaitan dengan kebijakan besar pasien rawat inap yaitu meng-create, kepuasan pasien. Kepemimpinan goal oriented ini sangat khas diperlukan pada Rumah Sakait Umum Daerah oleh para pejabat pelksana, dibandingkan dengan instansi lain, karena penanganan pada pasien rumah sakit umum adalah bisa bersifat , bukan saja penting, tetapi juga bersifat urgen atau segera.

Kepemimpinan yang berorientasi tujuan ini masih dalam rangka *profit oriented* , sarta tingginya jumlah pasien yang harun ditangani dan di banyaknya jenis penyakit baru yang manual, ini merupakan tantangan yang harus seger dijawab antara lain dengan fasilitas rumah sakit. Dengan fasilitas yang memadai maka pengembangan fasilitas ini menuntut adanya laba setelah p[ajak atau profit yang memadai. Jadi orientasi profit merupakan konsekwensi dari keharusan penambahan fasilitas modern yang harus disiapkan penyakit baru.

Konsep wirausaha harus menjadi bagian dari yang tidak terpisahkan dalam mengembangkan rumah sakit umum daerah, yang tidak boleh tertinggal dibandingkan dengan swasta. Hal ini mengapa semangat wisausaha diperlukan adalah rumah sakit umum daerah di tantangan , pengobatan gratis harus memiliki bidang yang jelas. Manajemen rumah sakit umum daerah sangat dipengaruhi khas memiliki konsep wirasuaha. Karena fungsinya sebagai institusi jasa atau pelayanan publik, disisi lain rumah sakit umum

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daerah dan karena fungsinya sebagai institusi jasa atau rumah sakit umum harus memiliki sumber-sumber daya yang cukup termasuki dana. Disisi lain rumah sakit umum daerah harus memiliki sumber daya yang cukup untuk meningkatkan kinerjanya.

KESIMPULAN DAN SARAN

1. Kesimpulan.

Teori implementasi kebijakan yang dikemukakan oleh Edward III meliputi komunikasi, sumber daya, disposisi atau sikap para pelaksana dan struktur birokrasi, dikaitkan dengan implementasi kebijakan kesehatan ternyata demikian *urgen* untuk menambahkan pendekatan kepemimpinan di Rumah Sakit Umum Kota Tasikmalaya dan Banjar. Pendekatan kepemimpinan ini yang bersifat *goal oriented leadership*. artinya, bentuk kepemimpinan yang *goal oriented leadership* krusial mempengaruhi dan membentuk para pejabat pelaksana yang melaksanakan kebijakan kesehatan untuk bersikap dan berprilaku secara konsisten menuju ke arah terpenuhinya kepentingan pelayanan kesehatan kepada masyarakat.

2. Saran

Keberhasilan para pejabat pelaksana yang melaksanakan kebijakan kesehatan di Rumah Sakit Umum perlu dijadikan kajian secara mendalam dari sisi implementasi kebijakan publik, terutama pendekatan terhadap komitmen dan kemampuan kepemimpinannya yang lebih diorientasikan pada *goal oriented* leadership. Dalam konteks implementasi kebijakan kesehatan secara bersama-sama perlu dijadikan kajian lebih lanjut tentang ilmu kebijakan publik khususnya faktor kesepakatan dan kemampuan kepemimpinan dalam bentuk *goal oriented leadership* dalam kaitannya dengan implementasi kebijakan.

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Attitudinal Determinants Of Islamic Banking Products Acceptance: Case of Sharia Compliance in Indonesia

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ABSTRACT : This research was aimed to identify factors affecting Islamic banking products acceptance in Indonesia approached to The Theory of Planned Behavior. There were three factors that have indirect influence to Islamic banking products acceptance mediated by intention and one variable has direct influence to Islamic banking product acceptance. The first two factors were characteristics of TPB model i.e. Attitude toward behavior and subjective norm and the last one was one of islamic corporate governance mechanism i.e. shariah *compliance.* This research resulted in an important finding that Subjective Norm did not have a positive and significant influence with shariah compliance and it also had no influence on the customer intentions in using Islamic banking products. In other words, the influence of referent or important people around customers like *preachers*, Parents, Spouse, and Coworkers had no significant effect either on shariah compliance or with the intention of using Islamic banking products. Shariah Compliance was positively and significantly associated with intentions and behavior of acceptance of Islamic banking products. In addition, attitude towards behavior also had positive and significant effect on the intentions and behavior of acceptance of Islamic banking products.
Keywords: attitude, islamic banking, products, and acceptance

I. INTRODUCTION

Although concept of sharia compliance had long and various history, nevertheless, there are still many violation of sharia compliance implementation in some islamic countries. Some examples are: on asset side, products based-sale contract occupy a very dominant position compare to the core products of islamic banking i.e. profit and loss sharing products. Commonly, more than 87 percent of islamic financing products in the world based on based-sale product i.e. *murabahah* (Hennie van Greuning and Zamir Iqbal, 2007). Even, al-Rajih Bank —one of leading islamic banking in the world—did not use a single profit sharing products any more (Feisal Khan, 2010). In Malaysia *murabahah* contract occupy more than 90 percent of total islamic banking products (Walid Mansour et.al, 2015), furthermore in Indonesia 2014, the composition of *murabahah* financing shows more than 58,89 percent of total product financing. These such realities very often give the clue on cynicism of majority of people to islamic banking and other islamic financial institutions, by say the differentiation between islamic banking and his counterpart (conventional) banking only rooted on changing the simple word “interest” with “profit sharing”. Commonly, the people only knew that islamic banking is the bank without interest and did not know any more of profit sharing mechanism. If some one gives deposit on islamic banking accounts, so what should he/she gained. Further more, the perception of people on profit sharing is always less than interest (Heri Sasono, 2015).

Shariah compliance is a very dominant variables. It could be seen from the many research on perception of customer satisfactions. Based on attitudinal investment survey that conducted in Java, Sumatera and Kalimantan Islands in choosing the islamic banking the factors that dominantly acknowledged by the clients are respectively as follows the Shariah compliance of the bank (100 percent), access ability (53.5 percent), credibility of the bank (27.4 percent), and (14 percent) professionalism (Rifki Ismal, 2012). The international and national researchers, further more, have paved the research’s way on the criteria that had determined by customers in choosing the islamic banking. The basic theory that has been used is *ServQual Theory* with factor analysis. Erol and El-Bdour (Erol and El-Bdour, 1989), is suggested as first researcher that conducted a research on consumer attitude on islamic and conventional banking in Jordania. The research shows that a quick and efficient services, reputation and bank image became a main factors in selecting either islamic and conventional bank in Jordania.

Differ from many research above, this research applies the Theory of Planned Behavior (TPB)

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as a theoretical basis to identify factors that influence's someone in deciding a such attitude of acceptances. An applied TPB model conducted in this research is on islamic banking products acceptance that has to comply with Shariah principles. In integrating Shariah compliance variable to inner structure of TPB, it will to replicate *Perceived Behavioral control* (PBC) variable with Shariah compliance variables (SC). Such replication, especially on multidimensional of PBC variables, additionally has a strong argumentation. On TPB model, *Perceived Behavioral Control* (PBC) is a determinant variable that determines the behavioral intention and also an actual behavior. But in the reality, PBC variables is still become an object of dispute conceptions, because it was not very well understood nor has a very common standard that had received by all researchers (Trafimow et.al., 2002).

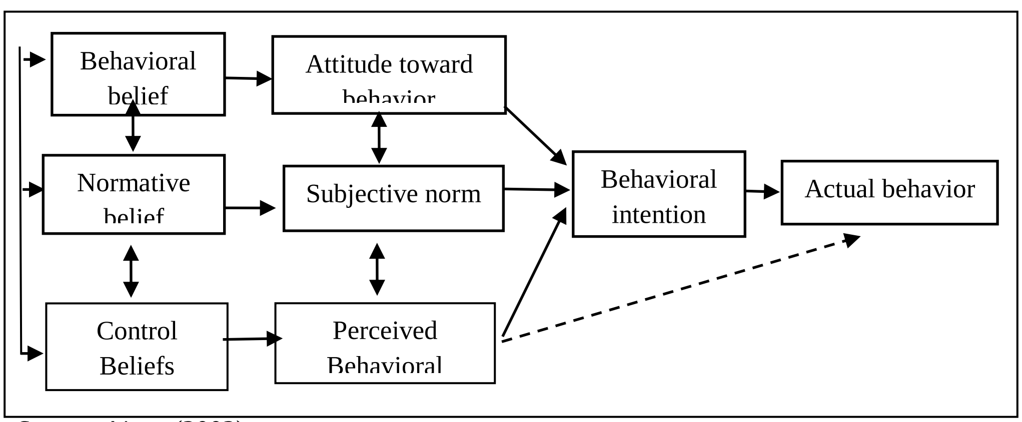
Further more, this research try to examine the role of shariah compliance in attitudinal of islamic banking product acceptance in Indonesia by employed the extended TPB model.

II. THEORITICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior (TPB) is a theory within the field of social psychology or applied psychology. It is a well-known theory and often applied to explain various behavioral situations. The main focus of this theory is intention. TPB is an extended theory of reasoned action by the incorporation of an additional construct, namely, perceived behavioral control. This theory asserts that intention to behave is determined by attitude toward the behavior, subjective norm, and perceived behavioral control. TPB has been widely applied to diverse disciplines such as health, leisure choice, psychology, and information technology Ajzen (Icek Ajzen, 1991). The TPB exist in so far, is always supported by study and empirical research in various fields, not only on the field of applied psychology, but also in the other fields of accounting, tax compliance (Donna B. Bobek and Richard C. Hatfield, 2003), and IT acceptances (Ilham Sentosa and Nik Kamariah Nik Mat (2012).

The researchers have studied an attitude in order to have a strong believe on is attitude could become a strong predictor to behavior. TPB as a developed theory of the Theory of Reasoned Action is viewed as an alternative ways in predicting the behavior more accurately (Basu Swastha Dharmmesta, 1998). To many empirical research that had been applied TPB as a basic theory, showing how flexible was the theory to be implemented in various field of research inquiries. Despite the theory is born to predict a social behaviors, but in reality it could be implemented in widespread fields of study and research. TPB had been developed by Icek Ajzen. According to this theory human behavior is directed by three of considerations. *First,* the believes of desired consequences by behavioral beliefs. *Second,* the believes of normative hopes by the referents, and *third* the believes of latent factors that has been facilitated or urged the control beliefs (Icek Ajzen, 1991). The figure below shows completely TPB model:

Figure
Theory of Planned Behavior



Source: Ajzen (2002)

There are three main features of the theory, namely considerations, intention, and behavior.

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Consideration has three dimensions i.e. attitude toward behavior, subjective norm, and perceived behavioral control. The three dimensions mainly have affected to the intention and the intention furthermore had been affected to such behavior. More over, perceived behavioral control could affected directly to the behavior (Icek Ajzen, (2002). The combination of three variables attitude toward behavior, subjective norm and perceived behavioral control give the important influences on some one's intention shaping, and more over, influence some one's actual behavior. The general rule of this theory as stated by Ajzen, is more desired attitude toward behavior, subjective norm, and perceived behavioral control, the more intention to do such behavior.

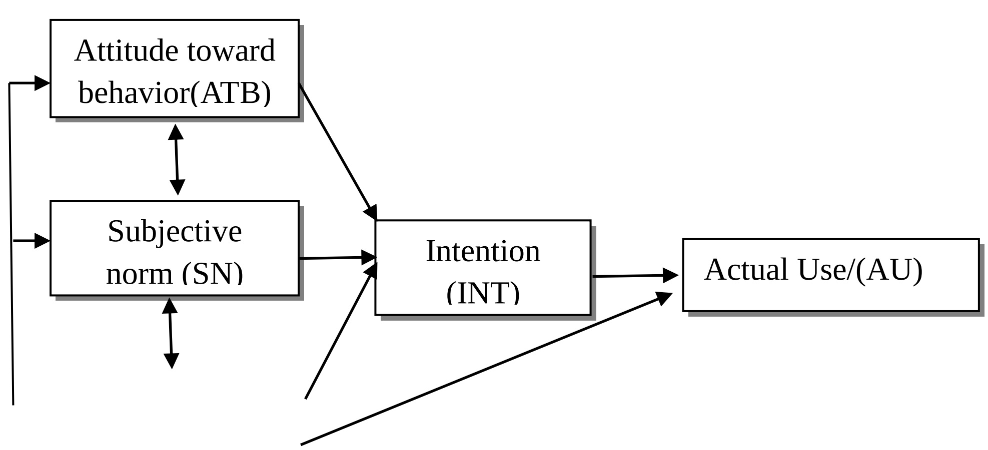
The core of TPB model is the existing of perceived behavioral control that was affecting the behavior as a additional factors to costumer intending in using a products. According to TPB, individual acts on behavior is dependent mainly on individual intention to perform an actual behavior. A strong intention toward the acceptance of a products will give influence on behavior in improving the performance of product acceptances. An intention was affected by attitude toward behavior, subjective norm, and perceived behavioral control. Attitude toward behavior shows the rate of individual has good evaluation or not on actual behavior.

The evaluation is measured by individual behavior in benefiting and using the periodic acceptances. Subjective norm shows the social pressured on acting or not acting a behavior, and perceived behavioral control shows how easy or hard the individual to perform or not to perform the behavior and viewed as a past experience beside the anticipated obstacles. Subjective norm covering the endorsing of head leader, the relation of friend or worker friend in the working field, the conducive of working atmosphere and other related factors. Behavioral control is with match of education, individual's competency, and experience on product using. A strong intention on the product acceptance will emerged the positive behavior in using a such products. Subjective norm as identified by TPB refers to social pressure exerted by important referent individuals or groups who are close to the individual and who approve or disapprove of performing a given behavior.

Behavioral intention could be interpreted as intention to perform a such behavior. The successful of desired intention dependent strongly on the individual's control toward many factors. The conscious realization of the behavior, will determine the individual awareness toward a such stimulus (Icek Ajzen, 2002). Hench it, behavior intention be best to interpreted as intention to perform a such behavior. Replication on perceived behavioral control variables is also conducted in this research. The replication as such, has a strong argumentation, especially due to the multidimensional of perceived behavior control variables. In TPB model, Perceived Behavioral Control (PBC) is a variable that determine the behavioral intention and also actual behavior. But in the reality, PBC variable has been a dispute concepts, it was not well defined nor has a common standard that fully accepted by the researchers (Trafimow, 2002). Hence it, rise the dispute on weather the PBC construct is unidimensional or multidimensional.

Trafimow et al., in his research found out that perceived behavioral control is multidimensional variables. It contradict Ajzen views that PBC is unidimensional With multidimensional PBC variables proof, give the chance to do the replication in this research by integrate shariah compliance variables to the inner structure of TPB.

Figure
A Proposed Empirical Model



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Replication on TPB conducted in this research, in the context of islamic banking product acceptance which has to comply with shariah compliance. The integration of shariah compliance variables to TPB model, will be replicated the perceived behavioral control by shariah compliance variables. Shariah compliance is a religious dimension that must to be well implemented in the islamic finance mechanisms. Shariah compliance is the principle of islamic law that was implemented in the islamic banking activities, that was the prohibition of riba, exploitation, *gharar*, produced or take benefit on services that had been unlawful in the islamic context (Abdullah Saeed, 1996).

Shariah compliance in the product of islamic finances is essential factors in giving more impetus and credibility of product and the islamic finance institutions. shariah compliance in islamic banking as that was always been stated out has a vital roles, because it has close link to product demanding, profitability, and consumer's satisfaction (Abdullah Saeed, 1996). It was also as a driving factors to successfully enterprise's marketing and also a financial performance in the islamic banking (Abdulqawi Othman and Lynn Owen, 2001). As a such, it was very possible to integrate shariah compliance to inner structure of TPB.

The shariah Compliance framework in Islamic banking may include the following:

1. system of compliance having special emphasis on shariah aspects with relevant provisions of existing laws, rules, regulations, policies and procedures related to Islamic Banking need to be embedded in the IBI's processes in such a manner that monitoring and reviewing of issues related to shariah compliance forms part of internal control structure.
2. Monitoring and reviewing for shariah Compliance should cover all activities, products and locations of the IBI.
3. The basic purpose of this responsibility is to ascertain whether the transactions, processes and products undertaken by the IBI are shariah compliant and all related conditions are being met, as approved by shariah Advisor.
4. Access to all necessary documents/information should be provided to shariah compliance officials in performance of their functions.
5. Irregularities, if any, related to shariah Compliance shall be properly recorded and rectified with the approval by shariah Advisor.
6. Proper training should be provided to the relevant staff in the area of shariah compliance.

III. METHODOLOGY

1. Sample of the study

   This study has been conducted by distributing questionnaires to customer dealing with Bank BNI shariah and Bank Muamalat in Yogyakarta. The sample has been selected by simple purposive sampling approach with sample size, 150 respondents from these bank costumers.

2. Instrument

   The data of this study was obtained through survey questionnaires that distributed to respondents dealing with Bank BNI shariah and Bank Muamalat in Yogyakarta. The questionnaire is divided into two sections. The first section includes the demographic information of the respondent (age, gender, occupation, and educational level, expertise, Islamic modes of finance used). In the second section, respondents were asked to indicate the level of attitude toward behavior, subjective norm and shariah compliance on a five-point Likert-scales, ranging from "excellent" to "very poor". Most of the questions included in the questionnaire have been adapted from Ajzen, othman and owen, and Osman et al.

3. Analysis

   The responses obtained from the survey were tested for the internal consistency and reliability using Confirmatory Factor Analysis (CFA) tests. This study was a survey using purposive sampling techniques. For the data analysis techniques, approach to Structural Equation Modeling (SEM) was used.

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IV. DISCUSSION

This research applied the theory of planned behavior to examine factors that associated with the intention and behavior to accept the islamic banking products in Indonesia. The results of measuring total effect between variables could be based on value of Squared Multiple Correlation (R^2). Value of (R^2), is used to value how significant was the influence of latent construct of dependent variables to latent construct of independent variables. The more value of Squared Multiple Correlations, the more significant the ability of construct latent variables of independent variables to explain the variance of latent construct of dependent variables.

Table
The Result of Squared Multiple Correlation

Construct Latent Independent	***Squared Multiple Correlation***
Subjective Norm	0,005
shariah Compliance	0,494
Intention	0,607
Actual Use	0,690

Source: Primary Data

The table above shows the value of Squared Multiple Correlation on subjective norm construct by 0,005. It means that 0,5% the variability of subjective norm could be explained by attitude toward behavior. The value of Squared Multiple Correlation on shariah compliance is about 0,494, it means that 49,4% variability of shariah compliance could be explained by attitude toward behavior and subjective norm. The value of Squared Multiple Correlation on intention construct is about 0,607, it means that 60,7% variability of intention could be explained by attitude toward behavior, subjective norm and shariah compliance. The value of Squared Multiple Correlation on actual use construct is about 0,690, it means that 69,0% variability of Actual Use could be explained by intention variables. Based on the hypothesis testing, it could be conclude that from 8 hypothesis that was tested in this research, it has 5 hypothesis that supported by the data. The fully result of hypothesis testing may be seen below:

Table
The Result of Hypothesis Testing

Hypothesis	**The Result**
H1: shariah Compliance has a positive relation with the intention to use islamic banking product	**Supported by the Data**
H2: shariah Compliance has a positive relation with the actual use of islamic banking product	**Supported by the Data**
H3: Attitude Toward behavior has a positive relation with shariah Compliance *H4: Subjective Norm has a positive relation with shariah Compliance*	**Supported by the Data** **Do not supported by the Data**
H5: Attitude Toward behavior has a positive relation with the intention to use islamic banking product *H6: Subjective Norm has a positive relation with the the intention to use islamic banking product*	**Supported by the Data** **Do not supported by the Data**
H7: Intention has a positive relation with the Actual Use of islamic banking product	**Supported by the Data**
H8: Attitude Toward behavior has a positive relation with the Subjective Norm	**Do not supported by the Data**

Source: Primary Data

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Table
The Result of Estimated Parameter

			Estimate	S.E.	C.R	P
Intention	<---	Attitude_Toward_Behavior	.494	.130	3.810	0,000
Intention	<---	Subjective_Norm	-.158	.080	-1.980	0.048
Intention	<---	shariah_Compliance	.510	.103	4.949	0,000
Actual Use	<---	Intention	.397	.070	5.651	0,000
Actual Use	<---	shariah_Compliance	.214	.068	3.161	0.002
Subjective_Norm	<---	Attitude_Toward_Behavior	-.080	.100	-.801	0.423
shariah_Compliance	<---	Subjective_Norm	.074	.079	.937	0.349
shariah_Compliance	<---	Attitude_Toward_Behavior	.841	.112	7.529	0,000

1. shariah *Compliance* has a positive relation with the intention to use islamic banking product

On TPB basic theory, perceived behavioral control has a positive relation with the intention. The finding of this research is match with a TPB basic theory, that perceived behavioral control variables has a causal influence on the intention to perform a behavior. The influence has not been mediated by the other variables. On table above, estimated parameter on the relation between shariah compliance with the intention to use islamic banking product on critical ratio valued (CR) 4,949 is more than the level of cut off value is about CR -≥ 1.96 with significant level 0.000 (less than 0.05), as such alternative hypothesis (HA) is received.

Based on the result of estimated parameter that has been used, it could be conclude that shariah compliance has a positive relation with the intention to use islamic banking product. shariah compliance is viewed as a vital point in predicting the behavior of muslim consumer. If some one prescribed that the product of islamic banking had fully complied to shariah principles, it would gave the increasing demand to islamic banking product.

The finding of this research was supported by the study of Metawa and Almossawi, Othman dan Owen, that had found out that shariah compliance is a occupy high level on costumer preferences in choosing islamic banking in Bahrain, Jordan and Kuwait. The finding of this research, more over, has been supported by research of Osman *et a*l, in Malaysia, which is also found out that shariah compliance was a first consideration on costumer preferences of islamic banking in Malaysia. The costumer preferences on islamic banking product, may traced out by the costumer opinion on high standard valued of shariah compliance approximately race 58,94%, moderate at 37,75% and lower shariah compliance approximately 3,31%. This descriptive statistic indicates that majority of respondent have a high level on shariah compliance.

The finding of this research also supported by the research of Othman dan Owen (2010), which is aimed to explore multidimensional of service quality model in islamic banking industry. The research of Othman and Owen gave the proof that services quality which is integrated with compliance to comply with islamic principles and islamic law, could well explained the perception of costumer on islamic banking product acceptance.

2. shariah Compliance has a positive relation with product acceptance

This research found out that shariah compliance has a positive influence on actual use of islamic banking product. An estimated parameter to this finding is the value of critical ratio (CR) is about 3,161 was more than the cut off value CR -≥ 1.96 with the level of significance 0.002 (less than 0.05), it was received the alternative hypothesis (HA). The finding suggested out that shariah compliance has a positive influence to the acceptance of islamic banking product. The finding also supported by more than 62,92% respondents that have a very strong actual use of islamic banking product, 35,76% with moderate actual use, and only 1,32% respondent has lees actual use.

This research finding is also supported by theoretical model of TPB, on the possibility of direct relation between perceived behavioral control with actual behavior. It could be conclude that perceived behavioral control has a directed influence on actual use without mediated by intention variables.

3. Attitude toward behavior has a positive correlation with shariah compliance

The estimated parameter on the relation between attitude toward behavior with shariah compliance is at critical ratio (CR) 7,529 valued more than the level of cut off value CR -≥ 1.96 with significance level at 0.000 (less than 0.05), it means received the alternative hypothesis (HA). Based on this finding it may be conclude that attitude toward behavior has a positive influence and also significant on shariah compliance. It gives the proof that the attitude toward behavior has positive relation with shariah compliance. This research find out that attitude toward behavior has a positive influence on shariah compliance. This finding ones more demonstrate a close relationship between attitude toward behavior with shariah principles. It demonstrates that a person with well attitude can affected in complying with shariah principles. The supporting data on this finding, can trace out by the perception of respondent that strongly agree with shariah compliance approximately at 58,94% respondent, moderate on 37,75% valued and lower shariah compliance valued on 3,31% respondent. It indicates that the respondents of this research has a strong shariah compliance value.

4. Subjective Norm has a positive relation with shariah *Compliance*

The estimated parameter on the relation between subjective norm with shariah compliance is at critical ratio (CR) 0, 937 valued less than the level of cut off value CR -≥ 1.96 with significance level at 0.349 (more than 0.05), it means rejected the alternative hypothesis (HA). It could be conclude that subjective norm has not a positive and significant with shariah compliance. It could not demonstrated the positive relation between subjective norm with shariah compliance. The finding can't prove the positive relation between subjective norm and shariah compliance.

Subjective norm according to TPB, is pressures to behave in a particular manner may come from significant referents such as friends, parents, family members, etc. In other words, an individual will carry out an action if he/she believes that important people to him/her think that he should carry out this action.

Thus, if a person believes that the most important referents or individuals to him/her think that the behavior should be performed, then he/she will perform that behavior. Previous studies in various fields have shown that subjective norms could influence positively and significantly behavioral intention. But it differs from the finding of this research that there is no close or positive relation between subjective norm with shariah compliance.

The finding of this research that subjective norm has no close relation with shariah compliance is demonstrated by the majority of respondent has less subjective norm 51,66%, with moderate subjective norm 47,02%, and strong subjective norm 1,32% respondent.

The research finding also demonstrate the role of referent has not gave impetus on intention to use islamic banking product. The finding but also supported the research conducted by Ali, Zani dan Kasim (2014) in Malaysia. Their research demonstrate that social pressure has no close relation with the intention to invest at islamic mutual funds in Malaysia.

5. Attitude toward behavior has a positive relation with the intention to use islamic banking product

The estimated parameter on the relation between attitude toward behavior with the intention to use islamic banking product is at critical ratio (CR) 3,810 valued more than the level of cut off value CR -≥ 1.96 with significance level at 0.000 (less than 0.05), it means received the alternative hypothesis (HA). The research finding demonstrates that attitude toward behavior has a positive relation with the intention to use islamic banking product. It means that a person' attitude toward islamic banking could influenced the personal intention to use islamic banking product and services. The result of this research also supported by the finding of many empirical research that use a conceptual TRA and TPB models. Dharmmesta (1998), for instance stated out that consumer behavior can be best predicted by their attitude. Beside that, Albari and Anita Liriswati, also found out that buying behavior is affected by attitude' behavior.

Empirical evidence on the influence of attitude on intention is abundant. Despite the extensive evidence on the validity of TPB, but there is limited studies on shariah compliance in the acceptance of islamic banking product . Witte and Woodbury (1985) also found consistent result where they showed that attitude plays an important role in influencing one's intention to comply with tax. Other studies (e.g. Cohen & Hanno, 1993) also demonstrated the significant correlation between attitude and intention to choose accounting as the main academic program among students. All the empirical evidence highlights that attitude toward tax is the main determinant of compliance or noncompliance with tax among individuals (Jackson & Milliron, 1986).

The research finding also supported the past research conducted by Metwally, Metawa and Almossawi, also Bley and Kuehn. The finding of their research stated out that the respondent choose the religious variables as main factors that motivated him/her in the acceptance of islamic banking product. Metawa and Almossawi, also found out that religious factors became the dominant variables that affected person to use islamic banking product in Bahrain.

6. Subjective norm has a positive relation with the intention to use islamic banking product

The estimated parameter on the relation between subjective norm with the intention to use islamic banking product is at critical ratio (CR) -1, 980 valued less than the level of cut off value CR -$\geq$ 1.96 with significance level at 0.048 (less than 0.05), it means rejected the alternative hypothesis (HA). According to the TPB model, pressures to behave in a particular manner may come from significant referents such as friends, parents, family members, etc. In other words, an individual will carry out an action if he/she believes that important people to him/her think that he should carry out this action. More over, if a person believes that the most important referents or individuals to him/her think that the behavior should be performed, then he/she will perform that behavior. Previous studies in various fields have shown that subjective norms could influence positively and significantly behavioral intention.

The finding of this research is show that subjective norm has a close link with the intention to use islamic banking product but in the negative pattern. It could be conclude that if person live in community that campaign the islamic banking acceptance, it may degrade the personal intention to use islamic banking product.

V. CONCLUSIONS

This study get a very substantive results that subjective norm has not a positive and significant influences with shariah Compliance and it also had no influenced on the customer intentions in using Islamic banking products. In other words, the influence of referents or important people around customers like *Kiyai*, *Ustazd*, Parents, Spouse, and Coworkers had no significant effect either on shariah Compliance or with the intention of using Islamic banking products. shariah Compliance was positively and significantly associated with intentions and behavior of acceptance of Islamic banking products. In addition, attitude towards behavior also had positive and significant effect on the intentions and behavior of acceptance of Islamic banking products.

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THE STRATEGY OF SME DEVELOPMENT TO ENTREPREURSHIP EMPOWERMENT FOR PEOPLE WITH HEARING IMPAIRMENT

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Abstract. This aims of this research was to describe and analyze resistance and support factors that affecting the development strategy of SME to promoting entrepreneurship in the deaf individuals in Surabaya. This research is motivated by the low levels of entrepreneurship motivation that makse the deaf become low income workers or even unemployed. This research used the descriptive qualitative method and the data resources obtained from interview. The result of the research showed that, first the resistance factors that affecting the development strategy of SME based on hearing impaired business group member in surabaya are fund, materials, equipment, human resources and area. While the support factors that affecting this research are licensing, training, marketing and organization. Second development strategy of SME based on hearing impaired business group member in surabaya are training, protection of business, development of partnerships and development of the promotions.

Keywords**:** Development of Small and Medium Enterprises (SME), Entrepreneurship Empowerement, Hearing Impaired Business Group Member.

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Media Literacy Application for Parents for The Protection of The Family from The Negative Impact of Television Media

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Abstract

Nowadays, the television media greatly affects children with its many programs featuring violent scenes, sex-related, mystical, and distorted moral depictions. Faced with this, the role of parents is necessary. Parents should have a high level of media literacy. Therefore, this study aims to review the literature related to media literacy applications in the elderly. The method used is literature review. The literature used as the source includes 1) the abstract of the research, 2) the review, 3) the journal and 4) the reference book. Data analysis method used is comparison between theory and meta analysis. Based on literature studies conducted, media literacy applications for parents are needed so that as media users do not mistakenly in digesting and interpreting the content of the media content consumed, need to have provision and endurance. Parents as one of the most important part in the family that is very instrumental in shaping and building the child's personality. Every parent is expected to be media literate because nowadays we really live in medieval media that can hit at any time. Parents who have a high level of media literacy is expected to play a maximum role in educating and guarding the child's psychic development in the midst of the development of audio visual technology that increasingly presents many days of unhealthy impressions. The rapid development of the digital industry has become a formidable challenge for education and parents in preparing students to cope with the 'flood of information' brought by the digital media through a wide variety of forms and formats. Without any systematic and genuine preparation, it can be expected that children and adolescents will become victims of the development of media technology dominated by entertainment that tends to be unhealthy with heavy business content.

Keywords: Media literacy, tv media, parents

INTRODUCING

Media literacy is the ability to understand, analyze, and deconstruct media imagery. The ability to do this is so that viewers as media consumers (including children) become aware of the media. The rapid development of the digital industry has become a formidable challenge for education and parents in preparing students to be able to cope with the 'flood of information' brought by the digital media through a wide variety of forms and formats. Without any systematic and genuine preparation, it can be assumed that children and teenagers will become victims of the development of media technology dominated by entertainment that tends to be unhealthy with a heavy business content.

For the television media, for example, the negative impact of unsafe impressions of the show certainly need to watch out for. Nowadays, the television media greatly affects children with its many programs featuring violent scenes, sex-related, mystical, and distorted moral depictions. A very liberal television show made no further distance between the world of adults and children. This phenomenon does not only happen in the liberal countries, but also in the cultured countries of the east, due to the large infiltration of television media in various parts of the world. In other words, children today have the freedom to see what adults should only watch.

The high hours of watching television by children certainly have risks that can not be underestimated, given not all television shows for children safe for consumption by children. The information presented by television is transferring cultural values as well as reality. But the reality and the values conveyed is a reality that has been constructed. As stated by Jalaluddin Rachmat (2007: 224) that the reality displayed by the media is a reality that has been selected-second-hand reality. Television, for example, in selecting certain figures to be displayed has "set aside" other figures. The results of Gerbner's research suggest that from such media work systems we tend to obtain that information solely on the basis of what is reported by the media. For example, most people form an image of the social environment of our society based on a second reality (shown by the mass media). Because our private television shows too much violence, viewers tend to see the world harder, insecure and more terrible.(Rahmi, 2013: 263)

Before the rapidly evolving media as it is today, what every citizen needs is enough if literate that allows them to read and write. Apparently now that ability is no longer adequate and must be equipped with other literacy, namely media literacy. The pedagogical challenge must be overcome by cultural institutions with the government, but primary responsibility still exists within the family. The family is the place of consumers where the criteria of right and wrong are formed in terms of our relationship with the media. In this case, parents hold primary responsibility in protecting families from the negative effects of television. The hope is to have media literacy, parents can understand, analyze, criticize the content presented by television so that in the end they have enough stock as anticipative step to protect the family from negative impact of television.

DATA ANALYSIS METHOD

The literature review is used in this scientific study to re-analyze the results of previous studies, relating to media literacy for parents and the negative impact of television shows. The literature used as the source includes 1) the abstract of the research, 2) the review, 3) the journal, and 4) the reference book. The literature search used the literature. This search is done manually and online. Manual search by visiting the library or to the source of information, while the online search is done by using media literacy keywords, parents, and the negative impact of television.

DISCUSSION

Media Literacy

Media Literacy in Indonesian is often paired with the term 'Melek Media.' James Potter in his book Media Literacy (2005) says that media literacy is a perspective that is actively used, when individuals access the media in order to interpret the message delivered by the media. Media literacy is a concept of the ways in which people question what they watch, read and produce from the media. Thus the public can control the contents of the media in a critical and intelligent so that it can detect any propaganda, a particular interest or bias in an impression. Media literacy also means the ability to think critically, about what underlies a media production. Through this movement is expected to strengthen civil society through existing social groups. So it is expected to build a more just democratic structure.

Silverblat identifies five elements of media literacy (Silverblat 1995: 2-3 in Latifah, 2014: 262), namely:

1. Awareness of the impact of media on individuals and communities.

2. Understanding of the process of mass communication.
3. Develop strategies for analyzing and discussing media messages.
4. Awareness of media content as a text that provides an understanding to our culture and ourselves.
5. Improved understanding, appreciation and appreciation of media content.

Therefore, Silverblatt (1995: 2-3 in Kunandar, 2014: 90) mentions four objectives of media literacy, namely critical awareness, discussion, critical choice, and social action. This critical awareness provides benefits to audiences, including:

1. Getting the information correctly related to the coverage of the media by comparing the media with each other critically,
2. Be aware of the influence of media in everyday life,
3. Be able to interpret media messages,
4. Building sensitivity to programs as a way of learning culture,
5. Knowing the pattern of relationships between media owners and governments affecting media content; and
6. Consider media in individual decisions.

Meanwhile, Potter (2005) formulates seven capabilities that must be possessed by a person or society to be classified as an individual or a media literate society:

1) Analyze. The ability to analyze message structures, packaged in media, leverages the basic concepts of science to understand the context in messages on certain media.
2) Evaluate. After being able to analyze, the next competence required is to make a judgment (evaluation). A person capable of judging means that he is able to relate the information in the mass media to his condition, and make judgments about the accuracy, and the quality of the relevance of that information to himself; whether the information is very important, ordinary, or stale. Of course the ability to judge an information that is packaged well or not is also part of its competence. Here, there is a process of comparing norms and social values to the content faced by the media.
3) Grouping, which is the ability to determine each of the same elements in several ways: determining each of the different elements in several ways.
4) Induction, ie the ability to infer a pattern in a small set of elements, then a generalization pattern for all elements in the set.
5) Deduction, ie the ability to use general principles to describe specifically.
6) Synthesis, ie the ability to assemble elements into new structures.

7) Abstracting, the ability to create a brief, clear, and precise picture captures the essence of the message in a small number of words rather than the message itself.

In addition, parents or anyone can measure their media literacy skills using a media linguistic concept model from National Leadership Conferenceon Media Education stating that media literacy is the ability to access, analyze, evaluate and communicate messages in various forms (Hobbs 1999 in Judhita , 2013: 52).

Table 1
Literacy Media Concepts

No.	**Category of Media Literacy**	**Description**	**Indicator**
1	Access	Understanding and knowledge using and Accessing Media and able to understand the message content.	• Media used • Frequency of use • The intended use • Understand the message content
2.	Analyze	Able to understand the purpose of media messages and can identify the sender of the message through the media and what the content of the message.	• Ability to remember messages received through the media. • Be able to explain the purpose of the message. • Be able to identify the sender of the message. • Able to assess media messages that can attract attention
3.	Evaluate	Able to assess received messages then compared With perspective	• Attitudes, feelings or reactions that are felt after receiving messages from the media. • Disclose information

Source: National Leadership Conference on Media Education (Hobbs, 1999) in Juditha (2013: 52)

Television Media and Its Impact

The existence of television has been considered a double edged blade that has a positive and negative impact on its audience. In addition to providing impressions in accordance with the function of mass media as a medium of information, education, entertainment, and social control. At the same time, many people are worried about the negative impacts of television shows, not to mention pornography, violence and institutional interests that are full of economic, poetic, and cultural interests. A number of television shows also received much criticism from the community because not smart or not provide benefits, but still aired because it provides commercial benefits for television stations.

Television media as other mass media serves as an information tool, entertainment, social control, and strategic liaison area. Along with the way the process of delivering the content of television media messages to the viewers. Then the content of the message will also be interpreted differently according to the viewer's vision. And the impacts are also diverse. This happens because the level of understanding and the needs of viewers on the content of the message of the television show closely related to the socioeconomic status and the condition of audiences while watching television. Thus what television assumes as an important event to serve for audiences, is not necessarily important for audiences. There are three impacts that TV shows to them:

1. Cognitive impact is the ability of a person or auidiences to absorb and understand the television show that gives birth to knowledge for auidiences.
2. Impact of imitation that auidiences are exposed to the actual trend that aired on television.
3. Behavioral impact is the embedded process of sociocultural values that have aired television acting applied in the daily life of auidiences. (Kuswandi, 2008: 99).

The results of the Iriantara study (2013: 217) also show some concerns about the negative effects of television such as: the effect of children's learning hours, the influence of violent impressions, the influence of pornographic impressions, the impersonation of consumptive life behavior, imitation of behavior contrary to the teachings and family values.While Rahmi (2013: 271) states that the influence of bad television in general there are three, namely: (1) affect the physical health, (2) affect the psychological health, (3) affect social health (difficult to society).

The mass media intervention, especially television into the lives of audiences from day to day will be even further. Meanwhile, the role of socialization agents experienced a shift. Therefore, it takes a number of concrete steps to prevent and overcome various unintended impacts. These steps can be pursued through the arrangement of media program policies with events that can be accounted for its usefulness for the growth of children who are physically and mentally healthy, and the provision of children with the skills to watch television properly. The latter can begin by organizing a training material for parents so that they can guide their children to become critical, selective media users, and understand the message content appropriately. For that there should be a watch over the content of media consumed by the audience. It is so important that it can not be handed over or just entrusted to the media organizers.

Television, now widely exploited from service users to convey various interests such as politics, business, ideology, health and so forth. Of the many impressions on television, most are still business-oriented. Violent impressions for example, widely used as a profitable commodity from the entertainment world. Of the total violence, physical violence was the most prevalent of 839 events, or 79.4% of all violent displays. Non-physical violence shows 218 incidents, or 20.6% of all violent shows during the 2011 period. Based on KPI's 2011 report, the most widely reported material was on the theme / plot / event format (17.32%) . Subsequently, non-educational broadcasts (10.03%), Violent charges (6.76%), improper running time (5.6%), and sex content (5%). When calculated, still a small number of television stations that pay attention to the element of education for its audiences. Yet through the values - values that cultivated through television, will give its own impression on the audience and also influence the pattern of one's attitude. (Yulianti, 2015: 239-240).

Yulianti further mentioned that one of the broadcasting issues that attract attention and the public spotlight is the issue of television broadcast content that is less friendly to children. This is important because as the most media in children's consumption, television should be able to free himself from all sorts of forms violence. Television is an important medium for children to internalize certain social values in society. The importance of protecting children from information of violence is emphasized through Article 28B paragraph (2) of the 1945 Amendment and Law No.23 / 2002 on Child Protection and Law No.32 / 2002 on Broadcasting.

Media Literacy to Protect Families from Negative Impacts of Television

In Indonesia the majority of parents consider television has become part of the family so that its existence is felt very important. Often television is made a true friend for children because they look more calm when left watching television. For parents to let their children watch television all the time is considered better than their children playing outside the home. Parents, especially mothers, feel comfortable watching their children sit in front of the television, while they are busy completing the household chores.

From various possible negative impacts that can arise, of course the role of parents can not be ignored. Parents have an important role in the development of media literacy in the family because on the one hand, parents are now no longer as a single or major reference in the formation of children's behavior, but parents have competitors who are also liked by children, namely television. Television became one of the environmental elements that helped shape the personality and behavior of children.

The attitude of parents to television will affect the child's behavior. So parents should first set limits on him before setting limits for his children. Usually, when tired or bored with home activities, parents like to watch television. But if it's not done routinely, it means you can do other activities when saturated, the child will know there are many ways to move besides watching TV.

Keep television only a small part of the child's life balance. Importantly, children need to have enough time to play with friends and toys, to read stories and rest, walk around and enjoy a meal time with family. In fact, most children enjoy learning by doing things both alone and with their parents. The second important thing is to include children in making restrictions. Specify what, when, and how many television shows are watched. The goal, so that children make television watching activities only as an option, not a habit. He watches only when necessary. For that video cassette can be useful, record the show you like and then watch back together at the appointed time. This way will be limiting, because the child just watched what was on the tape.

The problem with the type of program being watched is very important because it involves the issue of violence, sex scenes and indecent language that often appear in an event. Sometimes there is a good show because it gives a specific message, but inside there is a language that is not polite, or scenes - like courtship, seduction - which is less suitable for children. So parents should know the contents of the show that will be watched child. The child's age and their maturity should be considered. In terms of sex, parents should be able to give an explanation according to age. Language issues also need to be considered so that children know why a word is not polite to imitate. Parents can describe it as an expression for special circumstances, especially on television to achieve a certain effect.

When and how long children can watch television, it all depends on how a family spends their time together. It could be in a relaxing time after dinner together, or just in the afternoon. Children who have gone to school should be limited, for example, may only watch after doing all the homework. Some experts say that children should watch no more than two hours a day, that includes playing computer and video games. For children who have not attended school or often left their parents at home, the portion may be a little more. Giving

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limits on what, when, and how much watching a television show will also teach children that they have to choose (the most popular event), appreciate time and choice, and maintain a balance of their needs.

In order for the goal to be achieved, discipline and parental control are absolutely necessary. Unfortunately, this element of supervision is often a weak point of parents who are busy with day-to-day work at the office. Parents who work outside the home tend to have limited time to communicate with their children. Whereas on the other hand, parents are required to communicate more with children especially when they watch television broadcasts. Child watch activities need to be supervised by parents so that non-age-appropriate content is not consumed by the child. At least there is an explanation from parents so that they understand it well according to their ability to think and level of knowledge.

It is equally difficult to find who is to blame for the entry of violent shows in the entertainment industry. We will be caught in a vicious circle between the producer, the television manager, the director, the advertiser, and the audience himself. While catching the devil is more difficult, the only action we can take is to minimize that influence, especially against children. The key, starting from the family environment.

Yulianti (2015: 243) mentions the role of parents of some experts. According to Berns (1997), Dayakisni (1998), and Hurlock (1991) the role of parents in this case can not be separated from parenting because the nurturing process will include:

1) The interaction between children, parents, and the community of their environment,
2) Adapt the needs of life and the temperament of children with their parents,
3) Fulfilling responsibilities to raise and meet the needs of children,
4) The process of supporting and denying the existence of children and parents, as well as
5) The process of reducing risk and protection against individual and social environment.

Senechal (2006) also stated the role of parents as a negative television effect filter is very important. Parents have an important role in introducing the basic literacy to children. The ultimate responsibility for what the children watch is on the parent's shoulders. Children's television should be parents' television, parents should be aware, more alert and more informed, about the television show that will be watched by children, so that the child will be better prepared in facing the future.Furthermore, Rasyid (2009) explains that there are some efforts that can be done television as teacher of goodness such as eliminating violation of violence, designing child friendly television broadcasting, selectively choosing television program and optimizing the function of television education.

Yulianti (2015: 243) also offers several ways that parents can apply in applying media literacy to the family:

a. Make television child as television parent.
b. Diet television, performed by controlling the maximum consumption of two hours per day. This is made possible by the parent's consistency to be able to set a good example for the child.
c. Sort and choose the impressions the child will watch by noticing some warning signs on television such as: R Code for Teens, SU for All Ages, BO for Parent Guidance.
d. Improving parents' understanding of broadcast television content so that parents will be able to explain and have skills in accompanying children watching television. The hope is with a good level of understanding and accompanying skills, parents are able to help children of the show that not compatible with the moral, national identity and religious teachings.
e. Finding alternative activities besides watching television such as reading.

Another study conducted by Kunandar (2014: 97-98) also found a media literacy model that is needed for children in preventing social conflict is a model of protectionist media literacy. Although the purpose of protection does not always have to then strictly limit the rights of children to obtain information and entertainment from television. Supposedly, this effort starts from the managers of television stations that are more sensitive to potential conflicts. Awareness or sensitivity to conflict does not always have to be when the conflict occurs, precisely in the peaceful time of conflict-sensitive content presentation should be made. It starts off with a trivial thing, such as reducing labeling (labeling) to certain classes, reducing content that presents verbal and non verbal verbal acts, even if presented in a joking context-in comedy events for example.

If the media is still difficult to control, or the level of awareness of media managers is still lace due to various factors, then the protectionist media's aims should be done in the smallest environment in the community, the family.

The protectionist media literacy model that can be proposed by Kunandar is as follows:

a. Increase the intensity of mentoring when children watch television, even though children watch the category of events devoted to children though.

b. Pay attention to the time and place children watch. In an age that is still classified children, children should watch television in the living room that allows him to have a friend's discussion or companion while watching.
c. In the mentoring should also be considered so that parents or companion have the ability to explain the media content asked by the child. The issue of taboos should also be considered in the limits, so that children get clear answers, not hanging answers.
d. In the media literacy model that aims to protect this, also need to be paid attention to the consumption of media content that has already obtained the child from other sources, other media consumed such as internet, radio, books, and so forth. Occasionally parents need to spend time discussing matters relating to the child's knowledge to see if there is a possible knowledge of irregularities, such as misconceptions about sex, stereotypes of a particular group.

CONCLUSION

Without aware of the media can affect our mindset, for example we can be persuaded to consume goods because of the media, the media can direct us to something according to what the reference. Sometimes we also reflect on the media, for example about the life stye now, we often think whether we are like that, and how we appear to our surroundings. For the age of children any media influences will be easily absorbed by children either good or bad. Programs that aired on television can influence and shape the mindset, attitude, and even personality in life later. In this case the role of parents is very large to filter what the child will get from the television media. Because if not started from now, the impact is very dangerous for the development of their soul. Therefore we as adults who care about the state of the child and as the director of the child must guide him either in watching television or in daily behavior, it will determine what kind of quality of children `we will produce from the 'streak' that family, environment and The media give and the attitude of life that he will have later that he got from the habits of childhood.

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JOURNAL INTERNATIONAL

THE ORGANIZATIONAL COMMITMENT: THE EFFECT OFLEADERSHIP AND EMPLOYEE JOB SATISFACTIONON TRADE PT.PERUSAHAAN INDONESIA (PERSERO) BALI SOUTHEAST REGIONAL

(I KETUT MERTA)

ABSTRAKS

The research object is PT . Indonesian Trading Company (Persero) Bali Nusa Tenggara region that tested Organizational Commitment and Influence of Employee Satisfaction Kepemimpnan, to explain the concept of the variable then has developed a variety of models . To obtain research data conducted through the deployment of 74 koesioner, which covers the entire population by census method. Inferential analysis using an application program based on the method of Structural Equation Modeling (SEM) approach based or component based variance with Partial Least Square (PLS), test 3 (three) hypotheses that have been developed. The results of the analysis showed that the three (3) the hypothesis is accepted, by showing that the relationship between the leadership on job satisfaction is significant, the relationship between leadership and organizational commitment, which showed a significant and the relationship between job satisfaction and organizational commitment was also significant. The results of calculation of the path coefficient analysis showed that the relationship between the leadership on job satisfaction is positive and significant, relationship between leadership and organizational commitment is also positive and significant, as well as the relationship between job satisfaction and organizational commitment is positive and significant. The path coefficient of relationship (direct effect) leadership on organizational commitment significant, while the indirect effect of leadership on organizational commitment through job satisfaction. This means that the leadership constructs coefficient greater job satisfaction indirectly through moderation of job satisfaction, or job satisfaction is an important construct in linking leadership with commitment

PRELIMINARY

A. Background.

Each company that is established in general has a clear purpose, whether short-term, medium-term or long-term goals. The goal is usually oriented to the acquisition of income or profit and maintain the existence of the company. To realize these goals the company utilizes various factors of production such as Human Resources, Natural Resources, Capital and skills. One of the factors that is the most important asset that must be owned by the company is Human Resources. The role of Human Resources in the organization is very determining whether or not achieved organizational goals. Given the company's survival depends on the human resources in the company, one policy that can be taken to obtain employees who are able to perform as expected is to pay attention to job satisfaction. Job satisfaction is an emotional attitude that is fun and loves her job. This attitude is reflected by work morale, discipline and work performance.

Job satisfaction refers to the attitude of induvidu in general to his job. A person with a high level of job satisfaction has a positive attitude towards his job, while someone who is not satisfied with his job has a negative attitude towards his work. Luthans (2006) provides a comprehensive definition of job satisfaction that includes reaction or cognitive, affective, and evaluative attitudes and states that job satisfaction is a happy emotional state or positive emotion derived from a job assessment or a person's work experience. Job satisfaction is the result of employees' perceptions of how well their work delivers what is important.

Tabel 1.1

Variables Associated with Job Satisfaction

Related variables With Job Satisfaction Relationships	Direct Relationship	with Power
Motivation	Positive	Medium
Background work	Positive	Medium
Organizational Citizenship Behavior	Positive	Medium
Organizational Commitment	Positive	Strong
Absent	Negative	Weak
Slowness	Negative	Limp
Employee Turnover	Negative	Medium
Comfortable level	Negative	Strong
Level of tension	Negative	Medium
Freedom of Contest	Negative	Weak
Job satisfaction	Positive	Medium
Life Satisfaction	Positive	Medium

Sumber: Wibowo, 2007

B. Problem Formulation.

Based on the description of the background then the formulation of problems that can be formulated in this study are:

1.How the influence of leadership on job satisfaction at PT Company Trade Indonesia (Persero) Region Bali Nusa Tenggara.

2.How is the effect of job satisfaction on organizational commitment at PT Trade Company Indonesia(Persero) Region Bali Nusa Tenggara.

3. How is the influence of leadership on organizational commitment to PT Perusahaan Perdagangan Indonesia (Persero) Bali Nusa Tenggara Region

C. Research purposes

This study aims to examine the influence between variables as follows.

1. To test the influence of leadership towards job satisfaction at PT. Indonesian Trade Company (Persero) Region Bali Nusa Tenggara.
2. To test the effect of employee job satisfaction on organizational commitment at PT. Indonesian Trade Company (Persero) Region Bali Nusa Tenggara.
3. To test the influence of leadership towards organizational commitment at PT. Indonesian Trade Company (Persero) Region Bali Nusa Tenggara.

D. Research benefits

1. Theoretical benefits,

To apply the knowledge obtained / known and at the same time to respond to an event as well as to contribute thoughts and solving problems. In addition, this research is expected to contribute related to the concept of leadership, organizational commitment, and job satisfaction.

2. Practical Benefits,

The results of this study is expected to be used as a contribution thought or consideration by the management of PT. Indonesian Trade Company (Persero) Bali NusaTenggara especially in the areas of leadership, organizational commitment, and employee job satisfaction.

LITERATURE REVIEW

The literature review is based on a study of various aspects, both theoretically and empirically, which serve as the basis for this research. In the following literature review put forward definitions, concepts, concepts and theories related to leadership, physical work environment, organizational commitment and employee job satisfaction.

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A. Job Satisfaction.

Definition and Understanding Job Satisfaction.

In the most basic mind, job satisfaction is a positive emotional state of the evaluation of one's work experience. Job dissatisfaction arises when these expectations are not met. For example, if a worker expects a safe and clean working condition, then labor may be unhappy if the workplace is unsafe and dirty (Mathis and Jackson, 2006: 98). Job Satisfaction is a common attitude toward a person's job, the difference between the amount of rewards a worker receives and the amount they believe they should receive (Robbins, 2006: 24). Job satisfaction is a positive feeling about a person's work that results from an evaluation of his characteristics (Robbins and Judge, 2008: 107).

B. Leadership.

Definition and Understanding.

One consequence of the gathering of two or more people, whether in the form of groups or organizations, is the birth of leaders and leadership. A leader is a person who can influence others and have managerial authority. Leadership is what leaders do. Leadership is the process of leading a group and influencing the group in achieving its goals (Robbins and Coulter, 2010; 146).

C. Organizational Commitment

Definition of Organizational Commitment

Robbins and Judge (2008: 100-101) provide the definition that "Organizational commitment is a state in which an employee sits with a particular organization and its goals and wants to maintain membership within the organization." The realization of a conducive situation when employees and organizations have The same orientation in achieving goals, striving to achieve the targets set is a must when an employee takes sides with the organization. Organizational commitment is needed in this regard

THINK FRAMEWORK, CONCEPTUAL AND HYPOTHESIS RESEARCH

A. Thinking Framework.

The framework of thinking is a concept of theoretical relationship that has been identified as a research problem and empirical research results have been done. The framework of thought is formed or structured to explain the conceptual and thought-based bases according to the identified variables: Employee Satisfaction Influence from Leadership and Organizational Commitment. Leadership affects employees' job satisfaction in accordance with the concepts put forward by Robins and Judge (2008: 343), Luthans (2010: 244), Employee job satisfaction influences organizational commitment, with the concepts put forward by Allen, Meyer and Smith (1993, Ma (2004: 154-157), Prihastuti (1991 and Lee, at el (1992)

B.Conceptual Framework.

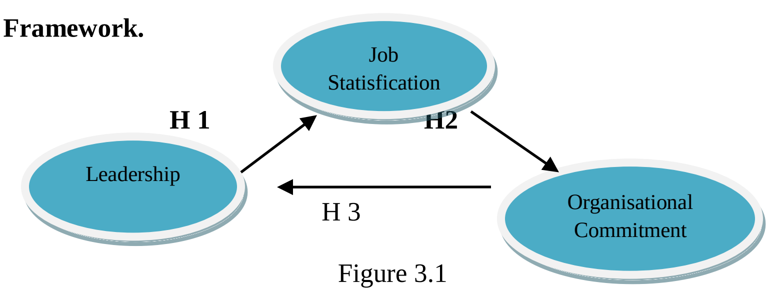


Figure 3.1
Conceptual Research Framework

In accordance with the:

1. Challagalla and Shervani, (2006), Ostroff (2003) and Laschingeret al (2001) Mulyanto and Susilowati (E-Journal Excellent2009), Nugrohoet at el (E-Journal 2013)
2. Khaidhir (2012), Smith (1996)

3. Mulyanto and Susilowati (E-Journal Excellent2009) Nugrohoet at el (E-Journal 2013)

C. Research Hypothesis

H1. Leadership positively significant effect on job satisfaction

Job satisfaction is an individual matter so that there will be dynamics or changes every time that must be anticipated so as not to evolve in the direction of things that are negative that harm the organization. Each individual has a different level of satisfaction with the values that apply to him, the more aspects in the work in accordance with the desire, the higher the level of perceived satisfaction and vice versa.

H2: Satisfaction has a significant positive effect on Organizational Commitment

Commitment to work that is loyalty, obedience and obedience and dedication to devote all thoughts and abilities in the field of work that became his responsibility. For someone who has made his choice to devote himself to a chosen profession or job, of course, must have a high commitment. His attention, motivation, loyalty and dedication are maximally devoted to his work field (Prihastuti, 1991).

H3. Leaders have a significant positive effect on Organizational Commitment

RESEARCH METHODS

A. Location and Research Object

B.Variable Research

1. Identify Variables

1). Exogenous variable (X) is a variable that is not influenced by other variables, in this study which is independent variable is Leadership

2). Endogenous variable (Y) is a variable that is influenced by other variables, in this study which is the dependent variable is Employee Satisfaction Employee (Y1) and Organizational Commitment (Y2).

3. Operational Definition of Variables

Leadership (X1), Employee job satisfaction (Y1), and Organizational Commitment (Y2)

C. Types and Data Sources

1. Data type

2. Data source

D. Population And Sample Research

E. Collection Procedures

F. Research Instruments

The research instrument used to collect the data is a questionnaire or questionnaire given to employees. Further answers to questions or statements are measured using Likert sect in which respondents are asked to state their perceptions by choosing one of the five answer alternatives: (5) strongly agree, (4) agree, (3) simply agree (2) disagree , (1) strongly disagree.

G. Test of Instrument Validity and Reliability

1. Instrument Validity Test.

2. Instrument Reliability Test

H. Data Analysis Method

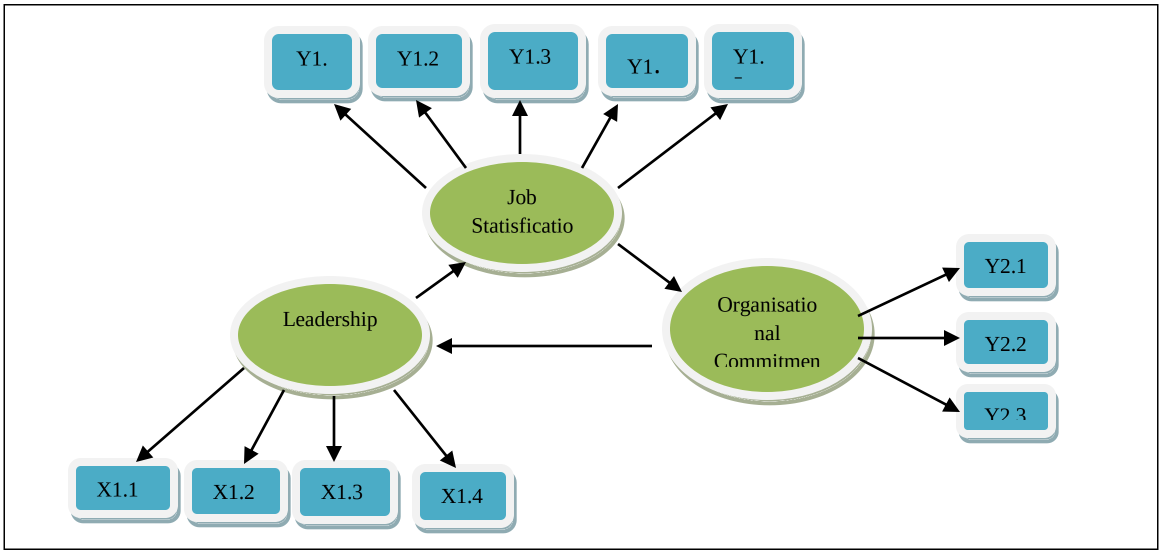
1. Descriptive analysis

2. Inferential Analysis

To test the hypothesis and to produce a fit model, the Structural Equation Modeling (SEM) approach is based on variance based or component based with Partial Least Square (PLS). According to Solimun (2008), PLS is an analytical method that can be applied to all data scales, does not require many assumptions and the sample size should not be large. PLS can be used as a confirmation theory (hypothesis testing) can also be used to build relationships that have no foundation Theory or testing of propositions.

1) Development of theoretical model or inner model

2) Development of flow diagram (Path Diagram) or outer model



1) **Evaluasi *Goodness of Fit Model PLS***
   (1) *Goodness of Fit* – variabel Penelitian: *Convergent validity, Discriminant validity, Composite reliability,*
   (2) *Goodness of Fit - Inner Model*

RESEARCH RESULT

5.1. Overview of Research Sites

5.2 Test Instrument Validity and Reliability

Table 5.1.
Test the Validity of Leadership Constructs, Organizational Commitment and Job Satisfaction

Construct	Correlation value	Validitas
Leadership:		
X1 = Directive	0.488	Valid
X2 = Sportif	0.715	Valid
X3 = Achievement-Oriented	0.837	Valid
X4 = Participative	0.867	Valid
Job Satisfaction: (Y1)		
Y7 = Job contents	0.763	Valid
Y8 = Organization and management	0.765	Valid
Y9 = Salary and other financial benefits	0.638	Valid
Y10 = Coworkers	0.688	Valid
Y11 = Work conditions	0.773	Valid

Organizational Commitment: (Y2)		
Y.1 = Emotionally related	0.712	Valid
Y.2 = Tekait sensed	0.704	Valid
Y.3 = Needs and desires	0.859	Valid
Y.4 = Sacrifice (cost)	0.765	Valid
Y.5 = Trust	0.827	Valid
Y.6 = Loyalty	0.750	Valid

Table 5.1 Test Validity shows all items of leadership construct questions with items: 1) Leadership directive with value 0.488. 2) Leadership supportive values 0.715, 3) Leadership oriented achievement value of 0.837, and 4) Participative leadership with a value of 0.867, for work satisfaction construct shows the correlation of all items with job satisfaction constructs (1). Fill the work with a value of 0.763, (2). Organization and management 0.765, (3).Salaries and other financial benefits value 0.638, (4).Coworkers 0.688, and (5). Work condition 0.773 and construct organizational commitment show the result of all items of commitment questions 1 s.d commitment 6 (1). Emotionally related commitment with a value of 0.712, (2). Commitment associated with tasting the value of 0.704, (3). Commitment related to needs and desires value of 0.859, (4). Commitment related to the cost (sacrifice) value of 0.765, (5). Commitment related to trust value of 0.827 and (6). Commitment related to loyalty with value 0.750), meaning overall leadership construct, employee job satisfaction and organizational commitment is valid and significant at level> 0,01,

Table 5.13
Cross Value Loading Item with Construct

Indicators of	**Leadership**	**Commitmen**	**Job Satisfaction**
Associated with job content	0.48	0.78	**0.81**
Associated with organization and management	0.61	0.80	**0.81**
Related to salary and other financial benefits	0.46	0.70	**0.67**
Associated with colleagues	0.52	0.66	**0.69**
Related to job conditions	0.57	0.79	**0.84**
Leadership directive	**0.56**	0.49	0.45
Leadership sportsmanship	**0.55**	0.55	0.55
Leadership Oriented to achievement	**0.86**	0.57	0.49
Leadership of participation	**0.85**	0.65	0.47
Affective commitment	0.82	**0.83**	0.77
Ongoing commitment	0.62	**0.86**	0.86
Normative commitment	0.61	**0.81**	0.85

The test is performed using cross loading for reflective indicators. Based on Fornell and Larcker criterion (Ghozali, 2006: 24) constructs can predict the size of the block with better indicator compared to other blocks, if the correlation of the construct with the item (indicator) is greater than the other block. Discriminant validity results can be seen in Table 5.13 Showing the result that for leadership constructs, only leadership directive items and sportive leadership are lower in value than affective commitment, ongoing commitment and normative commitment. While leadership items are oriented towards achievement and leadership with the participation of its value above other block items. For job satisfaction satisfaction, job satisfaction indicators related to salary and other financial benefits and job satisfaction associated with co-workers have lower values of affective commitment, ongoing commitment and normative sentiment, whereas for organizational commitment all indicators have a greater crossload value than item correlation On another block.

Tabel 5.14
Nilai AVE, Composite Reliability, Cronbach Alpha, dan R-Square

Cnnstruc	**AVE**	**Composite Reliability**	**R Square**	**Cronbach Alpha**
Leadership	0,5159	0,8032	0,0000	0,6598
Job Satisfication	0,5863	0,8754	0,4970	0,8203
Organisational Commitment	0,6988	0,8743	0,9813	0,7842

Construct Validity Test is done by using average variance extracted (AVE) and Cronbach Alpha (CA) method. The construct is considered valid if it has a value of AVE> 0,50 and Cronbach Alpha (CA)> 0.70 for each construct. The calculation results can be seen in Table 5.14 indicating that all constructs are valid, ie having an AVE value above 0.50. While the value of CA is only leadership that has a value slightly lower than 0.70 that is 0.66, while the CR value for the constructs Job satisfaction and commitment> 0.70

Table 5.15
Interconnect Construc Significance Test

Relationship between Constructs	**Original Sample**	**T-Statistik**
Leadership -> Job Satisfaction	0,7050	15,5630
Leadership -> Organizational Commitment	0,2495	14,1720
Job Satisfaction-> Organizational Commitment	0,7988	44,5571

Significant with the value of t Statistics of 15.56 is greater than the value of t table at 0.05, that is equal to 1.96. Similarly, the relationship between leadership and organizational commitment, which shows a significant relationship with the value of t Statistics of 14.17 (> 1,96). The relationship between job satisfaction and organizational commitment was also significant with the t-statistic score of 44.56 (> 1,96). Based on the Q2 criteria, the model is said to have good observation and estimation if it has a value greater than zero (Tenenhaus et al., 2004: 174). Table 5.14 shows the three constructs, namely leadership, job satisfaction and organizational commitment each having a value of Q2 (CV Red) of 0.00; 0.29; And 0.24. This means that the partial model of job satisfaction and organizational commitment has a good predictive ability, while the partial leadership model is less fit. Based on GoF criteria the model is said to be fit, if it has an absolute value above 0.50 (Tenenhaus et al., 2004: 175). The GoF calculation results show a value of √0.50 * 0.60 = 0.55 (figures taken from Table 5.14). This means the global model (overall) has a predictability ability to fit.

1) Path Coeficient Analysis

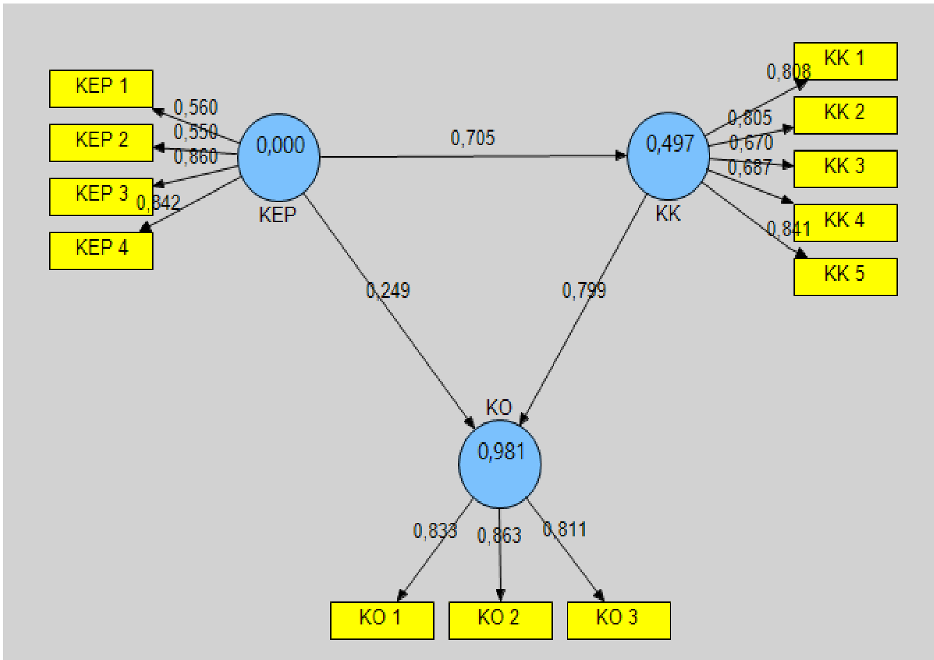


Figure 5.3
Construct Path Algorithm
Source: Appendix 6

The result of the calculation of path analysis in Figure 5.3 shows that the coefficient relationship between leadership to job satisfaction is positive and significant at 0.71; The relationship between leadership and organizational commitment is also positive and significant at 0.25; Likewise the relationship between job satisfaction and organizational commitment is positive and significant at 0.80

2) Analysis Direct, Indirect, and Total Effect

The path of direct leadership coefficient toward organizational commitment is 0.25 and significant at the 0.05 level, while the indirect effect of leadership on organizational commitment through job satisfaction is 0.71 * 0.80 = 0.57. This means that the coefficient of leadership constructs on job satisfaction is greater indirectly through moderation of job satisfaction, or job satisfaction is an important construct in linking leadership with organizational commitment.

DISCUSSION

6.1 Discussion of Research Results

Based on the results of analysis using PLS software help, obtained the value of outer loading test convergent validity for all indicators have values above 0.50 (Table 6.1).

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Table 6.1
Value of Outer Loading and Average Research Indicator

Variabel	Indicator	*Outer Loading*	***Mean*Indicator**
Leadership (X)	Direktif	0.52	4,36
	Sportif	0.58	3,21
	Berorientsi pada Prestasi	0.87	3,76
	Partisipasi	0.86	3,80
Average Leadership Variables			**3,78**
Organizational Commitment (Y2)	Secara emosional	0.82	3,73
	Merasakan	0.75	3,38
	Kebutuhan dan keinginan	0.89	3,11
	Pengorbanan (biaya)	0.75	3,43
	Kepercayaan	0.73	2,84
	Loyalitas	0.83	3,41
Average Variable Organizational Commitment			**3,32**
Job satisfaction (Y1)	Terkait dengan isi pekerjaan	0.80	3,63
	Terkaitdengan Organisasi	0.84	3,44
	dan manajemen	0.66	2,65
	Terkait dengan Gaji dan		
	keuntungan finansial lainya	0.67	3,49
	Terkait dengan Rekan kerja	0.85	3,50
	Terkait dengan Kondisi pekerjaan		
Average Variable Job Satisfaction			**3,34**

Source: processed data (2013)

Table 6.1 shows that the mean value of respondent perceptions (mean) for each indicator shows that leadership construct has a higher mean value of perception that is 3.78 compared with organizational commitment of 3.32. This means that leadership constructs are more important than organizational commitment to improve employee job satisfaction.

Hypothesis testing

6.2.1. H1. The results of the analysis indicate that leadership directive and participative leadership, Oriented leadership and sportive leadership have a significant positive effect on employee job satisfaction at PT. Indonesian Trade Company (Persero) Region Bali Nusa Tenggara.

6.2.2. H2. The result of the analysis shows that employee job satisfaction is related to job content, job satisfaction related to organization and management, job satisfaction related to co-worker, job satisfaction related to work condition and related to salary and other financial gain have a significant positive effect to organizational commitment at PT. Indonesian Trade Company (Persero) Wlayah Bali Nusa Tenggara.

6.2.3 H3. The results of the analysis show that leadership has a significant positive effect on organizational commitment related to emotional, organizational commitment related to feel, organizational commitment related to sacrifice (cost), organizational commitment related to trust and organizational commitment related to loyalty at PT. Indonesian Trade Company (Persero) Region Bali Nusa Tenggara

6.3. Relationship Leadership, Organizational Commitment, and Job Satisfaction

6.2.1 Relationship Between Leadership with Job Satisfaction

The result of the analysis shows that leadership has positive and significant effect on 0,05 to job satisfaction, that is with coefficient of relationship value 0,71 and value of T Statistic equal to 15,56 (> 1,96). This means that increased leadership performance will improve employee work satisfaction PT. Indonesian Trade Company (Persero) wilayaha Bali Nusa Tenggara, and vice versa lower leadership performance, the lower the performance of employees.

The results of this analysis in accordance with the theoretical basis used in this study, namely the concept proposed by Robbins and Judge (2008: 343), that leadership has an important effect on employee job satisfaction. Another concept proposed by Luthans (2010: 244), that job satisfaction is one of them influenced by leadership. The concept is supported by research results from: Challagalla and Shervani (2006), Mulyanto and Susilowati (in E-Journal Excellent 2009), Nugroho, Hidayat, and Suryoko (in E-Journal 2013). The results of this study are also in accordance with the hypothesis proposed that leadership has a positive and significant impact on employee satisfaction.

6.2.2 Relationship Between Satisfaction of Work with Organizational Commitment

The result of the analysis shows that employee job satisfaction has positive effect on organizational commitment, that is the value of relationship coefficient is 0,05, it means that the increase of job satisfaction will increase organizational commitment, and vice versa, if organizational commitment decreases, employee job satisfaction also decreases. However, the results of this analysis showed significant at the level of 0.25, ie with the value of T Statistics of 14.17 (<1.96). This means that job satisfaction is important in the environment of PT. Indonesian Trade Company (Persero) Bali Nusa Tenggara region in improving company performance to compete in global market, compared with leadership. In terms of relationships, then job satisfaction positively affect the organizational commitment, or in accordance with the hypothesis and theoretical foundations proposed in this study.

Robbins and Judge, (2008: 100-101) "Organizational commitment is a situation in which an employee sides with a particular organization and its objectives and wants to maintain membership within the organization." These are divided into three demands: 1. "Commitment Affective (affective cummitment), 2.commitment commitment (continuance commitment) and 3. organizational commitment (normative commitment). Allen, Meyer and Smith (1993) in Fuad Ma'sud (2004) organisaonal commitment into six indicators are: 1. Emotionally tied 2. Feel 3. Needs and desires 4. Cost (sacrifice) 5. Trust 6. Loyalty

6.2.3 Relationship Between Leadership with Organizational Commitment

The analysis for the relationship between leadership to organizational commitment, showing a positive result of 0.05 means what if the leadership performance increases, then organizational commitment will also increase, and vice versa, what if leadership performance decreases then organizational commitment will also decrease. The relationship is significant at the level of 0.80 with a Statistical T value of 44.55 (> 1.96), this is in accordance with the hypothesis proposed in the study that leadership has a positive and significant effect on organizational commitment.

The results of the analysis are in accordance with the concept used in the theoretical basis, namely the concept based on the Gorda concept (2006: 154-157), that leadership can provide employee motivation so as to increase organizational commitment. The concept is supported by the results of a study from Prihastuti (1991), and Lee, et al. (1992).

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, among other things, contains conclusions from the results of analysis as described in the previous chapter and suggestions.

7.1 Conclusion:

1. Leadership directive and participative leadership have positive and significant impact on job satisfaction, at PT Trading Company Indonesia (Persero) Region Bali Nusa Tenggara.
2. Job satisfaction: Indicators with job content, coworkers, organization and management as well as work conditions have a positive and significant effect on organizational commitment at PT Perusahaan Perdagangan Indonesia (Persero) Bali Nusa Tenggara Region.
3. Leadership indicators: directive, sprotif, participative and achievement-oriented positively and significantly affect the commitment of PT Indonesia Trade Company (Persero) Bali Nusa Tenggara Region.

7.2 Suggestions:

From the results of this study, it can be seen that leadership variables significantly influence in improving employee performance. Thus the results of this study indicate that these variables need to be considered by policy makers in PT Perushaaan Perdagangan Indonesia (Persero) which includes: efforts to increase leadership, efforts to increase organizational commitment, and efforts to improve employee job satisfaction can thus be suggested as follows:

1. Leadership

1). Supportive leadership is a leader who makes efforts to make the job more fun, treats group members fairly, friendly and sociable and cares for the welfare of employees.

2). Achievement-oriented leadership is a leader who always sets challenging objectives, expects the highest level of performance, emphasizes continuous improvement in performance and displays confidence in meeting high standards.

2. Organizational Commitment:

1).Commitments related to the needs and desires of a decent living needs for each employee to meet the minimum standards of need.

2).Commitment relating to trust is to give tasks and responsibilities responsibilities to each employee by providing support through management

3. Job Satisfaction:

1).Salaries and other financial benefits measured from per capita income need to be improved

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EVALUATION OF BUREAUCRATIC REFORM ROAD MAP POLICY IN TASIKMALAYA REGENCY
(Case studies of organizational structuring and enhancing)

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Abstract. Implementation of Law 2014 number 23 on Regional Government requires the establishment of organizations with appropriate shapes and sizes. The formation of the regional organization devices must also be in line with the direction of the implementation of bureaucratic reform in the Tasikmalaya regency as has been stated in the Regent Regulation of Tasikmalaya 2013 Number 8 on the Road Map of Bureaucratic Reform in the Tasikmalaya Regency. The criteria for evaluating the bureaucratic reform road map policy, as Dunn's (2000: 610) stated are "1) effectiveness, 2) efficiency, 3) adequacy, 4) equity, 5) responsiveness, and 6) appropriateness ". The scope of the Bureaucratic Reform Road Map in Tasikmalaya Regency 2013-2017 are 1). Focus on enhancing the bureaucracy in Public Service, 2). Objectives in nine government management, 3). Structuring of Income Benefit Allowance and 4). Formation of Bureaucratic Reform Team. This scopes are implemented in an effort that the direction of the implementation of bureaucratic reform in the field of organizational structuring and enhancing in Tasikmalaya Regency runs effectively, efficiently, measurably, consistently, integrated, institutionalized and sustainable.

Keywords: policy evaluation, bureaucratic reform

I. INTRODUCTION

Tasikmalaya Regency has established the Long-Term Development Plan of the Year 2005-2025 as a long-term planning policy of multisector development to achieve the vision of Tasikmalaya Regency, which is religiously Islamic, independent, superior in agribusiness and rural based. The inceasing capacity of the apparatus is one of the sectors that are expected to manifest adequate good governance, fair, transparent and accountable.

Manifesting good governance and clean government faces few obstacles considering the condition of professionalism. Therefore, we need the seriousness and commitment of the apparatus in managing the professional bureaucracy.

Road Map of Bureaucratic Reform aims to provide direction for the implementation of local government bureaucratic reforms to run effectively, efficiently, measurably, consistently, integrated, institutionalized, and sustainable. Road Map of Bureaucratic Reform in Tasikmalaya Regency has been stated in Tasikmalaya Regent Regulation of 2013 number 8 on Road Map of Bureaucratic Reform in Tasikmalaya Regency.

Working units that needs to be governed related to the implementation of reforms, other than staffing, public relations and training,the information system also needs to be governed. Public information disclosure is expected in accordance with the demands of community development. Management of the website has been done but the public use of the means of information has not been effective.

II. METHODS

The research method used is descriptive research method. Sugiyono (2005: 21) states that the descriptive method is a method used to describe or analyze a research result but not used to make wider conclusions.

III. RESULT AND DISCUSSION

Charles O. Jones (in Cooper, 1998: 191) states are evaluation is a rational process of assessment performed using precise tools that produces judgments.. In addition, Dye (1987: 351) suggests: Policy evaluation research is the objective, systematic, empirical examination the effect ongoing policies and public programmes have on their targets in term of the goals they are meants to achieve.

Parsons (1997: 543) believes that : Evaluation has two interrelated aspects : The evaluation of policy and its constitutent programmes; The evaluation of people who work in the organizations which are responsible for implementing policy and programmes.

In the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of 2010 number 20, the Bureaucratic Reform Road Map is a form of operationalization of the Grand Design of Bureaucratic Reform, which is prepared and conducted every 5 years and is a detailed plan of bureaucratic reform from one stage to the next for five years with clear target per year.

To evaluate the policy, Dunn (2003 : 610) with several important criteria as follows*:* 1*)* effectiveness*;* 2*)* efficiency*;*3*)* adequacy*;* 4*)* equity*;* 5*)* responsiveness; and 6*)* appropriateness.

The effectiveness and efficiency of the Bureaucratic Reform Road Map policy can be seen from the achievement of the Bureaucracy Reform Road Map objectives, among others, Institutional Structuring of the Organization of Regional Apparatus is done through the study of institutional arrangements for the creation of appropriate and proper functional institutions by paying attention to the affairs or authorities of the local government and the legislation - the existing invitation.

To evaluate the adequacy aspect, the implementation of Position Analysis carried out on the organization of regional apparatus and the implementation of Workload Analysis in accordance with the target of bureaucratic reform agenda in Tasikmalaya Regency to know the adequacy in human resources.

To respond to the dynamics of society, especially in public services, where the State Minister of Administrative Reform Affairs Number PER / 20 / M.PAN / 04/2006 on Guidelines for the Preparation of Public Service Standards commonly used by the Regional Government is no longer in line with the mandate of Law 2009 Number 25 on Public Service, an evaluation of Minimum Service Standards used by the Regional Government is carried out.

In order to ensure the responsiveness and information and communication density, arrangements are made in the use of information technology in local government management and public services by issuing Regulation of 2013 number 20 on Website and Official Email in Tasikmalaya Regency Government, Preparing Minimum Service Standards and Standard Operating Procedures.

The implementation of Bureaucratic Reform Road Map policy also controlling enhancing, especially in terms of regional financial management, Government Internal Control System, Improved coordination, monitoring and evaluation of corruption eradication, performance improvement of Tasikmalaya Regency through implementation of Performance Accountability System of Government Institution and Improving Quality of Public Service

IV. CONCLUSIONS

Road Map Bureaucracy Reform will be achieved if there is Structuring and enhancing the Organization, perform workload analysis, job analysis and improving the quality of public services

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COMPARATIVE AND COMPETITIVE ADVANTAGES OF INDONESIAN TOBACCO

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Abstract. One of the utilization of tobacco is as raw material of cigarette. Indonesia is one of the countries with the largest number of smokers in the world after China, the United States and Russia. Unfortunately, the Indonesian government has not signed the Framework Convention on Tobacco Control (FCTC). Some of the Indonesian government's considerations, the cigarette industry has a multiplier effect on economic growth, state revenues, employment in cigarette industry and tobacco farmer income. According to the Association of Indonesian Cigarette Manufacturers Association (GAPPRI), Indonesia's tobacco needs about 50% is imported tobacco. This study therefore aims to analyze the competitive and comparative advantages of Indonesian tobacco. This study was conducted in Temanggung as one of the tobacco producers in Indonesia.

Keywords**:** tobacco, FCTC, Framework Convention on Tobacco Control, comparative, competitive

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THE LONG ROAD TO DISSOLUTION OF SOCIAL ORGANIZATIONS IN INDONESIA

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Abstract. The societal organizations formed in Indonesia have different goals in accordance with the wishes of the group that formed them. Of the many organizations, there are also organizations established for the purpose of gaining power.
The presence of radical social organizations that often carry out anarchist activities in Indonesia has made the Indonesian government must exercise control in the form of restrictions, ranging from control of activity permits, place of activity, as regulated in Law No.17 / 2013 on social organization. The Act No.17 / 2013 has not been able to regulate the existence of social organizations in a comprehensive manner until the Government Regulation in Lieu of Law No. 2/2017 regarding the Amendment of Law No. 17/2013.
Restrictions that have been made, often ineffective to control the social organization because it is not offset by the decisive action in the form of dissolution. The dissolution referred to in the Law on mass organizations does not necessarily dissolve the ideology of such a social organization so that an unnamed or nameless organization movement becomes its choice and they always take refuge under the 1945 Constitution Article 28E paragraph 3 stating each People have the right to freedom of association, assembly and expression.This clause makes it difficult for the government to dissolve a civic organization that is harmful to the nation and state. So the solution that the authors offer in managing the existence of social organizations in Indonesia is to amend the 1945 Constitution by adding authority to the Constitutional Court (MK) which is not only given to dissolve the Political Party but also given the authority to dissolve the social organization that is dangerous for the survival of the nation's life and State.

Keywords: Dissolution, Social Organization.

I. INTRODUCTION

The legal system prevailing in Indonesia mandates that all laws and regulations in Indonesia should be sourced and refer to Pancasila and the 1945 Constitution. In further developments, the House of Representatives together with the government are given space to create derivative legislation in the form of Law. In its formation, the whole mind must be in harmony with the 1945 Constitution so that none of the Laws produced by the People's Legislative Assembly along with the government are contrary to the 1945 Constitution.
In the 1945 Constitution (Amendment) Article 28E
Paragraph (3) of the 1945 Constitution states that, "Everyone has the right to freedom of association, assembly, and expression". It is a reflection that Indonesia is a country that applies the principles of democracy. However, the right to union, assembly and expression must be based on responsibility by not harming others or other wider groups.
The formation of a social organization is a form of freedom of association protected by the 1945 Constitution. Furthermore the establishment of a social organization is regulated through the Law of the Republic of Indonesia Number 17 of 2013 on Community Organizations. The Law contains details about the formation of a social organization, its work in society and if there is a violation there is a sanction that will be accepted by the social organization. But in reality there is no firm sanction associated with the dissolution of a social organization.
That fact will be discussed by the author in Political and Legal review so that it is easier to be analyzed and understood. The author will describe the underlying problems and the factors that influence to find the cause of the dissolution of social organizations that are considered problematic in Indonesia. The writing of this book is entitled "The Long Road to Dissolution of Social Organizations in Indonesia".

II. METHODS

This research is designed to reveal the existence of political and legal phenomena in Indonesia especially related to the dissolution of community organizations. Given the focus of this research is the dissolution of social organizations which viewed from the perspective of politics and law that manifest itself in the form of physical and non-physical form of actions that can be observed then this research is designed as a type of qualitative research.
According to Oetomo (in Suyanto and Sutinah (ed), 2005: 23), qualitative research is a naturalistic and inductive research strategy in approaching the setting without the predetermined hypotheses.

III. RESULT AND DISCUSSION

A. Political Review

The societal organizations formed in Indonesia have different goals in accordance with the wishes of the group that formed them. Starting from cultural organizations, educational organizations, certain provesi organizations and there are also organizations to simply gather without a clear purpose. Of the many organizations with different aims, there are organizations established for the purpose of gaining power. They usually do public tests by gathering as many times as possible. They took up the hot issues of the day and worked on the issue to gain widespread public support.

Behind the establishment of such a social organization, there is a strong desire of the founding group to emerge as an informal ruler who can be likened to a formal ruler both locally and nationally. They always make moves to gain legitimacy, although limited to informal legitimacy. But the movement they do seems to get formal legitimacy. Certain class societies are very easy to instigate using large-time movements and some of them assume that big periods are considered to be formal legitimacy.

The relationship between the founding groups of social organizations and followers of social organizations is a mutually beneficial relationship. The founders of the community organization thought that the organization they founded was the will of the people and deserved to participate in managing and running the government. At least the interests of the founders of social organizations are calculated as a force that forces the formal ruler to run his agenda. On the other hand, there is a mass group as followers of the social organization who feel their interests are channeled and they seem to gain legitimacy to support the agenda of the community organizations it supports. The interests of the leaders of community organizations and the period of support of such social organizations often occur in mutually beneficial relations. Leaders of social organizations always assume that power is a strategy to be achieved, because through their power can move the system, rules, composition and regulations.

The above incident is in line with the opinion of Michel Foucault, one of the pioneering philosophers of structuralism also spoke of power. Foucault's Concept of Fycault was influenced by Nietzsche. Foucault who considered that traditional political philosophy is always oriented on the question of legitimacy. Power is something that is metaphysically legitimated to a state that allows the state to oblige all to obey it. Power is not something that is only controlled by the state, something that can be measured. Power is everywhere, because power is one dimension of the relationship. Where there is a relation, there is power.

The presence of radical social organizations that often conduct anarchist activities in Indonesia has made the Indonesian government that has a formal legitimacy as state authorities under the 1945 Constitution must exercise control in the form of restrictions. Restrictions are made from the control of the activity permit, the place of operation even to the control of the organization's establishment permit. Restrictions that have been made, often ineffective to control the social organization because it is not offset by the decisive action in the form of dissolution. They always take refuge under the Article 28E Paragraph 3 of the 1945 Constitution which reads that everyone is entitled to freedom of association, assembly and expression. The clause in the 1945 Constitution makes it difficult for the government to dissolve a civic organization that is harmful to the nation and state. Often the dissolution of social organizations is not followed by the sanctions of individual supporters of the social organization. Because the ideological power of social organization will become a latent danger and can mobilize its members despite the use of an organization without form. This formless organization will be more dangerous than the organization that is obviously its form.

B. Legal Review

Dissolution of social organizations in Indonesia is not an easy matter because in addition to the many interests that play in it there are also overlapping rules. On one hand, the Constitution states that everyone is entitled to freedom of association, assembly and opinion. While on the other hand, the law states that the government is allowed to sanction members in the form of dissolution of social organizations that are dangerous for the life of the nation and state. Looking at the applicable rules, the author tries to dissect the two rules and when linked to the current order of law in Indonesia today.

In the Law of the Republic of Indonesia Number 17 Year 2013 on Community Organizations in Chapter XVII mentioned about sanctions for social organizations that violate the rules of organization in the territory of the Unitary State of the Republic of Indonesia. The article on organizational sanctions is contained in chapters 60 through 82.

From the description of the above rules it can be seen that the established social organizations are protected by law and the implementation of the activities of social organizations is regulated in more detail in the law. Problems occur when the implementation of the activities of social organizations is not appropriate even contrary to the law. While the 1945 Constitution mandates that every citizen is free to associate, get together and express opinions.

Community organizations that have been formed and already large and entrenched in the community is very vulnerable to happen turmoil in the community can even affect the state of Indonesia. The social legitimacy that has been built from these social organizations is not easy to eliminate. Strong legitimacy in community organizations and leaders of social organizations seems to have empowered them to do according to the ideology they developed. The legitimacy of strong social organizations, although only on the informal level, becomes rival rulers or governments with formal legitimacy provided for in the 1945 Constitution. The conflict of interest between the state and the ruling societal organization will be a legal issue if it is not handled properly. As Foucault reveals that traditional political philosophy is always oriented on the question of legitimacy. It is clear that the mass organizations considered to be disturbing the sovereignty of the state always seek to gain the legitimacy of power from their members even on an informal level. The legitimacy continues to be fought for power. With the power of such social organizations can oblige all people to obey everything that must be done according to ideology.

Foucault also said that power is something that is metaphysically legitimated to a state that allows the state to oblige all people to obey it. But according to Foucault, power is a dimension of the relationship. Where there is a relation, there is power.

In Foucault's view it is clear that in order to carry out the whole agenda of the social organization in accordance with the ideology of the established social organization, it requires legitimacy to gain power. To gain power, social organizations must strengthen relations with their supporters and multiply supporters as relations. Strengthening relations will strengthen power.

C. Solutions for Dissolution of Social Organizations

In the above description it can be understood that there has been a lack of sanction in giving sanctions to community organizations that have been formed through the rules of legislation. Through the law a social organization is formed with all the rules that have been determined. If the social organization does not implement the legislation, it is very difficult to dissolve. This occurs because of the higher regulations of the 1945 Constitution, especially article 28E paragraph 3 which reads every person has the right to freedom of association, gather and express opinions. Moreover, in Law Number 10 Year 2014 on the Regulation of the Order of Law of the Republic of Indonesia article 7 is regulated as follows:

1. The 1945 Constitution
2. Law / Government Regulation in Lieu of Law
3. Government Regulation
4. Presidential Regulation
5. Regional Regulations, which include:
   - Provincial Regulations
   - Regency / City Regulation
   - Village Rules

It is clear that the Law on Social Organizations in the order of legislation lies under the 1945 Constitution.

In the legal dispute the writer tries to offer a solution in the form of the Amendment of the 1945 Constitution. In the Amendment, the criteria of social organization that are dangerous for the safety of the nation, state and Pancasila. Another solution is to extend the authority of the Constitutional Court which was previously authorized to dissolve political parties other than other authorities to have additional authority in the form of dissolution of social organization.

The reason is that social organizations that deviate from the state ideology and endanger the life of the nation and state as dangerous to the political parties that have the ideology instead of Pancasila and conduct movements that endanger the life of the nation and state.

By granting more authority to the Constitutional Court in the form of authority to dissolve social organizations, the dissolution of social organizations is protected by the 1945 Constitution. So the dissolution of social organizations with the very clear criteria that endanger the life of the nation and the state, can not be contradicted by the Law Basic article 1945 of article 28E paragraph 3 which reads every person has the right to freedom of association, gather and express opinions.

The next problem that will arise is whether members of the People's Consultative Assembly whose members consist of members of the House of Representatives of the People's Legislative Assembly and the Regional Representatives Council agree and agree with the amendment? ; The question is a very reasonable question in the midst of society's skeptifism against its parliamentarians. But the people still have hope, the members of the parliament in the People's Consultative Assembly will see the interests of the nation and the country above the interests of the group, group and party. The safety of the nation and the country is a fixed price.

D. Case Example

An example of a case in Indonesia is a community organization called HTI (Hizbut Tahrir Indonesia) declared dissolved by the Indonesian government through a press conference held on May 12, 2017. In the press conference, Coordinating Minister for Political, Legal and Security Affairs Wiranto stated that The dissolution of Hizbut Tahrir Indonesia (HTI) is not without reason. Dissolution is based on the ideology of the khilafah that was preached by HTI, threatening the political sovereignty of the state in the form of the Unitary State of the Republic of Indonesia. The ideology of the khilafah that is voiced by HTI, according to Wiranto, is transnational. That is, this ideology negates the concept of nation state. "To establish an Islamic state in a broad context so that countries and nations become absurd, including Indonesia based on Pancasila and the 1945 Constitution."

Wiranto said that the existence of HTI is felt increasingly troubling. Because the police report a lot of rejection in various regions, even trigger horizontal conflict between the pros and cons. "If it is left it will be widespread," said Wiranto. Wiranto considers there will be no compromise to any organization that threatens the existence of Indonesia, including HTI. "Our duty born in Indonesia maintains this heritage, the legacy of the existence of the Unitary State of the Republic of Indonesia".

The declaration of dissolution of HTI community organization shall be conducted by the government through a legal mechanism in accordance with the Law of the Republic of Indonesia Number 17 Year 2013 concerning Social Organization article 70. It states that an application for dissolution of a civil organization shall be submitted to the district court by the prosecutor only at the written request of the minister Conducting governmental affairs in the field of law and human rights.

In Law Number 10 Year 2014 on the Order of the Order of Law of the Republic of Indonesia article 7 is regulated as follows:

1. The 1945 Constitution
2. Law / Government Regulation in Lieu of Law
3. Government Regulation
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5. Regional Regulations, which include:
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   - Village Rules

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The ordering of such aforementioned invitations is very clearly stipulated that the Law of its tiers is under the Constitution. Dissolution of social organization by relying on article 68 of the Act of Social Organization in the form of dropping the sanction of revocation of legal entity status is very contradictory to the 1945 Constitution Article 28E paragraph 3 which reads every person has the right to freedom of association, gather and express opinion.

Even if the dissolution of social organization is still imposed then the ideology of community organizations that have been embedded in the leadership and support of social organizations will be maintained and they will keep doing the movement by using the name of different organizations. It is even possible that they use the path of organization without form or underground movement so it is very difficult to be dissolved. Formless organizations can not be dissolved because they have never been registered as official organizations but their movements are driven by ideology that they believe will be very disturbing the life of the nation and the state.

In view of the facts mentioned above, on Wednesday, July 12, 2017, the government through the Coordinating Minister for Law and Human Rights, General of the Armed Forces (Ret. H. Wiranto, S.H, issued a Government Regulation in Lieu of Law of the Republic of Indonesia Number 2 of 2017 on Amendment to Law Number 17 Year 2013 on Social Organizations.

In an official press conference submitted by the government stated that up to now have registered 344,039 community organizations at both central and local levels in Indonesia. So many community organizations that exist in Indonesia should be part of the development of nation and state in their respective levels. But in reality not all social organizations are conducting activities in accordance with the rules as submitted at the time of registration. It is acknowledged by the government that there is a legal vacuum in dealing with such a social organization, in which no rule expressly authorizes the government to dissolve a harmful social organization for the integrity of the Unitary State of the Republic of Indonesia.

Government awareness is in accordance with the analysis presented by the author on this research. However, the issuance of Government Regulation in Lieu of Law by the government is not without its weakness. The real disadvantage as the author has pointed out above is the fact that the Constitution especially article 28E paragraph 3, provides assurance that every citizen of the Republic of Indonesia is entitled to freedom of association, gather and issue opinions.

However, the Government Regulation in Lieu of Law No. 2 of 2017 refers more to the 1945 Constitution of Article 28J which reads:

(1) Everyone shall respect the human rights of others in the orderly life of society, nation, and state.

(2) In the exercise of their rights and freedoms, each person shall be subject to the restrictions laid down by law with the sole intention of securing the recognition and respect of the rights and freedoms of others and to fulfill a fair provision with due regard to moral judgment, Values of ogama, security and public order in a democratic society.

The author argues that Article 28J of the 1945 Constitution is an affirmation of the restrictions stipulated by law. But it does not exclude the intent of Article 28E paragraph 3 of the 1945 Constitution which provides assurance that every citizen of the Republic of Indonesia shall have the right to freedom of association, assembly and expression.

The weakness is also added by the existence of Law Number 10 Year 2014 on the Order of Legislation-Invitation of the Republic of Indonesia, especially in Article 7 which explains that the Law and Government Regulation in Lieu of Law its position is under the 1945 Constitution.

The aforementioned facts caused the position of Government Regulation in Lieu of the already published Law to be very weak in the framework of dissolution of social organization. This is because the dissolution is only at the level of revocation of legal entities of social organizations and not on the dissolution of the actual organization. Although the legal entities of these social organizations are disbanded, they will continue to exist even though they have to be organized without form.

The ideology of radical social organizations that endanger the life of a nation and a state is to gain power. As Foucault points out that power is everywhere, because power is a dimension of relations. Where there is a relation, there is power. From the above analysis, it can be believed that as long as members of these social organizations can gather without the name of the organization, they remain dangerous for the survival of the nation and state.

Thus, even though the government issues a Government Regulation in Lieu of Law, it can not completely dissolve a radical organization that is harmful to the survival of the nation's life and state to its roots. The best way is as has been conveyed by the authors above is to provide additional authority to the Constitutional Court to be able to dissolve the Community Organization through the Amendment of the 1945 Constitution.

IV. Conclusions

Based on the above description, it can be concluded that:

1. Behind the establishment of civic organizations that endanger the life of the nation and state in Indonesia, there is a strong desire of the founding group of such social organizations to emerge as informal rulers who can be matched with formal rulers, both at local and national levels by making movements to gain legitimacy of the people as well Followers. The importance of the leadership of the community organization and its supporters is often a mutually beneficial relationship. The leadership of such social organizations always assumes that power is a strategy to be achieved, because through their power they can mobilize systems, rules, arrangements and regulations.

2. Community organizations that have been established in Indonesia, in the implementation of its activities not all follow the rules in force in Indonesia. Some of them have other agendas and other ideologies that are evident from their movement in society that deviates from the Ideology of Pancasila and endangers the life of the nation and the state. This kind of social organization is very difficult to be dissolved because of the overlapping rules between the 1945 Constitution especially Article 28E paragraph 3 which reads every person has the right to freedom of association, gather and issue opinion and the existence of law especially Number 17 of 2013 on Social Organization, especially on Chapter XVII is mentioned about sanctions for social organizations that violate the rules of organization in the territory of the Unitary State of the Republic of Indonesia.
3. Law No. 17 of 2013 is subsequently amended by the issuance of Government Regulation in Lieu of Law No. 2 of 2017. However, the Government Regulation in Lieu of the Law still has a weakness because it only refers to the 1945 Constitution Article 28J paragraph 2 which says that Each person shall be subject to the restrictions established by law. However, the article does not exclude the intent of Article 28E paragraph 3 of the 1945 Constitution which provides assurance that every citizen of the Republic of Indonesia shall be entitled to freedom of association, assembly and expression.
4. The weakness is also added by the existence of Law Number 10 Year 2014 on the Legal Order of the Republic of Indonesia, especially in Article 7 which explains that the Law and Government Regulation in Lieu of Law its position is under the 1945 Constitution.
5. The solution offered by the author in overcoming the dangerous social organization in the life of the nation and the state especially in the dissolution of social organization is to amend the 1945 Constitution. This amendment is done by granting wider authority to the Constitutional Court, where the Constitutional Court is not It is permissible to dissolve a political party but be given space to dissolve a social organization.
6. An example of a case that occurred in Indonesia was when a community organization called HTI (Hizbut Tahrir Indonesia) was declared dissolved by the Indonesian government through a press conference held on May 12, 2017. Dissolution was based on the ideology of khilafah which was proclaimed HTI, threatening the state's political sovereignty Which form the Unitary State of the Republic of Indonesia. The declaration of dissolution of HTI community organization is carried out by the government through legal mechanism in accordance with the Law of the Republic of Indonesia Number 17 Year 2013 on Social Organization, especially article 70. Whereas the Constitution of 1945 article 28E paragraph 3 states that everyone has the right to freedom of association, assembly and expression. In Law Number 10 Year 2014 concerning the Order of Legislation of Republic of Indonesia Article 7, it is stipulated that the Law in the order of the law is under the 1945 Constitution. Thus HTI can legally be dissolved by its organization, but their movement in Organizations without form will continue to run in accordance with the ideological impulses they understand.

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General Knowledge and Science Learning for Young Children Using Observational Learning Method and Plants as the Instructional Media

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Abstract. This study was carried out to increase young children's general knowledge and science using observational learning method and plants as the instructional media. Participants aged 4 to 5 years old participated in two general knowledge and science classes conducted in a plantation. During these classes, the participants discussed things related to vegetation and observed it in its nature. The participants showed increased knowledge in the names and the use of various plants, and the names of parts of the plants. The participants were also observed to be actively involved in these classes and were learning actively. Observational method and plants may become an alternative learning method and instructional media respectively applied in general knowledge and science learning for young children.

Keywords**:** young children, general knowledge, science, observational method, plants

I. Introduction

Early childhood education is an effort to stimulate, guide, nurture and perform learning activities that will generate the ability and skills of children. The education must be holistic and integrated, that can explore all of the children's potentials.

General knowledge and science are part of the cognitive development of children [1]. Science is a product and a process. As a product, science is a part of the well-organized knowledge of the physical and natural world. As a process, science is the activity of looking for, observing and experimenting. Science as a series of concepts and conceptual schemes that related to each other [2]. It develops as a result of a transformation and observation series which can be observed and examined further. Science also can be defined as a set of knowledge that is obtained using methods based on full accuracy observation [3].

Science for young children is all about gaining new knowledge from the world around them. Children can use and develop scientific skills including the ability to recognize and understand a simple problem. They are also able to classify and solve a problem in their daily life [4]. The introduction of science activity allows children to explore any objects around them. Through the science, children can learn how to see, feel, smell, touch and hear. Gaining of new knowledge from the involvement of child's senses will be useful for their further thinking ability [5].

The introduction of science for young children can be conducted through the observational learning: methods of learning that consist of looking at, observing and analyzing directly. Plants have chosen as media as they are easy to find from surrounding environtment. Morphological characters of plants are useful in the visual identification of plants and they also have many species varieties so they can be easily observed and stimulate children's curiosity.

This research was conducted toward A Grade students (4-5 years old children) of PAUD Tunas Harapan Bangsa Kecamatan Rancakalong, Kabupaten Sumedang, West Java. From the initial interview's result, teachers always use classical models during science learning activity in the classroom. The limitations of instructional media causing teachers and students to be less enthusiastic. Students feel tired and this situation leads to ineffective learning practices. The aim of this study is to improve general knowledge and science of PAUD Tunas Harapan Bangsa's students by applied observational learning method and plants as an instructional media.

II. Methods

Qualitative descriptive methods are used in this study. This method is chosen because it can describe the event, fact, phenomena, and circumstances that occurred during the study. The subject of this study is 10 students of Group A PAUD Tunas Harapan Bangsa.

The data collection techniques include a. Observation of students. It is an activity conducted by the teacher (researcher) to observe activities during learning process [6]. Observation is also conducted on teachers, during the learning process. It also involves the use of observation instruments; b. Interview aims to obtain certain information about the student and also teacher successful level in the learning activity. The interview using interview guidelines as an instrument; c. Field notes contains important notes during the study. Field notes compiled during an observation and interview can be a useful complementary source to help drawing the conclusion [7].

Data was collected through a pre-action phase, phase I and phase II. The indicators of student's development achievement are classified into categories: BB (undeveloped, scored 1), MB (start developing, scored 2) and BSH (developed as expected, scored 3) [1] [8]. They are calculated with a simple percentage formula. The results are interpreted into the following criteria [9].

TABLE I CALCULATION CRITERIA

Percentage	Category
76%– 100%	Good
56% – 75%	Good Enough
40% – 55%	Less Good
< 40%	Not Good

Qualitative data obtained are analyzed including data reduction, data display and conclusions drawing/ verification [10].

III. RESULT AND DISCUSSION

A. *Pre-action Phase*

The study was conducted in three phases: Pre-action Phase, Phase I and Phase II. The pre-action stage was performed in the classroom. The aim of this activity is to assess students to determine if they know parts of the plants. This activity was based on the Daily Lesson Plan (RPPH) that has been determined, using the indicator refers to [1]. The results are presented in the following table.

TABLE II
RESULT OF STUDENT OBSERVATION ON PRE-ACTION PAHSE

No.	Students	Development Indicators			Total	Category
		A	B	C		
1	A.M	2	1	1	4	BB
2	D.R	1	1	1	3	BB
3	L.A	1	1	1	3	BB
4	M.L	2	2	2	6	MB
5	M.R	1	1	1	3	BB
6	N.R	2	1	1	4	BB
7	R.P	2	2	1	5	MB
8	S.W	2	2	2	6	MB
9	T.R	2	2	2	6	MB
10	Z.A	1	2	1	4	BB
	Total	16	15	13		
	(%)	53,3	50	43,3		

Explanation of development indicators:

- A : knowing of plants names. BB: children only know 1 name of the plant. MB: children already know 3 names of plants. BSH: children already know the 5 names of plants.
- B : knowing parts of a rose plant. BB: children recognize 2 parts of plants (leaves and flowers). MB: children recognize 3 parts of plants (stems, leaves, flowers), BSH: children recognize complete parts of the rose plants (roots, stems, roots, leaves, flowers)
- C : knowing 5 benefits of plants. BB: children only know 1 benefit of plant, MB: children know 2 benefits of plants, BSH: children know 3 benefits of the plants.

Percentage of student's initial ability (pre-action phase) of identifying the plants can be seen in table III:

TABLE III
STUDENT'S ABILITY LEVEL ON PRE-ACTION PHASE

No.	Ability Level	Total	(%)
1	BB	6	60
2	MB	4	40
3	BSH	0	0
	Total	10	100

From the table above, it seems like more than half of students are still at undeveloped level (BB). None of these students reached until Developed as Expected level (BSH). As the following of this results, next action is needed to increase the student's knowledge.

B. *Phase I*

Phase I began according to specified daily lesson plan (RPPH). Prepared plants as instructional media and provided assessment instrument sheet. Learning and teaching activity introduction started with apperception. The teacher reminded students about the lesson from the last meeting and guided students about the steps of learning activities that day. In order to give information and motivation to the students, teacher started asking questions such as "do you know what the plant is?", "who created the plants?", "what kind of plants did you know?", "where the plants grow?", "Can you mention the parts of plants?", "what the benefits of plants did you know?" and "how did you take care of the plants?". Students showed different reaction like some of the students were paying attention, some kept silent, some were playing by themselves, even some were less focused to what teacher said.

Going to the main activity, the teacher took the students out of the classroom to observe plants in school garden nearby. The teacher asked them "can you mention, what plants are here?". Students answered with "ginger", "eggplant", "turmeric", "spinach", "banana", "orange" and so on. Then teacher explained all about the plants which were observed such as the plant's name, the parts of plants, and the benefits of plants. To elaborate this activity, the teacher asked again to students one by one. For closing activities, the teacher did some evaluations from the previous observation's activities. The results of Phase I can be seen in table II.

TABLE IV
RESULT OF STUDENT OBSERVATION ON PHASE I

No.	Students	Development Indicators			Total	Category
		A	B	C		
1	A.M	2	3	2	7	MB
2	D.R	2	2	1	5	MB
3	L.A	2	1	2	5	MB
4	M.L	3	3	2	8	BSH
5	M.R	2	2	1	5	MB
6	N.R	2	2	2	6	MB
7	R.P	2	3	2	7	MB
8	S.W	3	2	3	8	BSH
9	T.R	3	2	3	8	BSH
10	Z.A	2	2	2	6	MB
	Total	23	22	20		
	(%)	76,7	73,3	66,7		

Percentage of student's ability (phase I) of identifying the plants can be seen in the following table:

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TABLE V

No.	Ability Level	Total	(%)
1	BB	-	-
2	MB	7	70
3	BSH	3	30

According to table V, after implementing the observational learning method, the number of students are increasing at Start Developing's Level (MB). At the beginning, it shows 40%, then increasing until 70%. That means more than half of students start developing. There are even students who have already reached to Developed as Expectation Level (BSH), which is equal to 30%. According to the observation, student activeness and enthusiasm during learning activities shown a good enough development [9]. However, these results not yet shown the expected results. That because the BSH level is only less than a half students (30%). Therefore, the teacher needs to evaluate in order to know where the lack is, and make some improvement over it. In order to reach the better results, phase II need to be conducted.

C. *Phase II*

The study of phase II take as same steps as phase I, including preparing lesson plan (RPPH), preparing plants as media and observation instrument sheet. Starting with apperception, this is a situation where the teacher holds the conversation with students about learning activity that day.

For main activity, the teacher took students again out of the classroom to observe various types of plants in the school garden. In order to draw student's enthusiasm, the teacher asked them to sing "lihat kebunku" song. While observing the plants, the teacher asked: "Can you try to mention what kind of plants are there?". Students showed their enthusiasm by running and pointing toward the plants to answer a question from the teacher. The teacher allowed the student exploring and observing by themselves, so the students can build their own knowledge. In this situation, the teacher just motivates and facilitate the students. The teacher then asked, "what did you find today?". Students seemed to be more active responding with various answers, according to the plants they had encountered. Even when the teacher asked students one by one about the names of plants, parts of plants and the benefits of plants, they could give more answers than before. After completing the activity, the teacher did some evaluation of the activity. Teacher prepared observation sheet and did the assessments by interacting and giving questions to the students one by one based on determined indicators. The teacher gave students an opportunity to answer, express and describe their experience during field observation activity. The results of a study in Phase II are provided in Table VI.

TABLE VI
RESULT OF STUDENT OBSERVATION ON PAHSE II

No.	Students	Development Indicators			Total	Category
		A	B	C		
1	A.M	3	3	3	9	BSH
2	D.R	3	2	2	7	MB
3	L.A	3	2	3	8	BSH
4	M.L	3	3	3	9	BSH
5	M.R	2	3	2	7	MB
7	R.P	3	3	3	9	BSH
8	S.W	3	3	3	9	BSH
9	T.R	3	3	3	9	BSH
	Total	29	28	26		
	(%)	96,7	93,3	86,7		

Percentage of student's ability on phase II in identifying the plants can be seen in the following table.

TABLE VII
STUDENT'S ABILITY LEVEL ON PHASE II

No.	Ability Level	Total	(%)
1	BB	-	0
2	MB	2	20
3	BSH	8	80
	Total	10	100

The table above shows that Phase II give significant results of improving children's knowledge of plants. BSH's level category increased from 30% to 80%. It means that most of the students show a progress according to the expected level of development. As for 20% of students is still in MB's level.

The summary of student's ability development of knowing the plants can be seen in the following graph.

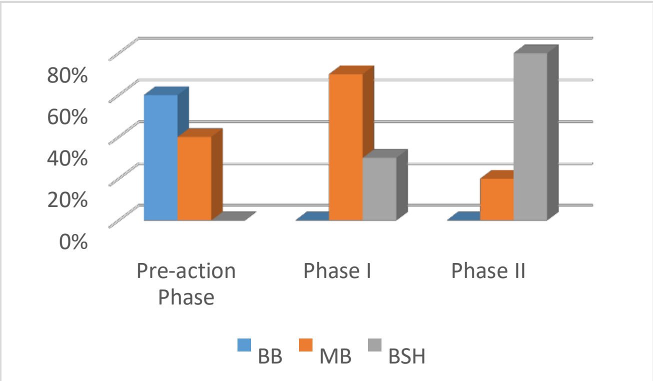

Fig 1. Graph of Student's ability development of knowing the plants.

Out of 3 aspects of assessment indicators, the ability to know plants name shows the highest result (96,7%) compared from other aspects. Other aspects of capability also increasing at every phase, categorized as a good result [9]. Therefore, it is said that the learning activity is well done.

D. *Discussion*

Piaget believed, human construct their knowledge. Cognitive development happens as children's concrete, hands-on experiences, and knowledge of the physical world become mental actions so that children can adapt to their environment [11]. The brain takes something concrete and turns it into a picture or a symbol that can be used over and over again without having it or even touch it in order to remember it. Young children use schemas to understand the world. Schemas are an action that organizes and give structure to children's thought. Schemas become more complex and increase as children grow. This is how the knowledge constructed.

Basically, science for young children is all about gaining new knowledge of the world around them. Science is also about learning how to learn. It's about being curious and following a process to make a new discovery. In the process of learning science, using plants as an instructional media can encourage children to escalate their curiosity. Children love to ask a question and look for the answer by themselves. Science does not always have to be conducted through experiments. Taking children to the garden can develop their curiosity, exploring nature and build children's confidence. Garden provides workspace for children to appreciate nature and solve problems through observation, exploration and data collection. Plants provide a "perfect laboratory" in which the scientific concept takes place in life [12].

Observation is interpreted as a narrow activity, which is using eyes to pay attention to something [9]. Observation is using five senses as an instrument for sensing object, which is also the basis of science [13]. Learning how to observe is a very important science skill for children. Children are given lots of opportunity to see, smell, hearing, touch, and taste. It helps children to find the characteristics of objects such as size, shape, color, pattern and so on [14]. The more of sensory involve in learning, the more children understand what is learned.

Taking students out of the classroom and doing some observations toward various types of plants in school garden can help them to use their senses. Learning activity will be more memorable. The knowledge they get from the outdoor activity will take longer in student's memory. Outdoor activity is very fun and interesting for children. They don't feel bored and show more enthusiasm during the learning activity.

Aside from increasing general knowledge and science for young children, observational learning can develop children's basic scientific skills. For example, observation skill encourages children to investigate specifically. Classification skill makes children classify object into a specified category. Comparison and measuring' skill of checking the object in similarities and differences, and communication skill to encourage children to talk about their findings [15]. Besides of its advantages, this method has a lack ness. Taking students out of classroom orderly is difficult enough. Outdoor observation activity also takes time longer. Student's safe and safety also should be a concern.

Student's knowledge shows improvement from pe-action phase until phase II, according to the result. They can distinguish one plant of each other based on shape, size, colors and so on. Therefore, students can recognize the name of the plant, such as mentioning 2 names of vegetable plants, 2 names of fruit plants, 2 names of medicinal plants and 2 names of ornamental plants correctly. Basically, the main organ of plants is the leaves, stems, and roots, while the other parts are the development of basic organs such as fruit, flowers, tuber, seeds and so on [16]. For Group A students (4-5 years), learning indicators can be achieved if they can pinpoint the main part of the plants correctly. In terms of recognizing parts of plants, most of the students have already known the complete parts of plants (roots, stems, leaves, flowers, and fruit), as well as in recognizing the benefits of plants. Students know 4 benefits of the plant such as medicine, ornamental, vegetable and fruit.

Plants can provide children's interaction with the environment. Especially for children living in urban areas, they don't have many opportunities to interact with nature. Gardening and natural-based curricula support children development and learning process in terms of academic, social dan health related [17]. Plants are very easy to grow and easy to maintain and let students involve in gardening projects [18]. They can be used as outdoor learning media. In addition, the introduction of plants to children can help them to love nature and realize the greatness of God.

IV. CONCLUSION

The application of observational learning using plants as instructional media in PAUD Tunas Harapan Bangsa provides important information about how to support general knowledge and science of the students. Expected level of development of children increasing and reaching 80% at the end of the study. The highest aspect achieved by students is knowing parts of plants with 96,7% of the result. Plants are concrete objects. They have distinctive characteristic so that students can use their senses while observing them.

Using plants as instructional media with observation activity conducted outside the class is very effective to improve general knowledge and science for young children. They show high enthusiasm and activeness during the learning process. Observational method and plants may become an alternative learning method and instructional media respectively applied in general knowledge and science learning for young children.

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SANITATION BEHAVIOUR AMONG PEOPLE IN DOWNSTREAM AREA OF MUSI RIVER, SOUTH SUMATERA, INDONESIA

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Abstract.
Human existence on the planet earth is bedeviled with a lot of health related problems caused by man's living environmental conditions. These are the surrounding conditions of man's living environment which have been observed by researchers to be consequentially detrimental to the health, social and economic well being of the individual and his family or society where they live. This research advances the understanding of sanitation behaviours among people in downstream area of Musi river. Respondents' behavior was explored by administration of structured questionnaire interview with Cross-sectional study approach. Simple random sampling was applied select 215 samples from 817 population in 6 sampling point. The results indicated that inappropriate behavior was happened among people in downstream area of the Musi River.

As high as 78.14 % of respondents had inappropriate sanitation behaviors whereas 97.75 % respondents use the river to defecate and 100% household had sewer directly into the river. level of sanitation behavior among people in downstream area of the musi river much more bad because mostly of respondent (99.5%) had activity of washing in the river and using detergent. Respondent (88.4%) also throw dead animal in the river, it was bad culture of the people in downstream area.

Most of the people in downstream area of the Musi River had inappropriate sanitation behaviors, resulted in pollution of the river, improvement in water use sanitation behaviors should help improving the situations.

Keywords**:** Sanitation, behaviour, water use

I. Introduction

Rivers, ponds, and groundwater were used for domestic and agricultural purposes worldwide. Rivers play a major role in integrating and organizing the landscape and molding the ecological setting of a basin. They were the prime factors controlling the global water cycle coupled with dynamic agents of transport.[1]

Many factors have relation with sanitation behaviour like lack of interest in attending cluster meetings, poverty, and lack of will were some of the factors impeding knowledge and hygiene practice.

Worldwide around 2.5 billion people were without improved sanitation and around 1.1 billion of those, mostly living in rural areas, still practice open defecation. [1]

Musi River with a length of 510 km is the largest and longest river in the province of South Sumatra. Household waste from garbage, human waste and detergent are entered to the main of the river, it is trigger of pollution for the Musi river flow which through the city of Palembang. In addition, at the mouth of the river Musi there are many farms and rubber plantations dispose of chemical waste. Not only that many people who wash or dispose of a pest controller to stream. The upstream segment of the Musi river with protected forest ecosystems have changed because of human activity and the downstream area of the Musi river has full of industries such as refineries oil (Pertamina Oil company), fertilizer plants (Pusri Company), natural rubber processing (Hoktong Company), plywood and others, it could be also potentially impact to degradation of environmental quality of the river water. Even in the downstream of Musi river is used as source of water, it is not only for residents along the river, but also the source of water and a place to dispose of waste liquid by industry that result decreasing quality of water.[2]

The results of water quality assesment of the Musi river, the measurement using the method store, which was a method that was implemented by taking water samples at 18 points that extends from upstream to downstream with a distance of 750 KM, rather than four Lawang to Bangka Strait within each 200 meters of mainland, the result indicated that the Musi river water was polluted and the characteristic of water quality in class II and III, there were four classes of water quality. That quality I was for drinking water, quality II was fairly clean water should be managed, class III water suitable for fishing, and the quality of the IV that can still be used for agriculture.[2]

Household waste from garbage, human waste and detergent into the main trigger for the Musi river stream flow through the city of Palembang. In addition, at the mouth of the river Musi there were many farms and rubber plantations dispose of chemical waste. Not only that many people who wash or dispose of a pest controller to stream. [3]

From the results of the study at 11 Ulu village communities, especially those living in the banks of Musi River (RT.3/RW.1, RT.5/RW.2 and RT.10/RW.2) has the behavior was not clean and not healthy, which has become a habit generation to remove dirt and debris directly into the river, creating poor sanitation. The study, of 72 (seventy two) of respondents who had done, the result Bathing Place, washing, bowel and bladder following communities that have private WC as much as 57%; to the river as much as 24%; used the public toilet as much as 19%. Of the 57% of respondents who used the private toilet, there was a building construction, its not permanent as much as 90%, made of boards, with or without a cover, the location of the Toilet was located on the front or the rear of the house, and the conditions were far from health standards. Toilet Permanent much as 10% of the building in accordance with the conditions of residence of respondents. From the study it was found that 100% was still dumping waste into rivers and WC / toilet does not have a septic tank, where everything was dump the waste directly into the river. For a public toilet assistance from government programs were also less well maintained condition and user groups as well as the maintenance was not performed properly. [13], [6]

The result of water quality monitoring in 30 rivers in Indonesia indicates that most of river water quality do not meet water criteria class 1 (drinking water raw based on Regulation 82/2001). On the basis of parameter BOD, there was only 21 percent of samples meet the water criteria class 1. In other word most of river BOD was above 10 ppm, in fact concentration of BOD could reach 100 ppm. This figure was not different for other parameter such as COD and DO [13]

Other attention should also be paid to decreasing of lake water quality. Similar to river body, there were a lot of pressures to lakes water quality in Indonesia from domestic activities, agriculture, and industrial. Data monitoring in four major lakes in Indonesia such as Toba, Singkarak, Waduk Jatiluhur, and Situ Patenggang show that water quality on the basis of COD and BOD parameters were above water criteria class. [4]

The report from all of health center in Palembang city indicated that there were more than 27.000 peoples got diarhea in January untill Spetember 2014 (Diarehea report, city health department), Understanding the community on sanitation was very low, where as many as 85% to the river; to septic much as 12%; and 3% throw directly under their stilt house located on a swamp, the people using water taps (42%), rain (5%); groundwater (21%) and river water (32%) for washing every day. [2]

II. METHODS

The study was conducted in the downstream area of Musi river, Palembang, Indonesia. The sanitation behaviours were assessed among the people community who lived in the banks of river between the first station to the sixth station. from the first station in estuary of ogan river (the cordinat was S: 00º46‘77.1 and E: 104º45`05.7) and the following stations until the sixth station in the SAP (Oil company) area (the cordinat was S: 56º24‘52.1` and E: 104º53`28.3).

A crossectional study was conducted to assess sanitation behaviours, the study population were people who lived in 1 ilir subdistrict in Palembang city until Perajin village in Banyuasin district in the area of Musi river banks. The target population were the family resided in areas of Musi river banks. There were total of 817 families in the study areas in 2015. The head of each sampling family was recruited to response to a structured questionnaire interview

A sample size of 215 was required to detect the proportion of households that washing in the river, toilet that directly connected to the river and throw dead animal into the river. The structured questionnaired interview was conducted after recieveing a written inform consent from the samples using a structured questionnaire which were developed by the researcher. The interview was conducted in the community nearby their home. Each interview last between 30-50 minutes by the researcher.

Data was entered in Ms. Excel (Windows Version) and transferred to STATA (Version 13, Stata Corporation, College Station TX) for analisys. Data was tranfered to STATA (Version 13, Stata Corporation, College Station TX) for analysis. The categorical data such as sex, education and others was reported as number and percentages. Mean, standard deviation, median and range (minimum:maximum) were used to describe the continous variables such as age and income. The proportion of each question was calculated to show the magnitude of the categorical variables.

This study was obtained an ethical approval from the Ethical Commitee of Khon Kaen University, Thailand. The number of certicitae of ethical cleareance was HE 582291.

III. RESULT AND DISCUSSION

A total of 215 head of families were simple randomly selected from the study areas. Almost all were males 97.21% (209 persons). The inclusion criteria on the sample was ‘the head of the family’ who lived in the downstream area of the Musi River, since the head of the family had authority in decision making on the important issues including the management of household water supply, sanitation and health.

Their mean age was 35.66 ±8.20 years old. Therefore, they should be healthy people, the working age group, most of respondent were married. Only six respondents were female and they were widowed and being head of household. Women, more than men, suffer from the indignity of being forced to defecate and urinate in the open, where they often had to walk to remote locations outside the village leaving women vulnerable to assault. Most of the samples completed the secondary education (73.49%) followed by primary education (20.47%). Education was one of the most important instruments for combating child mal- nutrition and diarhea. There was some evidences indicated that literacy among women was associated with diarhea from sanitation behaviours. The average of monthly income of most of the respondent (67.91%) was less than Rp. 2.000.000 or 151 $. It means that they had monthly income less than the minimum wage of Palembang city. They daily life was rely on the river not only for bathing, washing but also for doing their jobs. Majority of the samples were farmers/labourers (51.6%) and fishermen (34.42%).

As high as 78.14 % (95% CI: 72 to 83) of the respondents had inappropriate water use sanitation behaviors. This study was similar with a previous study conducted at 11 Ulu village community (one of the community along the river bank) indicated unhealthy behaviors since 57 % had toilets that directly discharged to the river and 19% used public toilet. All of the respondents had sewer directly into the river and usually disposed garbage to the river, and 97.75% of respondents defecated directly to the river. [5] The prevalence of open defecation in this area was similar with those of Nepal (48.1%). [7]

Respondents (97.75%) use the river to open defecation. Indonesia has a massive problem of open defecation. The WHO/UNICEF JMP reports estimates that there are around 55 million people practicing open defecation in the country, or one quarter approximately of the population. This is the second highest country total, after India. Open defecation is mostly by the poorest populations and they bear the heaviest burden. Children – already vulnerable and marginalized - pay the highest price in respect of their survival and development. This well-established traditional behaviour is deeply ingrained through practice from early childhood. Other reasons, from local KAP work, include poverty, landlessness, tenants in housing without toilets (usually urban), and deep rooted cultural and social norms that have established open defecation as acceptable practice. [9]

Every year between 136,000 and 190,000 children still die in Indonesia before they can celebrate their 5th birthday (from Levels & Trends in Child Mortality – 2014 Report. Estimates developed by the UN Inter-agency Group for Child Mortality Estimation). This means that every hour between 15 and 22 children die in Indonesia – in most cases from preventable causes linked to diarrhoea and pneumonia which can be drastically reduced by good sanitation and hygiene. In addition, Indonesia has almost nine million children affected by stunting. Stunting has lifelong effects that manifest physically, economically, and socially. Many stunted children also show impaired cognitive ability and perform less well than their peers at school. [10]

The Government of Indonesia's STBM (Sanitasi Total Berbasis Masyarakat or Community-based Total Sanitation) program, with technical support from UNICEF, has focused on the need for stronger interpersonal approach to generating and sustaining demand in rural Indonesia around five key WASH issues: use of toilets, washing hands with soap, safely storing and handling drinking water and then solid and liquid waste management. Such initiatives, especially at the community level where the entire community together realizes the need can lead to rapid acceleration in sanitation and hygiene. But this needs intensive follow-up at ground level, as UNICEF has seen from our work in Papua, NTT, South Sulawesi. Progress is being made but we all need to do more to ensure that all children are born into an environment that will not contribute to them being stunted; where they will no longer suffer from repeated episodes of diarrhoea; and where girls will be free from harassment and embarrassment as they enter puberty. Using a clean, working toilet is about health and also about dignity. [12]

100% household had sewer directly into the river. It was similarly in India, Eighty percent of sewage in India is untreated and flows directly into the nation's rivers, polluting the main sources of drinking water, a study by an environment watchdog showed Tuesday. Palembang cities produce nearly 4000 million litres of sewage every day and barely 20 percent of it is treated.

Weak or non-existent enforcement of environmental laws, rapid urban development and a lack of awareness about the dangers of sewage are all blamed for water pollution. A 2011 survey by the Central Pollution Control Board revealed only 160 out of nearly 8,000 towns had both sewerage systems and a sewage treatment plant. Scientists who worked on the CSE report found that thousands of small factories were dumping untreated sewage into rivers and toxic waste was being mixed with fresh water. Laboratory tests by the team revealed that almost the entire country has nitrate levels higher than the prescribed levels -- a result of sewage leaching into groundwater supplies. Environmentalists blamed the government for failing to regulate the use of water, with the country's annual consumption expected almost to double by 2050. [8]

level of sanitation behavior among people in downstream area of the musi river much more bad because mostly of respondent (99.5%) had activity of washing in the river and using detergent. Respondent (88.4%) also throw dead animal in the river, it was bad culture of the people in downstream area.

IV. Conclusions

Most of the people in downstream area of the Musi River had inappropriate sanitation behaviors, people who live in the bank of river should not washing in the river, throw a dead animal into the river and have open defecation. resulted in pollution of the river, improvement in water use sanitation behaviors should help improving the situations.

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HEURISTIC LEARNING WITH MULTICULTURAL APPROACH FOR THE NATIONAL IDENTITY REINFORCEMENT IN MEANINGFUL MATEMATHICS LEARNING

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Abstract. In our daily life we are always faced to any problems and supposed to solve them. For that reason, education has to take parts in preparing human resources which are qualified in understanding and solving their problems. The implementation of multicultural approach focused on the growth, change, development, and continuity which shows the culture of a nation could be the facility for communication which is dynamic and relevant with the need of informative people who have pluralistic image of the society's culture. By heuristic education using cultural intersection approach, students will feel their problems couldn't be separated from their life. From the point of view of constructivism, if students fell that problems are part of them they will be forced to find their own way to understand and solve those problems by exploiting any newest knowledge and technology which are effective and efficient for solving their problems. At the end it will become the facilities to communicate science and technology in solving students' problems without leaving the image of the nation. Thus, by using this approach it is expected there will be a new belief system in a theory and concept based on the culture known by students, so that that culture can be applied and kept continually through the way of thinking, point of view and ways of doing something had by young generation.

Keywords**:** Heuristic, Meaningful Mathematics Learning, Multicultural Approach, National Indentity Reinforcment

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LANGUAGE MAINTENANCE:
With reference to Makassar community in Muara Baru, Jakarta

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Abstract. The aim of the study was to describe whether Makassar language is still maintained or has shifted or even not to be used by its community. This study applied a descriptive qualitative approach. The data were collected through participant observation using interview, observation, and recordings. All Makassar community was taken as sample which consisted of children, adolescent, and adult groups. The data analysis and interpretation indicated that (1) Makassar language is not only maintained as a mother tongue but also an ethnic identity of Makassar community which is transmitted from generation to generation. (2) Makassar language is still maintained in family, neighborhood, friendship, or governmental domain especially by the age of 25 above. The findings lead to the recommendation to (1) the role of parents in order to accompany and guide their children so that the children have adequate language skill of Makassar. (2) Efforts should be encouraged in the cultural values that make the next generation still has the identity character of Makassar.
Keywords: language maintenance, descriptive qualitative

I. Introduction

mandate of the 1945 Constitution explains that: "In areas which has their own language, preserved and maintained by their community, those languages will be respected and nourished by the state, as they are part of a living Indonesian culture. Thus, the position of the Makassar language should be viewed from two points of view. First, the Makassar language is a means of communication between groups of the same ethnic group that function as: (a) the symbol of pride, (b) the symbol of identity, (c) the connecting device within the family / community, (d) cultural support facilities, (e) language and literature support facilities, and (f) the language of introductory classes in primary schools. Secondly, it is viewed from the perspective of the relationship of regional languages with Indonesian language, the functions it carries are: (1) regional languages as supporting the national language, (2) regional languages as the language of instruction at the elementary school level, (3) language which can enrich the Indonesian language, and (4) regional languages as complementary Indonesian language in the implementation of local government.

Furthermore, in the proceedings of regional language conferences, it is argued that the character of homogeneity of regional languages as the mother tongue will appear in the family or household environment and social environment in society. This feature is based on similarities in terms of ethnic groups. Because regional languages have a strategic function in the education and development of character and national identity, the development of regional languages should continue to be maximally pursued. In addition, the local language has a tremendous role in providing identity to a country. So, the existence of regional languages should be aligned with the interests of Makassar as the native language of the Makassar community is not only alive and well developed in Makassar and its surrounding but also outside Makassar, such as Kalimantan, Java, and the like. Especially in Jakarta, this community lives concentrated in one region and certainly coexist with other ethnic communities, such as Java, Sunda, Batak, Betawi and others. The Makassar community tries to assimilate, adapt and mix with the environment from various aspects of life and interact with indigenous peoples and other ethnic groups around them. As a consequence of the process of assimilation with other ethnic groups, the use of Makassar language may be abandoned by its speakers and switch to Indonesian language as the dominant language used for inter-ethnic communication. There is an impression that some local speakers, especially the younger generation, do not show positive attitudes toward their local languages, preferring to use Indonesian, especially those living in big cities. In addition, they assume that the Indonesian language is the only best solution for survival in the future. Due to the widespread use of Indonesian language as a daily social language, especially interactions between ethnically domiciled in Jakarta, indirectly the people of Makassar become multilingualism.

Theoretical basis

In this society we find the domain of language use which determine the norms of certain language in each domain. Regional languages (Makassar) are generally used in informal situations, for example in the family domain whereas the national language (Indonesia) is used in formal situations, such as in education, official state meetings. Indonesian and regional languages are of course a repertoire of languages in Indonesia. With the presence of these two languages, it is possible to contact each other. There is even a rivalry between the two languages and finally the local/small language has begun to disappear.

From the illustration above it can be said that the shift and/ or maintenance of Makassar language could not be avoided. This is possible because of the helplessness of a group of native speakers maintaining their mother tongue with their competition with the dominant national language of Indonesian. The helplessness of a local language for survival follows the same pattern of the first generation of learning a second language but still using the first language at home; The second generation has begun to shift the use of a second language, especially in schools or workplaces; And in the third generation the role of the first language has been replaced by a second language and the first language knowledge has begun to disappear and it may not be used anymore.

The existence or disappearance of a language must be seen from its use in society. If a language is still used by the speaker then other problems that should be seen is in the domain of whatever language is used. To know more about the use of a widespread language in various situations, the speakers, especially the younger generation, must use them in various domains. The use of language in the family domain is the last bastion of the maintenance of a language. If in a family group the mother tongue is still used, then the language will survive. Conversely, if in a speech-community, the language is no longer used in the family domain, it is very possible mother tongue (heritage language) will be eroded or displaced and gradually predicted to be extinct (dead).

In macro terms, language maintenance is typically aimed at bilingual language communities. In the context of language preservation, this study focuses on language issues in a social context. The observed problem is group behavior and not individual behavior. Both language preservation and language shift are hallmarks of heterogeneous multilingual or bilingual societies. There are two prominent patterns of relationship in this society, namely (1) harmonious relationships between the domains of language usage with other language usage patterns, and (2) the lack of harmony between the two languages. The first pattern refers to the creation of language preservation, whereas in the second pattern there is a shift in language. Language defense occurs in a loyal language community and still continue to use the language in various domains. The success or failure of a language maintenance depends on the dynamics of the language-speakers' community and is closely related to the social, political, economic, and cultural development of that community. A language can be preserved or maintained if its speakers effectively pass on to the next generation. In language preservation, the language community of speakers of a language collectively decide to continue using the commonly used language. The language is presumed to survive if it is not influenced by other languages even though its rival language is the dominant language used in society.

A language is said to be shifted if the speakers of a community collectively no longer use their first language and begin to switch to other languages. When the speech community starts choosing a new language in the realm as long as it is for the old language, it may be a signal that there is a shift.
If there is a strong connection between the language and the identity of the community then the relationship will be revealed in the individual's attitude to the language and the community. Thus, language attitudes correlate with the identity of a particular social or ethnic group. Language attitudes are crucial in order to preserve a language because language attitudes are able to influence a person using his language, and not another language in a bilingual and multilingual society. There are two conflicting language attitudes: positive attitudes and negative attitudes. A person who has a positive language attitude tends to have a very strong nature of his/her language, such as feelings of pride, loyalty, respect, and conscious of his language. Conversely, a person who is negative towards his or her language is less likely to have the passion/pride, motivation, and the desire to preserve or maintain the language he or she has.

Domain is a general concept that describes three important social factors in language choice by their speakers, namely: place (background), participants, and the topic of conversation. This domain is important in capturing generalizations about the speech community. The domain of language behavior or language choice is an idea that signs a set of interaction situations at stake by common goals and obligations, such as family, neighbors, religion, work and so on. Relevant spheres of a community categorize speech acts and speech events into groups of sociolinguistic situations of which the components are the same among them and are usually accompanied by appropriate language or language usage.

Hymes, Dell (1992) proposes an ethnographic framework of communication / ethnographic communication involving a variety of factors that focus on the investigation of order contained in the use of language as well as how communications are formed. Language patterns exist at all levels of communication such as, society, groups, and individuals. At the community level, communication is usually formed through its function, the category of conversation, and the attitudes and conceptions of language and humans. Furthermore, Hymes divides the speech component into eight sections which are considered to have an effect on the language choice (code) in the speech, namely: (1) setting (place and atmosphere of speech), (2) participants (the speakers), (3) ends (speech goals), (4) act sequences (subject of speech), (5) keys (the tone of speech), (6) instruments (the speech utilities), (7) norms (the norms of speech), and (8) genres (the type of speech).

The Variability of social activities in society require them to communicate with each other, both with members of the same community or with members of other community, whereas the language used among those people are different, this event can cause language contact. It is said so, because there is an event of mutual contact between the language of one language with another in the event of communication. Social interaction in multilingual societies, with the availability of multiple codes, in the form of language, dialect, variation, and style requires that every speaker correctly chooses the language or variety of languages appropriate to the communication situation. In many cases, speakers can use whatever language they have in interacting with others. But in practice, certain languages tend to be associated with certain contexts, such as the topic of conversation, the group of the other person, and the particular place and atmosphere of speech. In this case the choice of language is based on a particular group of speakers on a particular occasion and discuss certain topics.

In a normal language situation (diglossia), of course, every language has its own domain of use. If diglossia is leaked, then one language will seep into (switch) another domain of use. As a result, the language previously used in this particular domain is then supplanted by other languages. Consequently, language shifts can occur, because in many

cases one language is always used by speakers and other languages that were originally mastered are no longer passed on to their children, and children are later less able to continue the language to the next generation. If this happens continuously in several generations, it is not impossible that there will be so-called language deaths. However, when the diglossia does not leak, and every language plays its role in own domain of use, then no language will shift and extinct.
The choice of codes that exist within a speech community in connection with the occurrence of a special interaction process can be identified as follows: There are at least 5 domains that are generally applicable in terms of language selection by multilingual communities. The five domains are labeled as family, friendship, religion, education, and employment.

The purpose of this study is to obtain an overview of sociolinguistic studies on the resilience of a regional language (in this case the language of Makassar) by its speakers who live in Jakarta with the scope of language usage in various domains of use and to see the level of loyalty and language attitudes of the speakers in the language.

The researcher assumed that there are still many things that need to be studied further considering the limited time available so that the expected results may not be adequate. Furthermore, what the researcher has done, it should become a contribution to the development of science in the field of sociolinguistics and it is expected to be a consideration for sociolinguistics research in the future.

is a template, should consist of minimum 2000 words and maximum 4000 words typed using times roman 10, line spacing 1. An electronic copy can be downloaded from the conference website. For questions on paper guidelines, please contact the conference publications committee as indicated on the conference website. Information about final paper submission is available from the conference website.

Introduction takes part of 25 % of the Paper. It consists of research background, research problems and purpose with literature review, and up-to date theoretical basis.

II. METHODS

This research was conducted in Muara Baru village, Penjaringan urban village, North Jakarta. This kelurahan consists of 17 Rukun Warga (RW). RW 17 was chosen as a research location because it is a village with a densely populated and also a residential area of Makassar ethnic community. The number of officially registered Makassar communities in the kelurahan office is at least 11,000 people. This study used descriptive qualitative method. Researchers observe the behavior, characteristics or habits of a person or group of person that occur in the community environment as it is.

The procedure of data collection in this research is conducted by observation of participation, interview, and recording. This research data consisted of data of Makassar language usage based on age group of children, adolescent, adult, and the data of speakers' language attitude towards their mother tongue. In the data analysis, the researcher applied Spradley's model analysis, namely domain analysis, taxonomy, and componential analysis. In addition, examination of the validity of research data is done by extending the participation, diligence of observation and triangulation.

Result

The data which has been collected in the field presented in the table and explained in qualitative form to give description about language maintenance and language attitude for Makassar speech community in *Muara Baru* village, Jakarta. There are several aspects of language use that researchers observe in the family namely the role of relationships, conversation topics, language events, and language transitions. These aspects are described from the age group of children, adolescents, and adults.

Table 1 Use of Makassar language in the family domain

No	Age	Makassar	Indonesia	Both
1	05-11		√	
2	12-24	√	√	
3	25 above	√		

Table 2 The use of Makassar language in the neighboring domain

No	Age	Makassar	Indonesia	Both
1	05-11		√	
2	12-24		√	
3	25 above	√		

Table 3 Use of Makassar language in the domain of friendship

No	Age	Makassar	Indonesia	Both
1	05-11			√
2	12-24			√
3	25 above	√		

Table 4 Use of Makassar language in the domain of government

No	Age	Makassar	Indonesia	Both
1	05-11	-	-	-
2	12-24	√	-	√
3	25 above	√		

Table 5 Language Attitude

No	above	Pride		Important		Intimate		Attractive	
		BM	BI	BM	BI	BM	BI	BM	BI
1	05-11	√		√					
2	12-24	√		√					
3	25 above					√		√	

takes 30% of the paper, contains chronological research that can be followed or duplicated, including how to prepare research materials, procedures (algorithm, pseudo code if any) and design of study/research.

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III. Result and Discussion

This Of field observations showed that the respondents of the children are more dominant in Indonesian than in Makassar when speaking to mothers / fathers, grandparents, siblings, other family members, guests, and friends. The children of Makassar are not able to speak Makassar to their parents but they still understand when parents talk to him. Of course, the degree of ability of this group of children takes a long time to reach the level of conversational ability, at least waiting for ample opportunity to interact verbally with their parents. Some of the children interviewed said that they used the language of Makassar when talking to parents at home. They regard Makassar as the first language (mother tongue) and almost no contact with the Indonesian language in the home environment.

The acquisition of a second language (Indonesian language) takes place outside the home, such as in a school, neighborhood. There are also children who can only speak a little of Makassar. If they are asked by grandparents to use the language of Makassar then the children usually answer in Indonesian. This happens may only facilitate the communication process. In addition, there is a child when told to do something by his father / mother using the language of Makassar, the child is doing right or at least the child still understand what is desired by the father, for example: [*alleangaq rong jeqne nak*] / get me some water /, said the father, spontaneously the child responded by saying [*je'ne apa bapak*] / what kind of water /. This indicates that the child is still familiar with the language of his mother (Makassar). The motivation for children to speak Makassar is still high because they often and enjoy listening to cassettes or CDs of Makassar songs and it seems that they can sing it with a pronunciation that matches their age level and language comprehension.

Teenage respondents generally use Indonesia language and Makassar language when talking to their fathers / sisters, brothers / sisters, grandparents, other family members, guests, and friends. It should be admitted that this group has not been able to communicate Makassar language fluently, but there are efforts made by them to be able to speak Makassar. The reason for wanting to learn the language of Makassar because his/her parents are originally Makassar and according to them they should know and must be able to speak Makassar.

The parents are very enthusiastic about wanting their children to interact in Makassar language at home. Why is that, since Makassar is the primary and first language used by all member of family at home. For the time being, the children used Makassar language to say something internally. As illustration given here that if a child wanted to ask some money to his/her parents but there are people who are visiting from non-Makassar tribe in his house, then to get what the child wants, he delivered it in Makassar. Example: [*Amma! Doe rong. Erokka assuluq*] / ask for money, mam, /I want to go out/.

As long as the researcher observes and based on information received from the informant that if the interlocutor starts the conversation by using Makassar language, for the next until the conversation is finished, keep using Makassar even though the topic of conversation changes. The choice of language usage may change if there is a third party present, of course the non-tribal people of Makassar. This group seems to have never felt small in front of other communities around it.

Judging from aspects of language events, adult respondents use the language of Makassar when they talk

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about everyday life, make a joke, casual stories, stories of religious issues, politics, education and so forth. The use of Makassar language in various aspects and situations, such as aspects of role relationships, topics of conversation, language events, is very dominant in this group. Communication between families, family guests, even grandchildren all take place in Makassar. Based on the description of the use of language in each age group, it can be concluded that parents intervene and dominate the language used by children when interacting with the family. In addition, environmental influences also influence the use of the language of children and adolescents. Their association with their friends in school and neighbors has influenced the use of children's language because most children use Indonesian language, so other children also follow the Indonesian language.

The use of Indonesian language still dominates in this realm by groups of children. Based on field observations and the results of interview with some children showed that the children are happier and enjoy the use of Indonesian language in doing somethings. This may be due to the demands of the surrounding environment where there are also other tribes, such as Sundanese, Betawi, and the like. On the one hand, children who are familiar with the use of Makassar language at home have an impact on the environment around their homes. If these children know that their interlocutor are from Makassar and can speak Makassar, then they are joking, mingle with the Makassar language. In this case, the process of interaction do not limit the age whether they are joking with fellow children, teenagers, and adults.

On the other hand, some children are not used to speaking in Makassar even at home. This is due to parents who speak the mother tongue (Makassar language) switching to the use of Indonesian language. This condition is exacerbated by the decreasing use of the Makassar language in interpersonal interaction process. In this realm there has been a slight shift in language usage but quantitatively has not been significant. From the results of observations by researcher in the field and the results of interviews with informants showed that children whose parents are born and have formal education in Jakarta are usually less able to communicate in their mother tongue. Consciously or unconsciously, parents sometimes interact with the children using Indonesian. In addition, it is almost never the case that this group of young people consists of people of the same tribe. Even if they come from the same tribe they more often use the Indonesian language in interacting.

The adult group still shows its ethnic identity among the general public. Often they communicate with each other using ethnic languages but they do not realize that there are non-Makassar people present. In this neighborhood area the use of Makassar language is still very dominant. In the adolescent group the behavior is the same as in the group of children, which is still dominant in the Indonesian language. This is understandable because only the Indonesian language can be an alternative language to unite the groups that come from different tribes. The language situation of youth groups are still the same as their parents, which is the language of Makassar as the first language (B1) and Indonesian as the second language (B2).

The use of Makassar language is still very dominant in the district office (*kelurahan)* and in the office of citizen association (*rukun warga)* because the employees who handle matters relating to resident card affairs (kartu penduduk) and household card (kartu rumah tangga) are from Makassar so the process of interaction between employees with citizens take place in the language of Makassar.

The positive attitude shown by groups of children and adolescents to the language of Makassar is reflected in giving response to the interviews with researcher on statements, such as I am *'proud'* and *'important'* with Makassar language. So, to show the identity as Makassar people, we must be able to speak Makassar and we are obliged to learn Makassar language.

In line with the language attitude of adolescent speakers, positive attitude is also shown by adult group speakers. Almost all respondents in this group say that the most *'familiar'* and *'beautiful'* language which used is the Makassar language. It seems that adult groups interact more closely and comfortably when using the Makassar language with each other. They feel that they have emotional closeness, they have the same destiny when they are interacting in their mother tongue.

Language is always a part that cannot be separated from the individual or the identity of the community. The living, shifting, disappearing, and the extinction of a language is not only determined by a single factor. Similarly, the language that can survive is also certainly supported not only by one factor but many or various factors, which is a series of events that interlock within a long period of time. Every factor has an influence, both positive and negative. Factors that have a positive influence mean a certain factor can lead to a language can survive and negative influence means the language can shift or die.Parents are motivators and initiators in providing a direct example to children in the use of the Makassar language. This is reflected in every day-to-day activities in the family.

takes 40% of the papers, consist of the analysis results with emphasis on answering research problems, it may include charts, images, tables that centred on the page and described in the paper.

IV. Conclusions

Seeing the condition up to now, it can be concluded that the language of Makassar is still loyally used or maintained by the community, especially for adult age groups in the family domain, neighboring domains, domain friendship, and the domain of government. While the use of Indonesian language is still controlled its use in the family domain, neighbors and friendship by the age group of children and adolescents and it cannot be categorized as a significantly language shift.

If the increasing tendency of Indonesian usage in intergroup communication continues in subsequent generations, the use of the choice of Makassar language may be reduced. On the other hand, the concentration of

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Makassar's group of speech settlements in a region will provide the community's support for not being fragmented and allowing as much as possible to use Makassar as a communication tool within the group. In other words, the settlement center is one of the factors that make an important contribution to the maintenance of the Makassar language. Families are encouraged to keep trying to make the mother tongue (heritage language) as the first language for children. And also the mothers are required to assist and guide their children so that children can be fluent and skillful in using Makassar language.

The maintenance of Makassar language and its development is very important because it is a symbol of pride and identity of its speech community. In addition, the language of Makassar has an important role in relation to its supporting culture so that future generations still have a character identity as Makassar people. Awareness and responsibility of all parties of society and parents to collaborate to support maximally efforts to preserve the language and culture of Makassar and need to revive the use of formal regional languages such as in cultural events such as; Traditional ceremonies, religious rituals, and art events that have regional nuances.

Factors that support in relation with Makassar language maintenance, they are internal factor and external factor. Internal factors include: belief, continuity of mother tongue transfer, prestige / loyalty, and language vitality. And external factors include: the natural environment or the speech community's concentration, and the environment, social contact of speech community.

Institutionalization of major cultural values should be encouraged through phrases and proverbs and other traditional cultural arts. And to preserve the language of Makassar is expected the role of community leaders to make a policy for the maintenance of the language of Makassar. Community institutions engaged in the field of culture to further optimize the implementation of cultural events that require the use of the language of Makassar.

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TEACHER COMPETENCE IN DEVELOPING PPKN MATERIAL BASED ON BALINESE WISDOM (LOCAL WISDOM) TO FORM STUDENT CITIZENSHIP ATTITUDE ON SENIOR HIGH SCHOOL 1 DENPASAR

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ABSTRACT

This study assessing the teacher competencies in developing material of Pancasila and Civic Education (PPKn) based on Bali local wisdom in forming the citizenship attitude of the students. The aim of this research is to find out (1), the values of Bali local wisdom which suit to be integrated with material of PPKN, (2) how the teacher integrates Bali local wisdom in material of PPKn, (3) the citizenship attitude of the students which suit with material of PPKn based on the values of Bali local wisdom. The background of this research is the findings of previous research, characteristic of learning PPKn in Bali is still tending, and lack in internalizing the values of local wisdom .This research study using a qualitative approach with descriptive method. Data collection techniques using a method of interview, observation and study documentation. Location of this research is at SMA Negeri 1 Denpasar .The results shows (1) there are so many values of Bali local wisdom which can be integrated to the material of PPKn, with the base of the philosophy concept is Tri Hita Karana (2) there is no special guidelines for teachers to integrate Bali local wisdom into material of PPKn, neither in planning nor implementation. Teachers integrates spontaneously, usually in apperception and reflection step. (3) The attitude of solidarity with the spirit of menyame braye must be emphasized.

Keywords: Teacher competencies, Material of PPKn based on Bali Local Wisdom, The Citizen Attitude

INTRODUCTION

Nowadays, the era of globalization and the free market have caused various problems in every context of life. This is seen at the level of life of the political elite and the lower society. The occurrence of corruption, human rights violations, morality, brawl between students and so forth become an indicator of the problems above. Not infrequently in many countries the negative impacts can lead to a multidimensional crisis. Facing these challenges the role of education is very important. Like a fisherman in a "loose ocean" that can be misleading if it does not have a "compass" as a guide to act and wade it (Mulyasa, 2013: 02). Education as one effort to equip learners with life skills (life skill) in accordance with the environment of life and the needs of learners. So further Mulyasa, (2013) said life skills can also be said as a "compass" which guides in developing a better standard of living and quality of life. In accordance with Laws of the republic Indonesia no. 20 of 2003 in article 1 paragraph (1), explained that:

"Education is a conscious and well-planned effort to create an atmosphere of learning and learning process so that learners actively develop their potential in spiritual power of religious, self-control, personality, intelligence, noble character, and skills needed of him, society, nation and country . "

Thus the purpose of education is actually very complex, in addition to the cognitive aspect, which is also a concern is the affective and psychomotor aspects.

The amendment of the education curriculum in Indonesia from the Curriculum Level of Education Unit (KTSP) Year 2006 to Curriculum Year 2013 suggests that curriculum changes in order to meet the demands of the development of the times and needs of the community. Curriculum 2013 emphasizes on the basis of competence and at the same time based on character (competency and character based curriculum), which can equip learners with various attitudes of knowledge and skills. Further emphasis Curriculum 2013 prepares character education, especially at the basic level, which will be the foundation for the next level in every level of education. Mulyasa (2013: 07) asserted that,

> Through the development of the 2013 curriculum based on the character and competence of hope is, this nation becomes a nation of dignity, and its people have added value, and selling value that can be offered to other people and other nations in the world, so we can

compete, hand in hand, even competing with other nations in the global arena.

Keeping the existence of a Nation in the international arena requires a strong awareness and character that puts forward the basic values of the country as an ideology which is a source of value for the survival of its people and nation. If we associate it with the current era of globalization that offers the Idiology of life including liberalism and capitalism, the understanding of national and state life is clearly needed as a bastion of self so that the direction and goal of the nation is clear and can be realized. Awareness and understanding of the life of the nation and the state is one form of self-defense in facing various challenges, the threats caused by the effects of globalization that tends to lead to multidimensional crisis. If associated with international relationships, the concept of self-resiliency that can accumulatively provide national resilience in. In carrying out the mission, this is where the role of education is demanded, which absolutely necessary in real terms. Various countries have implemented and developed civic education that provides the values that underlie the attitudes and behavior of their citizens, including those in Indonesia who carry the ideology of Pancasila.

The implementation of the 2013 curriculum mandates that character building should be integrated in every field of study that is integrated and inclusive not only in learning as the main spearhead. The success of character building cannot be separated from how the role of teachers in the effort to develop learning materials based on the values of local wisdom to touch internalization, and real experience in everyday life (Mulyasa, 2013).

Nationalization of education becomes a challenge for teachers in the task of forming a balanced character of citizens in instilling local values, national values and also the values of global life. So that able to form citizens in accordance with the purpose of PPKn in Indonesia is to realize citizens who are able to think globally, act locally and commit nationality "(Somantri, 2001; Azis Wahab , 2001; Winataputra, 2001; Azis Wahab and sapriya, 2011). On the other hand, in the 2013 curriculum, the impact of ease for teachers, especially with the textbooks and learning devices that have been prepared from the center, impressing teachers to create an atmosphere that is less innovative especially in developing learning materials.

According to the findings of previous research, the characteristics of PPKn in Bali, are still dominated by the ideological-empirical and materialistic capitalist market ideology which shows the occurrence of secularization phenomena separating religious affairs from the state or religious affairs with science so that an educational spirit based on Socio-cultural values (local genius) with spiritual values that are spiritual (religious) are drier in the world of education (Sukadi, 2010: 06). Based on the above exposure is considered very important and urgent to do this research, in seeing how the role of teacher as the spearhead of the curriculum to be able to actualize profesionalism within its competence.

METHODS

This study applied a qualitative approach, using descriptive study method. Qualitative method is often referred to as a constructive method because, with qualitative methods can be found data scattered, then constructed in a theme that is more meaningful and easy to understand (Sugiyono, 2013). This research is also often called non-experiment, because in this study researchers did not control and manipulate research variables. This research is grouped in descriptive research using qualitative approach. Descriptive research is a research method that tries to describe and interpret objects as they are (West, 1982). Called descriptive research, because this research will reveal in detail and systematically about how the teachers competence in developing materials based on the values of Balinese cultural wisdom.

The research is located at SMA Negeri 1 in Denpasar, Bali. This school has been selected by the goverment as a pillot project in implementing the 2013 curriculum in Denpasar. In addition, in terms of architecture and layout of buildings, this school has implemented the concept of Tri Mandala which is a reflection of local wisdom in the layout of residence and holy places in Bali. SMA Negeri 1 Denpasar is also one of schools that run Adiwiyata program or school based on environment. It is therefore interesting to see how teachers develop learning that is based on the values of local wisdom of Balinese culture.

the subjects in this study are (1) PPKn teachers, (2) grade XI students taught by the teacher, (3) principals or related teachers who can provide information about the focus of research to be in. (4) cultural expert (5) Academics. Collecting data using observation methods, interviews, and documentation studies that will be expected to get data in accordance with research objectives. Observations were also conducted to see how the student's citizenship attitude was viewed from the indicators of spiritual attitudes as well as the students' social attitudes. Guidelines for observation of spiritual attitudes and social attitudes based on observations sheet filled in the form of checklist. Rating scale is arranged using Likert scale with range 1 to 4. Calculation of final score using below formula:

$$\frac{\textit{Score Obtained}}{\textit{Score maximum}} \times 4 = \textit{Final Score}$$

Source : Muhajir & Khatimah, (2013)

As per Permendikbud No. 81 A Year 2013 students earned grades are :

Very Good : if it scores : 3,33 < score ≤ 4,00
Good : if it scores : 2,33 < Score≤ 3,33
Fair : if it scores : 1,33 < Score ≤ 2,33
Less : if it scores : Score ≤ 1,33

RESULT

This research technique using three techniques of data collection such as interview, observation and documentation. The results of the research will be described respectively in accordance with the data collection techniques to answer the research problems. The following are described each of the research findings.

1. Description of Interview Results

This description will present the results of interviews from various source of experts who successfully answer the researched problem. There are six source of experts who assist researchers in clarify the problems. Among others are; Prof. Dr. I Nengah Duija, M.si abbreviated DS, the Rector of Hindu Dharma Institute Denpasar. In this research his capacity is as Academician as well as cultural expert. Drs. I Nyoman Purna Jaya (MP), the Headmaster of SMA Negeri 1 Denpasar. The head of Curriculum of SMA Negeri 1 Denpasar Cok. Gd. A. Wiratmaja, S.P.d (CGW). Drs. I Kt. Loper Winartha, M.Pd (LW) the head of student and also a teacher of PPKn. Dra. Cok. Oka Putra's wife (COP), teacher of PPKn and Dra. Desak Putu Sriasih (DS), a PPKn teacher.

Based on the results of interviews from various sources above have been clarified that the local wisdom is conceptual in the community. For example, the concept of democracy mentioned by *don sente don pelendo* (*ade kene ade keto*) which means the free democratic aspect of a person in expression but still in the realm of applicable rules, *menyamabraya* one of sociological aspects of kinship. Further there is a phrase *Celebingkah beten biu* means *gumi linggah ajak liu* means there are many differences and diversity in this world which gives wealth and not a factor of disintegration. The concept of *mesidikare* (pade gelahang) in the marriage system contained in the caste system in Bali. The values of *Karmapahala* as a relationship in society. The sportive values of *bani meli bani ngadep*. If I set high price, I should dare to buy high, if associated with the life of a country can be interpreted is Dare to bear the consequences of the country. *Jele Melah Ulang Sambat* means to judge a person, good and bad is said to be a matter of self introspection.

The value of other local wisdom is the concept of *Tat twam Asi*, *Tri Hita Karana*, *De Ngaden Awak Bisa Depang Anake Ngadanin*, the value of grief (joy and sorrow felt together), the value of *Puputan* (sacrifice sincerely), *nyalanang jengah* (take ideals into reality), *metaksu* (charisma), *mulat sarira* (self-introspection), and social values such as *paros paros sarpanaya* (learning together and aligned for the common interest), *segilik seguluk sebayantaka* (good and bad felt together), And mutual care (grasping), compassion (mutual love), lan mutual care (always giving control to each other). The conclusion is the values of local wisdom in Bali based on the first to be a philosophy of the teachings of Hinduism that is with the concept of Tri Hita Karana, meaning three causes of life harmony. Those all values of wisdom need to be highlighted by the students as the goal of generating a transformative generation. As well as help learners to more easily understand the material that is taught in addition to aspects of the formation of the desired character

2. Description of Observation Results

Observation is done to observe the learning process conducted by teachers and learners during the learning activities take place. Observation is intended to understand how the process or practices of integrating the values of local wisdom of Balinese culture in the development of Basic Competence as well as the whole learning process. As well as the learners attitude during learning process. Observations were conducted by researchers in 3 classes held by different PPKn teachers. Among them are class XI MIA / IPA 8 (acceleration class), class XI MIA 6 and class XI MIA 3.

First, the learning done by the LW teacher in the XI MIA / IPA 8 class (acceleration class), is generally very good at managing the class. The material presented is Analyzing the strategies that have been implemented by the state in overcoming the threat to build national integration within the framework of the *Bhineka tunggal Ika*. The learning activities are opened by saying greeting in accordance with the local wisdom of Bali *"Om Swastiastu"*. Furthermore, learners are accustomed to conduct all activities based on the concept of *Tri Hita Karana*, namely (1) the relationship between human and God, (2) the relationship between human and human (3) the relationship between human and the environment. To apply the first concept, all students prior to starting a lesson lead the teacher performing a joint prayer (*Trikaya Parisudha*). For the second concept, teachers do attendance to learners it aims to get to know more and the character of each learner. While the concept of the three teachers check the cleanliness of the class and have students clean up the table

Students are enthusiastic about following the lesson given by LW. He successfully identified the class character to be able to apply learning strategies so that conducive learning can take place. LW is smart enough to joke a joke in learning so that always awaited in providing learning. When explaining the teacher's learning materials is good enough to develop materials with the values of local wisdom Balinese Culture. For example in social life, in the community especially in *banjar*, he advised that; "Remember to keep on spirit of *menyama braya*, as well as *Asah Asih Asuh*". However, the record is just some of the value of local wisdom described by the teacher.

The thing that appears is the spirit of puputan (Hard Work) students look to divide the task and try to find the material discussed from various source. The spirit of *menyame braye,* it appears when they are in the form of groups, it is also based on the spirit of *paros paros sarpanaya*, this is proved by all groups obedient to the command of the group leader in the division of tasks. it is seen how they struggle to get the best possible discussion for their group.

The spirit of *Puputan* and *Jengah* is also visible during the presentation of the results of the discussion. Each group tried to answer the material discussed with the questions asked by their friends. The final activity is a reflection of the learning outcomes by giving priority to the spirit of *Mulat Sarira* that appears in the students. This means that mutual input and self introspection during the learning process takes place. Last stay closed with a prayer together to end learning. Based on the results of students' spiritual attitude in class XI MIA / IPA 8 (acceleration class) shows the overall spiritual attitude of students of 3.50 with very good category. While the social attitude of students is on score 3.20 which is in very good category as well.

Second, the learning done by the teacher DS in class XI MIA 6, can be said to run conducive. This is not independent of how the teachers use the media well. The indicator is that teachers present video about the political culture that exists throughout the world including the electoral system that exists in the regions of Indonesia. The material presented is Analyzing the various political cultures in Indonesia. The results of the observation show that the teacher opened the lesson that is accustomed by saying "Om Swastiastu". In addition, learners are accustomed to perform all activities based on the concept of Tri Hita Karana, namely (1) the relationship between human and God, done by praying in accordance with their respective religions (2) the relationship between human and human is by checking the presence of students and (3) the relationship between humans and their environment. But the third concept of *palemahan* is not done well, the teacher did not checking the cleanliness. At the group discussion stage when the performance of each group of use of instructional media is also very effective, many learners are enthusiastic about the media displayed by each group.

Based on the observation of learning activities, with good classroom management of teachers, the achievement of 5 M in learning goes very well. First observed, this is apparently when the teacher explains with the media and also video like previous exposure, learners are very enthusiastic to observe. Then during the presentation of the results of the discussion, it is also quite visible. Collecting and processing this information is seen when students, especially those who do not present the results of their discussions, seek information and seek to respond or question as a form of communicating the material being discussed.

Similar to the lessons learned by LW, civic attitude practices in accordance with local wisdom values of Balinese culture are quite apparent. Learning is based on the spirit of bellows (hard work) and jengah (motivated for better) the indicator is that all students actively participate in the process of discussion and enthusiastic to ask questions, provide response. The result of the students' spiritual attitude in the class XI MIA / IPA 6 shows the overall spiritual attitude of the students is 3.33 with very good category. While social attitudes of students are on score 3.14 which is in good category.

Third, in accordance with the results of learning observations conducted by the COP teacher class XI MIA 3, can be quite good at managing the class. The material presented is Analyzing the various political cultures in Indonesia. Learning activities are conducted by lecture and question and answer methods. Teachers only focus on the delivery of learning materials, the development of materials with the values of local wisdom of Bali as in previous observations is done only occasionally.

The practice of establishing citizenship attitudes whose indicators are spiritual and social attitudes are quite apparent in the learning process. First the spiritual attitude begins to appear with the indicator is to say greetings when the teacher enters the class, in the concept of local wisdom describes the activities of Tri Rich Parisudha / self-control and Tri Hita Karana (the concept of balance). Before the lesson begins the teacher appoints one of the students to lead the prayer. All students pray according to their religion and belief (Trikaya Parisudha activity, Tri Hita Karana and Tat Twam Asi). However, the same findings as learning in DS teachers, maintaining the environment, cleanliness of the class as a form of implementation Palemahan (appreciate / preserve the environment), not emphasized by the teacher when starting learning. The result of the students' spiritual attitude in the class XI MIA / IPA 3 shows the overall attitude of the students 3.16 with good category. While the social attitude of students is on score 3.10 which is in good category.

3. Description of Documentation Result

Documentation Results on the lesson implementation plan shows that only a small part of the Balinese culture's wisdom values are integrated implicitly in the development of material. The Indicators of the Material analyze the strategies that have been applied by the state in overcoming the threat to build national integration within the framework of a Bhineka tunggal Ika, one of which is addressing the socio-cultural threats that come from outside due to the current globalization by using a strategy of maintaining balance and harmony Fundamental by using the teachings of Tri Hita Karana is the balance between man and the universe, human with human (society) and human with God. When the practice of learning activities takes place is only general. One example of learning media. Learning media can present local wisdom practices that can be used as a strategy to overcome threats to build national integration within the framework of a Bhineka tunggal Ika. Although implicitly not in the values of local cultural wisdom of Bali but explicitly there are some learning practices can be integrated with the values of local wisdom of Balinese culture, and should be emphasized by teachers in Learning Plan.

DISCUSSION

After the description and analysis of research data, then the following is a discussion of some research findings:

1. The values of Bali's Local Culture Wisdom Relevant To Be Integrated in the Content of PPKn

In accordance with functional theory, in particular functional structural, in explaining the relationship between school education and socio-cultural process in society, it generally sees schools as a means of enabling students to learn to take their place in society and contribute to the interdependencies to maintain social order and perfecting the needs of its members. Schools, therefore, can be considered as transmitting traditional values and as a means of social stability and maintenance of the existing social order (Hallinan, in Ballantine, 1985: 33-34; Collins, in Ballantine 1985: 60-87).

The results of this study indicate that the forms of local wisdom in Bali are categorized into local wisdom in the form of intangible consept and tangible local wisdom. The form of local wisdom of Bali that tangible is local wisdom such as Balinese architecture, subak system (irrigating rice field), and system of life values. Basically Bali is a Hinduistic pattern that became the basis of the Balinese philosophy is the teaching of Tri Hita Karana then this is the core value system of life. The concept of Tri Hita Karana in terminology, derived from the word "tri", meaning three; "Hita", meaning prosperous, happy, safe and "karana", means the source of the cause. Thus, "Tri Hita Karana" means three sources that causes welfare, happiness, and clarity in the life and life of all God's created beings (Sudarmy, 1971; Kaler, 1983). According to Geriya in Suja (2010) philosophical thought from the beginning to the present time moving in four phases, that is centered on nature (cosmosentris), centered on God (theocentric), human centered (anthropocentric), and centered on the language used (logocentric) . Furthermore, it was emphasized that the four phases were mixed into the life philosophy of Tri Hita Karana, as a harmony concept. Where the part is the balance of human with nature (palemahan), human balance with human (pawongan), and balance with his god (parahyangan). Then the next is the teachings of Karma reward, if in describing, karma means deed while reward is a result it can be interpreted as a result of deeds.

The concept of kinship and togetherness of the Balinese community is also known as the "braya" concept, which until now is believed to be used as a guideline to maintain the harmonization of inter-religious and inter-ethnic community life (in heterogeneous communities). Etymologically "Menyama Braya" consists of two words, namely: nyama and braya. Nyama, meaning brotherhood, then got the prefix "me", to be: "menyama", which means siblings. The concept of democracy is an expression of *don sente don pelendo* means *ade kene ade keto* in bahasa means people think and act defferently means the aspect of free democracy expressed but still in the realm of rules applied. There is a phrase *Celebingkah beten biu* means gumi linggah ajak liu in bahasa means the world wide with many people in the world sees life differently. The concept of mesidikare concept of mutual ownership (pade gelahang) in the marriage system contained in the caste system in Bali. The sportive values of *bani meli bani ngadep*. If I set high price, I should dare to buy high, if associated with the life of a country can be interpreted is Dare to bear the consequences of the country. *Jele Melah Ulang Sambat* means to judge a person, good and bad is said to be a matter of self introspection.

The second is a form of intangible local wisdom (Intangible), "like a verbal and hereditary advice that can be a song and a chant containing traditional teachings" (source: http://werdiati.blogspot.com) . One example in Bali is singing in ginada, the singing is:

"*eda ngaden awak bisa,*
depang anake ngadanin

geginane buka nyampat
anak sai tumbuh luhu
ilang luhu abuk katah
wiadin ririhliu enu pelajahang"

means;

Never ever felt satisfied to yourself
Let others judge
pressumed like a sweep
there is always trash left behind
Out of garbage there is still dust
Though clever
Much still needs to be learned

There are many values of local wisdom in Balinese culture both conceptual and factual, required the ability of teachers to identify the values of Balinese wisdom. Therefore the ability to identify greatly determines how the local wisdom of Balinese culture can be integrated with learning materials. Basically the values of local wisdom must be adjusted to the Basic Competencies that will be taught by the teacher to the students. The hope is that the goal of the development of PPKn materials based on local wisdom is to assist in the formation of student character as desired. As Tantra (1995) and Titib (1995) conclude, it is generally concluded that education that is integrated into local wisdom-based learning can empower learners to have the skills to maintain harmony in human relationships with God, human relationships with others, and relationships within human and nature at once (Tri Hita Karana).

2. To integrate the value of Balinese wisdom into the content of PPKn on planning and learning process

Integrating the Values of Local Wisdom of Balinese Culture into the Content of PPKn. the goal is the success of character education. With the essence of learning PPKn develop vision of faith, quality, and cultur at the same time. The mission is not enough to realize the socio-paedagogical mission, but also to integrate the socio-academic, socio-cultural, and socio-religious mission. "(Sukadi, 2010). In realizing its vision and mission to achieve a powerful PPKn result, the values of local wisdom as the content of the Learning and also the PPKn base need to be internationally well educated by teachers as the spearhead of the curriculum. In essence it is explained that "value education, and character formation are not only done at the cognitive level, but touch the internalization, and the real experience in everyday life" (Mulyasa, 2013: 07).

The results of this study indicate that the planning and learning process of teachers is only spontaneous in integrating local wisdom values. It means that the Lesson Plan is still general. Creativity of teachers in developing learning materials as if only incidental only. The development of PPKn materials based on the values of local wisdom, teachers must keep the principles as told by Komalasari (2010: 37), in the development of learning materials of course required by teachers' creativity by keeping in mind the following principles:

1. relevance: the subject matter should be relevant to the achievement of basic competence and competency standards.
2. consistency: if the basic competencies that must be mastered by students there are four kinds then the material that must be taught must also include four kinds.
3. sufficiency: meaning that the taught material should be sufficient in helping students to master the basic competence taught.

Learning as an educational activity with the aim of achieving the outcome or competence of graduates is a planned activity, and programmatically the systematic in manifesting the national goals. Therefore a teacher must have the ability to create a learning plan. A teacher should make a learning implementation plan before the learning takes place. In this regard, Johnson (in Suryosubroto, 2009, p.22) states:

> *Teacher are expected to design and delever instruction so that student learning is facilitated. Instruction is asset ot event design to initiated aclivate and support learning in student, it is the process of arranging the learning in student, it is the process of arranging the learning situation (including the classroom, the srudent, and the curriculum materials) so that learning is facilitated.*

Generally can be interpreted that teachers are expected to plan and deliver the teaching, because the teaching plan allows students to learn. Teaching is a series of events planned to be delivered, to remind and encourage student learning which is the process of assembling learning situations (consisting of classrooms, learners, materials and curricula) to make learning easier.

3. Attitude of Student Citizenship in accordance with the Conjtent of PPKn based values of Local wisdom of Bali Culture

The result of the research shows that in learning and outside the learning practice of student citizenship attitude is quite visible. A spiritual attitude is reflected in every start of learning when it begins with prayer, or students before the instructional period begins their prayers to the school padmasana. This indication shows the activity of Tri kaya parisudha and also the concept of Tri Hita Karana. The social attitudes of learners are more visible in group discussion activities as well as presentations of group work. The spirit of tolerance is apparent by accepting the consensus within the group, though contrary to his opinion and high-spirited Paras Paros Sarpanaya, Gotong royong is visible when all members of the group focus on the objective of the limb with the excitement of one, sebayantaka (strong cooperation and following Direction of group leader). Courtesy with an indicator, despite disagreements between the presenter group and the listener group, they expressed politely (Tri Kaya Parisudha), Not interrupting the conversation (Tri Kaya Parisudha). Responsibility with the indicator is to carry out the tasks assigned by the teacher and the group well and the spirit of Puputan (hard work) and the teacher instill confidence with the indicator every learner appointed must convey his argument related to the material in discussion. Should be motivated to do better (Nyalanang Jengah). Learning is done by using the principles of Puputan, Nyalanang Jengah, Paras Paros Sarpanaya, Segilik Seguluk sebayantaka, asah asih asuh, menyama braya.

Besides, the students' solidarity from the researcher's observation is quite high. The indicator is upon one of their friends is celebrating a birthday, his classmate is a joining to buy a cake and celebrate the birthday. Then if one of their friends is sick, there must be a friend or representative to visit one of the implementation of the spirit of menyame braye. Besides, when there are events the students are actively united in support by becoming a suporter. Thus the attitude of student citizenship based on existing local cultural values can strengthen the value of the nation's character. This is in line with his opinion Parimartha et al (2011) "the character of the nation is a cultural value that influences, regulates, gives direction attitude, human actions in society". As Koentjaraningrat (1982) points out, cultural values are composed of conceptions that live in the minds o

Education based on the values of Balinese wisdom reveals how the role of ideology as an integrated idea that is outside human but has a coercive power. Possessing power forces meaning in which systems of knowledge, beliefs, values and moral actions, as well as social relationships that form a social system throughout society. Therefore how the values of local wisdom of the Balinese society show its role to be accepted in the form of the social system with the character and identity of Balinese people themselves through the process of formal education in school. Whereas in reality a prulalist school will show how the systems of ideas and values are diverse as well. Citizenship education based on the values of local wisdom of Balinese society means directly is a form in an effort to instill the values of ethics and the goodness of life of nation and state not only on the theoretical level but also in the internalization stage that is excluded from the context of local life. Because basically civic education is a form of character education that teaches personal ethics and values of goodness (Winataputra, 2001: 127)

CONCLUSION

Conclusion

Based on a number of research findings that have been described in general it can be concluded that many of the values of wisdom of local wisdom of Balinese culture that can be integrated in the content of PPKn material. These values must always be instilled and internalized to strengthen the character and national identity in accordance with the spirit of Bhineka Tunggal Ika and Pancasila. Specifically it can be summarized as follows: (1) The results of this study indicate that many of the values of the local wisdom of Balinese cultural wisdom can be integrated in the content of PPKn materials. It just takes the creativity and professionalism of teachers in analyzing and developing learning materials. (2). The development of PPKn materials based on local wisdom values is done spontaneously. This means that in the implementation plan of learning is still general. Actualisasinya when learning process berlasung and also if the values remembered by teachers can enter in learning. (3) The attitude of student citizenship whose indicator is the attitude of spiritual and social attitude of students unconsciously olel students already reflect the implementation of the values of local wisdom of Balinese culture. It's just that less emphasis from teachers and also the use of learning models based on local wisdom in PPKn, causing these values are not well understood by students. In the educational environment in the school already reflects how the philosophy of Tri Hita Karana in strong grasp by all the citizens of the school.

Based on a number of research findings that have been described in general it can be concluded that there are several values of Balinese Wisdom that can be integrated in the content of PPKn. These values must always be instilled and internalized to strengthen the character and national identity in accordance with the spirit of Bhineka Tunggal Ika and Pancasila. Specifically it can be summarized as follows: (1) The results of this study indicate that there are several values of Balinese Wisdom that can be integrated in the content of PPKn. It requires teacher’s the creativity and professionalism in analyzing and developing learning materials. (2). The development of PPKn materials based on local wisdom values is done spontaneously. This means that in the implementation plan of learning is still general. (3) The attitude of student citizenship whose indicator is the attitude of spiritual and social attitude which has already reflected during learning process. It's

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THEROLEOFETHICALLEADERSHIPINENHANCINGEMPLOYEE PRODUCTIVITYINTHEWORKPLACE

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Abstract

This study explores the role of ethical leadershipand its impact on employee productivity of medium enterprises (MEs) in Jakarta, Indonesia. Ethical leadership (EL) is a behavior conducted and decisions made by organizational leaders that are legal and align with moral standards and those that impose processes and structures that promote ethical conduct by followers. It's undoubtedlytruethatanemployeeproductivityisanimportantfactortothesuccessofevery firm. As proved by lots of companies that the successful one goes to those that give priority to productivity over its revenues and profits of the company. This study uses a personal interview with the selected leaders of MEs in Jakarta, Indonesia. The Corporate leaders argued that they believed ethical leadership is characterized by integrity, sincerity, honesty, trustworthy, good communication skills, discipline, and fairness which contribute to increase employee productivity in the workplace. Ethical leadership could bring significant employee loyalty and satisfaction, trust and work engagement, and eliminate immoral behavior. Furthermore, it could create sustainability of the enterprises itself. In conclusion, while the applying of ethical leadership is important and highly recommended to all the enterprises in their business practices.

Keywords: Ethical leadership, employee productivity, medium enterprises, business ethics, workplace.

INTRODUCTION

Nowadays, immorality in leadership has become one of the main concern in managerial misconduct within organizations. Various research has been done to deeper understand about the unethical leadership in a company and its consequences. In the study conducted by Wesley, Basran, Hayward & Harris (2011) showed that the most significant ethical issues to organizations are bribery, corruption, and facilitation payments, whistle blowing/speaking up and discrimination, harassment or bullying. For instance, Texaco in 1996 made $176 million settlement for racial discrimination; Mitsubishi Motor Corporation settled $34 million in 1998 after a government investigation of pervasive sexual harassment and Louisana – Pacific Corporation paid a fine of $37 million in 1998 for the customer and environmental fraud among other unethical practices.

Ethical leaders are thought to be receptive and open, possess traditional leadership traits such integrity, honesty, and trustworthiness. Ethical leadership includes transactional leader behaviors such as setting ethical standards and holding followers accountable for ethical conduct (Trevino, Brown & Hartman, 2003). Hundreds of cases regarding unethical deeds in a workplace have a direct relation to the productivity of the employees of the related company. As mentioned by LRN(2007), it issaid that a majority of workers, 94%, believed that it is“critical” that the company they work for is ethical, 82% prefer to be paid less but work for a company with ethical business practice, and 80% cite disagreement with the ethics of fellow employee, supervisor, or management as the most important ethical reason for leaving a job.

The previous study has been discussed the negative impact of supervisor's destructive personality to the employee’s behavior and emotional stability (Schaubroeck *et al.*, 2007). Brown and Mitchell (2010) also mentioned on how unethical leadership can lead to the ineffectiveness on organization functionality. The ineffectiveness includes the absence of employeesandthedecreaseinproductivityrate.Notonlythat,asleaderwasarolemodelto their followers, unethical leadership can also influence the employee in their way of thinking. In addition, Ünal, Warren, and Chen (2012) mentioned that the unethical practices in the company canshapetheemployeestoalsobehavethesameway.Thiscanresultinmoreemployeetheft andsabotage.Overall,unethicalleadershiphasgivennegativeimpactstoboththeemployees and the organization in many aspects such as to the employee's unproductivity, decrease in self- esteem, frustration, anxiety, low job satisfaction, trust issue toward leaders and colleague, and change in perspective – as in getting motivated to also behave unethically.

Accordingto1Green,D.(2010), theinsightsofidentifyingaleader’sunethicalbehavior, includesharmingotherstomakemoreprofit,askinghissubordinatestodounethicaldeedsfor his benefit, being inconsiderate with the impact of the decision he made to the stakeholders, discriminatingandlyingtotheemployees,leadingtobadbehavior,takeadvantageofothers, take personal credit for group accomplishments, and doesn't support his employee's growth. Such action is totally unhealthy to a company, as it will create a distractionto the employee's work, destroy the working culture and environment, result in employee turnover, and might encourage more theft within the company.

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Due to this harmful effect which we believe can trigger the fall of a company, it is truly important to further give information on how and what kind of ethical leadership should be applied,insteadofunethicalleadership.Also,whyethicalleadershipshouldbeappliedinorder to prevent the fall of a company. Therefore, this study aims to reveal the key factors of ethical leadership within the current leader of Indonesian company and prove the correlation between ethical leadership and employee's productivity. The study gives qualitative information on how and what kind of ethical leadership that works in increasing the employee's productivity. The information is mostly earned based on the interview with six informants from various industries. The interview will provide useful insights on how ethical leadership can enhance the productivity of the employees.

Themainobjectiveofthisstudyistoprovethatethicalleadershipisreallyimpactfultowards the increasing of employee's productivity in a workplace. So that company will consider how important ethical leadership should be implemented in order to enhance employee's job performanceaswell.Notonlythat,thisstudywillshowthekindsofethicalleadershipthat should be applied regarding the employee's productivity. In addition, the study aims to encourage people especially the leaders who have a responsibility to stabilize employee's performances.

LITERATURE REVIEW

The Concept of Ethical Leadership

Leadership was defined by Drucker, P. (1974) as lifting a person's vision to high sights, theraisingofaperson'sperformancetoahigherstandard,thebuildingofapersonalitybeyond itsnormallimitations.Inanotherword,itisanactofmotivatingandleadingemployeesto achieve the organizational goals at the same time monitoring and educating the subordinates in order for them to grow. Meanwhile, ethics comes from the Greek word "*ethos"* which means custom or character.

In the past, the main goal of leadership has been to increase production/productivity and profits. However, in the 21st Century, this view has begun to slowly diminish as more organizational development and human resources experts assert that leaders also have the responsibilityforensuringstandardsofmoralandethicalconduct.Goodleadershipthenrefers not only to competence but to ethics that transform organizations and people's lives. Therefore, ethical leadership is coming into a community among different people.

Ethical leadership is a leadership that is directed by respect for ethical values. It is related to concepts such as trust, honesty, justice, respecting others, encouraging initiative and willing to serve. Ethical leaders are also defined to be people-oriented, and aware of how their decisions impact others. Therefore, the implementation of ethical leadership uses power and authority to serve the greater goods. Meaning, create win-win solutions for employees and organization.

Further characteristics of ethical leaders include inspiring, stimulating, and other visionarybehaviorsthatmadeuptransformationalleadership.Ethicalleadersalsocoachagroup ofpeopleingainingasenseofpersonalandprofessionalcompetencethatallowsthemtoexcel while being more resilient, loyal, and profitable.

We look up atleaders to lead on ethics and take responsibility for either good or bad outcome. Leaders who lead ethically are role models for those people through the communicating about the importance of the ethical standard. As described previously, ethical leadership has been generated to cause a host of positive outcomes.

Ethical leadership makes ethics clear and consistent through the common standard and modelappropriatebehavior.Inmakingethicalleadership,werequireethicalleaders.Ifaleader is ethical, it indirectly effects to the ethical practices that are carried out throughout organization andinfluenceemployees. Ethicalleadershipmustbefocusedonhowleadersleveragethis powerinthedecisionstheymake,actionstheyengageinandwaystheyinfluenceothers. Leaders are responsible for influencing followers to perform actions, complete tasks, and behave in certain manners.

According to G. Yukl (2006), the criteria relevant for judging the ethical behavior of a leader include individual values, conscious intentions, freedom of choice, stage of moral development, types of influence used, and use of ethical as well as unethical behavior. Some of the characteristic behaviors of ethical and unethical leaders are shown in table 1. below:

Table 1. The Criteria of Ethical Leadership and Unethical Leadership

The Ethical Leadership	**The Unethical Leadership**
Humble	Arrogant and self-serving
Concerned for the greater good	Excessively promotes self-interest
Honest and straightforward	Practice deception
Fulfills commitments	Breaches agreements
Takes responsibility	Shifts blame to others
Shows respect for each individual	Diminish others’ dignity
Encourages and develops others	Neglects follower’s development
Serves others	Withholds support and help
Shows courage to stand up for what is right	Lack courage to confront unjust acts

Source: Modified from G. A. Yukl & Yukl, (2002)

Besidesthosecharacteristicsofethicalleadershipandunethicalleadership,herearefive values that are crucial for ethical leadership (Peale, N., Blanchard, K., 1996:

- Pride:Ethicalleadersdemonstratehealthypride,notvanity,asthedividinglinebetween them is thin due to strong ego tendency in human beings
- Patience:Intheprocessofimplementingstrategiesthatenableanorganizationtoreach its goals, a leader is faced with obstacles from the internal and external environment.
- Prudence:Prudenceisavirtuethatreferstoexercisingsoundjudgmentinpractical affairs.Itisconsideredasthemeasureofmoralvirtuesasitprovidesamodelofethically good actions.

- Persistence:Itreferstoleader’sstrivingforgoalsandhiscontinuingquesttotakeallthe necessary steps to achieve them, even if they involve sacrifice and personal risk. Persistenceliesintryingtoovercomethe“practice”ofjustifyingunethicalconducts when one feels overwhelmed by mounting pressures, because of a sense of duty to others.
- Perspective:Itisunderstoodasthecapacitytoperceivewhatistrulyimportantinany given situation.

Not only that, ethical leadership must be applied from the top. Because it creates an environment in which lower-level ethical leaders can flourish but ethical leadership at the supervisory level has a huge impact on followers’ attitudes and behavior. Influence skills help leadersgetcolleaguesonboardforchangeinitiatives,accessresources,guideteams,develop shared goals, reduce resistance, encourage teamwork beyond functional boundaries, win support from those with competing agendas, empower others and sell ideas to the boss.

When leaders harness the power of influences, they create a shared sense of responsibility, improve communications, encounter fewer problems with change- implementation, discover more innovation and creativity, experience less attrition and less resistancewhilegainingaccesstomoreinformationforbetterdecisionmaking(Hendricks, Payne, 2007; Waldman *et al.*, 2004; Kurmet *et al.*, 2010; Jaussi, Dionne, 2004; Barbara Kaufman, 2011; Dion 2012; Perrin 2012).

By demonstrating ethical leadership means to promote a high level of integrity that stimulatesasenseoftrustworthiness,andencouragessubordinatestoacceptandfollowits vision. Character and integrity provide a strong foundation for other personal characteristics that direct ethical beliefs, values, and decisions.

Employee Productivity

According to Mayer *et al*. (2009) and Walumbwa & Schaubroeck (2009), ethical leadership is also associated with more helpful behavior from employees, probably because ethical leaders model helpful behavior. Ethical leadership also reduces unethical behavior in followers(Mayer*et al.*, 2009; Mayer*et al.*, 2012). In the other hand, employee’s productivity is what measures an organization’s performance and often used to assess the efficiency of the workers. It is defined as the ability of an employee to utilize his resources in order to finish their assigned task in an efficient and effective way with a maximum satisfaction from both the employer and customer.

Productivity is evaluated through monitoring the output of an employee in a specific period of time and it will be compared with the average productivity score of the rest of employees that are doing a similar job. Employee's productivity is so crucial in a company because the success of the company is deeply influenced by the productivity of its workforce.

Productivity is even believed to be more important than the company's profit and revenue. This is because the profit is related to the end outcome of a company, while productivity is more into the increase or decrease in efficiency and effectiveness of the company'sbusinesspoliciesandprocesses.Themoresuccessfulfirmisusuallythecompany whichprioritizesproductivityovertheprofitandrevenue.Byfocusingontheproductivity,a firm can increase and utilize its human resource capacities. This is why a productivity level of a company serves as a factor to measure the success or failure of the company.

Moral leaderswhohelpemployeestobe more focusedon the process of doing their task helps the employee to reduce some of the stress. Ethical leaders are described as more caring about employee' best interest and thus want to see them perform well and reach their potential (Brown *et al.*, 2005). A leader must help employees internalize the organization's underlying values. Moreover, in this case, an employee is attracted to ethical role models who care about them, treat fairly, and set the high ethical standard. A good leader should give impacts to the bottom line. CEOs whose employees gave them high marks for the character had an average return on assets of 9.35% over a two-year period. That's nearly five times as much as what those with low character ratings had (Kiel, F., 2015).

In Social exchange theory stated that employees who are in a high-quality relationship with their leader tend to be more effective workers (Sparrowe, R., Lidden, R., 1997). As a result, the high quality relationship can boost individual motivation for high job performance (Chen, G., Kanfer, R., 2006). Supporting those arguments, several prior individual and meta analytic studies reportedpositiverelationshipbetweenleadersandemployee'jobperformance(Bauer,T.*etal.*, 2006;Gerstner,C.,Day,D.,1997;Walumba,Cropanzano&Hartnell,2009;Walumba*etal.*, 2010; Wang, H. *et al.*, 2005). Meaning, by applying standards of ethics through leadership can affect the employee's performances in terms of productivity that make assets grow than before.

RESEARCH METHODOLOGY

The study uses qualitative method through personal interviews with 6 managers from mediumenterprises(MEs)inJakarta,Indonesia.Theusequalitativemethodinthisstudyto obtain a detailed explanation from the leaders which practiced the ethical leadership in their organizations that leading to their employee productivity.

The use of qualitative method through personal interviews is appropriate for exploratory nature of studies. Miles and Huberman (1994) argued that qualitative method is appropriate to examine complex and difficult contexts of study because they can put the situations in question into the right perspective. In addition,Marshall and Rossman (1999) recommended the use of qualitative methods to enable researchers to ask more questions in order to explore the contextof the study in greater detail.

Further, the qualitative method also encourages the researchers to analyze the complex relationship between ethical leadership and employee's productivity. By asking questions personally, the researchers will get vary of answers that are relevant to the interview questions. Therearemanytechniquestocompiledatausingthequalitativemethod,suchasactiveor passive participation and observation, personal interview, content analysis on various documents, and case study (Patton, 2002; Lee, 1999; Creswell, 1998).

Thisstudyobtainedtheresultsthroughpersonalinterviewthatwastakenbyinterviewing 6respondentscomingfromvariousleadershipbackgrounds.Moreover,thedatawillbeobserved by researchers and the results will be transformed into clear explanations.

FINDINGS AND DISCUSSION

This part presents the feedback from a personal interview with 6 managers of medium enterprises in Jakarta, Indonesia on the role of ethical leadership into employee productivity at theirorganizations.Table2.summarizestheprofileoftheinformants.Theinformantswere askedquestionspertainingtotheroleofethicalleadershipattheirorganizationsanditsimpact on their employee productivity.

Table 2. Informants' Brief Profile

Code	Position	Principal Activity
R1	Executive director	Business consulting
R2	Managing director	Manpower outsourcing
R3	Vice President	Corporate banking
R4	General manager	Construction
R5	Managing director	Entertainment
R6	General manager	Food

R1 pointed out that ethical leadership is a kind of prototype of a leadership. The basic of leadershipisintegritybesidesbeingprofessional.Givingatrustisalsoimportantinorderto makeemployeesexploretheircreativityandberesponsibletothepurposethathasbeenagreed at the beginning of the year, which is to achieve the target that has been set. The R1 stated that:

Integrity is a simple thing. The characteristics of integrity are being honest, sincere (doing things wholeheartedly), and genuine (doing things without expecting returns). Firstly, work honestly and without any other intention.Working with intention means that they are expecting any return in which the source can't be taken responsibility of. Secondly, keep the company's confidentialities. In executing company tasks, we are always given some limitations. Such as the limit in telling people information about our work task, especially the occupation confidentiality. Third, it is very important for us to keep our commitment. It means, we have to keep our commitment as a leader. Because a leader who has no commitment is pointless, it's not a leader. Meaning, all the commitment that has been agreed on has to be done regardless of the risk.

In a team, the leader should be able to act as a parent, teacher and best friends in order to give some example regarding the ethical way toward their followers (subordinates). As a teacher, it's understood that every leader has more experience than their subordinates. Therefore, a leader should be able to do coaching and mentor for his employee.Throughcoachingandmentoringwecanteachthemhowtodoandto achievethetargetsetbythemanagement.Ifaleaderdoescoachingandmentoring, they will be able to see the progress from one team to another.

As a best friend, every problem faced by the subordinates is back to us. Basically, it is like an informal function. Not only that we have a formal function (as a leader and teacher), but also informal. By doing that, an organization will be able to move *dynamically. If a team has no direction and that team member doesn't work as a group, but rather being great in working but only individually. It will be meaningless. This is because no goal will be achieved, and if the goal is achieved, it will not be as meaningful. But if we worked on a goal together, hand in hand. I will be a great weapon in achieving our target. That's it. It just doesn't ever think you are great. Don't ever be a great individual. But be and make a great team. This is the purpose of a leader by creatingagoodpersonandgoodteam.That'showateamachieveitspurposeand goals.*

Productivity is all about how to encourage subordinates. In managing a team there shouldbeaplanandorganizing.Thenfromtheplan,wehavetogatherpeople.Unite the people into a group, to do something or actuating. After the purpose is met, later on, we have to control. So, it is about POAC. Everything is started from planning, organizing,actuating,andcontrolling.Forcontrol,wehavetodoitperiodically.So, wecanknowourstrengthandweaknesses.Ifthereisaweakness,wehavetofixit. If wefoundourstrength,wehavetomaintainormaximizeitinorderforthepurposeto be reached.

R2 contended that ethics is about regulation and how people distinguish something good from evil. In certain condition, a person can't deny that offering something whenever someone visitsa friendisa part ofIndonesianculture that we call as a*silaturahmi*. However, another person might also relate the offering as bribery. If a person can create understanding to distinguish good from evil, and still have the same perception about this person, then it will be ethical. There's no guideline to be ethical. R2 uttered:

Punctuality is the main factor in order to increase employee's productivity. By implementing punctuality, it can create integrity, honesty, and openness (no secret).So, they can do the task properly in terms of efficiency and effectiveness. When we apply ethical leadership, caring and being sensitive are also important. Giving them motivation so the employees have the willingness to work together. Meaning, that having a good relationship between leader and employees is also an important factor contributing to employee's productivity

R3 believed that in leading a team according to the moral ethics, a leader needs to be focusedonleadingwithmoral,integrity,andhonesty.R3believedthatifwecan'tshowour moral behavior, the other things that we did or contributed in will be pointless. So, moral and integrity are the main factors to be an ethical leader. Another factor of ethical leadership is being open with subordinates. For instance, need to always communicate so there will be no misunderstanding and no one feels any hard-feeling in the team. Next, is discipline. If a leader is being disciplined, it will directly impact to subordinates. It's also important for a leader to guide and educate the team about time management and productivity. In giving a task, a leader should also guide the member using 5W1H (who, what, where, when, why, how). Make sure they have understood the job description and the importance of discipline. Letting them explore, means giving a trust but at the same time build a good culture in a team and workplace. R3 pointed out:

Communicationissomethingthat aleaderneedstoimplement inordertoincrease employee' productivity. I'd rather my team to respect me than to feel scared of me because being scared of a leader will decrease the productivity. If the outcome of the employee's work doesn't meet the expectation, it means that the communication is not efficient and not delivered well.

For example, in a bank, dealing with client and having a good networking with them is very important. Prioritizing the client's comfort is also the bank's goal. That's why communicationbetweentheleader,employee,andcustomerneedstobeclearandwith a good approach to provide the best service or product to the customers.

Communication also shows a remarkable impact on a certain division. By approaching subordinates carefully, we can be more understanding about their feelings and behavior. So that leader can change the negativity into the positivity that will impact to the subordinate's performance as well.

Besides conducting a good communication, a leader needs to give a warning in terms of practicing discipline and changing employee's bad behavior. Because sometimes, doing communication is not enough. A warning should be given whenever needed in order to make the employee realize about their mistakes.

R4 define ethics as every aspect that's not against the universal moral standard. Simply, when it is not something bad and is aligned with what people think is morally accepted, then it is called ethical. R4 also emphasize that the things people need to remember in running an ethical leadership are that a leader works for the organization, not for himself, the boss, or the shareholders.
Inaddition,R4mentionedthatethicsisimportantforaleaderbecauseitissomethingrighttodo. The main factor that he categorized as ethical leadership is being trustworthy. R4 said:

Aleadershouldhaveconsistencyinamannerregardingwhattheysayandwhatthey do. In addition, to implement trust, keeping promises and being honest is also important in order to earn trust from employees. Some behaviors are difficult to be measured such as ethical leadership. But once the subordinates started to trust their leader, it's where ethical leadership can be measured.

Hence, trustworthy is a crucial factor for a leader to be ethical wherever he/she work for. Gaining trust is not easy especially for a few months in the workplace. Employees will not immediately trust us. Once they start trusting, we will start seeing their productivity. Employees will start giving a lot of ideas and full of initiative. By giving trust and opportunity to do a certain task, meaning you allow the employee to make mistakes.

Sometimes in a certain situation, leaders need to be firm and keep a balance between reward and punishment. Besides that, there are additional factors that will increase employee' productivity. Such as being a good supporter by giving a credit for those who deserveandhaveagreatcompetency.Lastly,aleaderwhotrulyimplementsethical *leadershipmustconsiderthatnotallpeoplehavethesamelevelofcompetency.A leader should guide the employees and give them coaching.*

R5 stated that to implement an ethical attitude through leadership, there are three factors supporting that implementation. Those are ethics, attitudes, and behavior. R5 pointed out:

Once you become a leader who implies the right ethics, attitude, and behavior, it will be carried out into your social life and directly impact the society. According to those factors, in making a strong foundation of ethical leadership, we need to apply ethics. Becausebyimplementingethics,aleaderhastobehonestineverysituationhe/she need to deal with. Ethical leadership and employee is something that can't be separated. To be an ethical leader, we also need to consider about responsibility towards our employee job performance and being aware regarding any kind of situation.

Moreover, in enhancing the employee' productivity, appreciation is the most important factorinordertomakeemployeesfeelneededandappreciated.Itshowsthatemployee is one of the biggest parts of company that contributes to the company's success. Notice thatemployeesandleadersbothneedtoimplementthiskindofbehaviortocreatea good relationship. Furthermore,withagoodrelationshipbetweenaleaderandanemployee,theincrease of productivity will start showing as a proof. For instance, better time management, improve in employee' performances, discipline, and mutual respect that will make them more productive.

R6 chooses fairness, honesty, simplicity, and caring as the factors needed to remember in runninganethicalleadership.Allthosefactorsareverysubstantial,butthemostsignificant factor is fairness. R6 believed that:

In running a leadership especially ethical leadership, it is necessary to put the sense of fairness in every level of positions or functions. Giving all of them the same opportunity to express their ideas and making some progress. Based on previous factors, certainly, ethical leadership and employee' productivity has a correlation. A good leader has to be a role model for their subordinates and having the ability to evaluate and motivate them to become more productive.

To enhance employee' productivity, motivation and trust are the primary factors. People willmorecontributetoacertaintaskiftheyaregivenastagetostrive,explorethe ideas and bring innovation in working. As a result, it's improving the quality of productivity in a company and this productivity will reflect the system and how the people run the operation of the company.

From the feedback of the 6 leaders who are also our informants, it was proven that ethical leadership was essential to the employee's productivity. Table 3. summarizes the informants' feedback into key values that are the essential characters of ethical leadership, namely integrity, punctuality, communication, trustworthy, honesty, good relationship, appreciation, and fairness.

Table 3. Summary of Informants' Feedback

Code	Main Points	Key values
R1	Productivity comes from a leader who acts as a parents, teacher and best friends and giving a guideline through each different role.	Integrity
R2	Understanding is the primary factor that makes employees have the willingness to be productive in working a task.	Punctuality
R3	Being open and having a good relationship with subordinates are needed in order to get positive result as higher as expected.	Communication
R4	Once an employee starts trusting their leader, they will make more initiatives in doing their task.	Being trustworthy
R5	The good relationship gives a sense of belonging to the employee and appreciation motivates an employee to be more innovative and creative.	Honesty, good relationship, appreciation
R6	Fairness is giving the employee the same opportunity to express their ideas and making some progress. Evaluation and motivation are also crucial to improve employee's productivity.	Fairness

In other words, the application of ethical leadership into organizations that reinforce good human and organization governance for the sake of improving productivity in a company. The informants all believed that their ethical leadership directly relates to the productivity of their employees.

CONCLUSION

The study found that the most important aspects of ethical leadership are integrity, punctuality, communication, trustworthy, honesty, good relationship, appreciation, and fairness. Ethics is something right and are based on the universal moral standard. There is no measure of whether something is ethical or not. However, once something unethical was done, people will immediately notice it. Ethical leadership makes ethics clear and consistent through the common standard and appropriate behavior. In making ethical leadership, we require ethical leaders. If a leader is ethical, it indirectly effects to the ethical practices that are carried out throughout organization and influence employees.

Theimpactofethicalleadershipintoorganizationsissignificantlyimportanttoincrease theemployeeproductivityandsustainthelifeofacompany.Theethicalleadershipincreasesthe employee's productivity, in which the employee becomes more creative, initiative, innovative, focused, determined, honest, discipline, and punctual. With ethics applied in the company's leadership, this will create ethical behavior as the company's culture. Hence, will increase employee's satisfaction, trust and work engagement, lessen the probability of dishonesty within the company, and increase the productivity of the employee.

Weemphasizeforthenextresearcherthathasasimilartopictoodeeplysearchingabout the importance of ethical leadership towards job performance itself. This study only explains about the productivity which means too narrow compare its job performance. Hence, regarding ourfindings,wesuggestthenextresearcherexplorethecorrelationbetweenethicalleadership and job performance.

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INTEGRATING LOCAL WISDOM OF SASAK TRIBE IN ECOLOGY LEARNING TO DEVELOP SCIENTIFIC ATTITUDE

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Abstract. Local wisdom is the knowledge gained through a series of activities by a group of people in a particular region or place, and then passed on from generation to generation verbally. Local wisdom not only includes knowledge, but also the values of life. Therefore, education through learning not only focuses on popular knowledge (modern knowledge), but also integrated the values of local wisdom in learning, in the hope that students in addition to having knowledge also have insights about local wisdom, and has a scientific attitude which can be applied in life. This research is a qualitative descriptive research. The data in this research were collected using interview technique and literature study, and aimed to; (1) to maintain the sustainability of local wisdom itself as a collection of knowledge of the sasak tribe, Lombok NTB, (2) facilitated the students to learn local wisdom comprehensively through integrating it in learning, (3) to guide students' scientific attitude through the integrating of local wisdom in learning. The local wisdom of the Sasak tribe are obtained in this study is then integrated into the ecology course, due to the proximity between ecology and local wisdom, both in terms of knowledge acquisition process using scientific rules (inquiry rules) collaborative work processes. The local wisdom of the sasak tribe which is integrated into the ecology subject includes the form of building, proverb or motto of life, awiq-awiq (regulation, governance), and betemoe (bespang) and besiru.

Keywords**:** Local Wisdom Sasak Tribe, Ecology, Scientific Attitude

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FINANCIAL PERFORMANCE ANALYSIS OF BANK RAKYAT INDONESIA (BRI): CAMEL MODEL

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Abstract

The assessment of financial performance is becoming increasingly important. The Central Bank Circular Letter No. 6/23/DPNP dated May 31, 2004, and the Regulation of the Central Bank of Indonesia No. 6/25/PBI/2004 dated April 12, 2004, provide the mandatory of measuring Health Level Assessment System of Commercial Banks in Indonesia. The purpose of this study is to measure financial performances of PT. Bank Rakyat Indonesia (Persero), Tbk (BRI) for 2011 to 2015 by using CAMEL model, which is a crucial factor in the health of a bank predicate determination. The model implementation of the health assessment of BRI is done in a way to qualify some of the components of each of the factors: Capital, Asset Quality (Asset), Management, Earning (Profitability), Liquidity or abbreviated terms of CAMEL. The aspects of one another are interrelated and inseparable. The data is collected from the Audited Financial Reports of BRI for the periods of 2011-2015. The result of the study shows that over the last five years, the financial performance achieved by BRI was at a healthy predicate respectively. All the financial ratio performances have complied and achieved above the Bank Central standards.

Keywords: Financial performance, CAMEL, Asset Quality, Profitability, BRI.

1 INTRODUCTION

The banking industry has currently become important and essential part to supportthe economy of a country. Banking in Indonesia has grown rapidly in terms of business, owned assets and market reach. Banks with all business activities and services offered to the public have made the interdependence between banks and society mutually benefits each other. During the past few years, Indonesian economywas marked by strong inflows of foreign capital, liquidity remains high, inflations tends to increase, as well as various problems in the banking sector. These challenges create complexity in the implementation of the going concern of the industry.

In these conditions, Bank ofIndonesia (BI), or the Central Bank of Indonesia have faced three issues: to maintain the stability price, exchange rate stability, and financial systems.

The financial condition of the company can be knownfrom its financial reports,such as balance sheet, income statement and the calculation of other financial statements. By conducting an analysis of the balance sheet items, such as liquidity and solvency ratios, it will be known and obtained a description of the financial positions. While the analysis of the income statement will give an overview of the profitability or developments of therelevant business. Then the results of the analysis can be used as component consideration in the determination of company policy.

The objectivesofmeasuring financial performances are: 1) to determine the level of liquidity, which is the company's ability to meet its financial obligations at the time billed; 2) to assess the solvability, which is the ability of a company to meet its financial obligations both of short term and long term financial liabilities; 3) to determine the level of earnings (profitability), that indicates the company's ability to generate profits during certain periods. Financial performance measurement is a very important factor for the company. These measurements among other things can be used to assess the success of the company (Prasetyo, 2008).

This study focuses on a bank with the status of State-Owned Enterprise (SOE), PT. Bank Rakyat Indonesia (Persero), Tbk (BRI). The bankhas total stocks of 56.75% which is managed by the Government of Indonesia (GOI) and the other 43.25% owned by the public, both individuals and institutions. The bank headquarters is located in Jakarta.The bank has the widest operational network and one of the largest banks that controls most of the banking market in the country.

2 LITERATURE REVIEW

2.1 Bank Rakyat Indonesia (BRI)

Bank Rakyat Indonesia (BRI) is one of the largest government-owned banks in Indonesia. Initially, BRI was founded in Purwokerto, Central Java by RadenBei Aria Wirjaatmadja with a name of De PoerwokertoscheHulp en Spaarbank der InlandscheHoofden or "Help and Savings Bank Owned PrijajisPurwokerto", a financial institution serving those native nationals Indonesian. The agency established on December 16, 1895, in Purwokerto at the time of the Dutch East Indies, which is then used as the birthday of BRI.

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Based on the Banking Act No.7, dated August 1, 1992, and the GOI Regulation No. 21, 1992, the BRI legal status had transformed into a limited liability company, with 100% shares owned by the GOI. In 2003, the GOI sold 30% of its share, therefore the bank legal status became a public company with the official name of PT. Bank Rakyat Indonesia (Persero) Tbk.

The BRI products and services includes : Tabungan BritAma; Tabungan Simpedes; Tabungan Simpedes TKI; Tabungan Haji; Tabungan BritAma Dollar; Tabungan BritAmaBisnis; Tabungan BritAmaRencana; Tabungan BritAmaValas; Tabungan BritAma Junior; and TabunganKu.

2.2 Previous Research on Financial Performance

The previous research about financial performance has been discussed in many sectors such as a hospital, bank, and small business. Edmister (1972) stated that financial ratio is useful to measure the performance of a small business and it can be used to predict the failure. Yulandita, C (2013) investigated the financial performance of state-owned banks with private banks during 2012-2013. The article employs CAMEL model for evaluating capital, asset quality, managements, earning and liquidity. Then, the result was processed by using simple regression to provide a robust model and data. The finding shows significance different of the financial performance between the states owned banks and the private banks.

According to Megaladevi (2015), the financial ratio is a good evaluation method to measure the company performances. The company usually uses this method to compare their performance with other competitors. There are two methods to measure the financial performances which are accounting and market measurement. There are many researchers who prefer to use accounting measurement (Waddock and Graves 1997; Cochran and Wood 1984), rather than market measurement (Alexander and Buchholz, 1978; Vance, S. C., 1975), and some of them adopt both methods (McGuire, J. B., Sundgren, A., Schneeweis, T., 1988). There are few differences between accounting and market measurement method. In accounting, the company uses the historical aspects to measure their financial performance (McGuire, Schneeweis, & Hill, 1986) and it contains a bias which leads to managerial manipulation.

On the other hand, the market measurement method is straight forward, focus on performance and represent the ability of a company to generate future income (McGuire, J. B., A. Sundgren, and T. Schneeweis, 1988). Although accounting data in financial statements is subject to manipulation and financial statements are backward looking, they are the only detailed information available on the company's overall activities (Sinkey, 2002). Furthermore, they are the only source of information for evaluating management's potential to generate satisfactory returns in the future (MabweKumbirai, Robert Webb, 2010).

2.3 Regulation of the Central Bank of Indonesia

According to the regulation of BI, No. 6/25/PBI/2004 dated 12 April 2004 about Health Level Assessment System of State-Owned and Private Commercial Banks, that the financial evaluation consists of quantitative or qualitative towards factors of capital, quality of its assets, management, earnings, liquidity, and sensitivity to risk market. Assessment in the CAMEL financial ratio analysis covering several aspects, based on Circular Letter of Bank of Indonesia No. 6 /23/DPNP dated May 31, 2004: 1.The aspect of Capital Equity, which is to ensure the adequacy of capital or reserves to anticipate the risks that may arise; 2.The aspect of Assets Quality, which is to ensure the quality of assets owned banks and the real value of these assets; 3. The aspect of Management, which is to ensure the quality of bank management application, especially the risk management; 4.The aspect of Earnings or Profitability, which is to ensure the efficiency and quality of bank earnings; and 5.The aspect of Liquidity, which is to ascertain asset and liability management in determining and providing sufficient liquidity for reducing interest rate risk.

2.4 The Variables

a. Capital Adequacy

The main target of the policies carried out by the bank is to comply with external capital requirements, to maintain healthy capital ratios in order to support the business and to maximize value for the shareholders. The bank manages its capital structure and makes adjustments to the structure to the changing of economic conditions and the risk characteristics of its activities. To achieve this, the bank may adjust the amount of dividend payments to the shareholders, the return capital to the shareholders, or the new shares issuance.

The bank management has to achieve the capital ratio required by the regulator to monitor the bank's capital. The BI's approach to the measurement mainly based on the relationships between the supervisory of the capital adequacy to the capital availability. The ratio used is the ratio of Capital Adequacy Ratio (CAR). This ratio is one of the ways used in calculating whether the capital available to a bank has been sufficient. The provision of BI stated that the bank categorized as healthy if its CAR at least 8%.

The capital adequacy ratio (CAR) is a measure of a bank's capital adequacy. It is expressed as a percentage of a bank's risk-weightedcredit exposures. It is also known as capital-to-risk weighted assets ratio (CRAR). It is used to protect depositors and promote the stability and efficiency of financial systems around the world. Two types of capital are measured: 1). Tier one capital, which can absorb losses without a bank being required to cease trading, 2). Tier two capital, which can absorb losses in the event of a winding-up and so provides a lesser degree of protection to depositors.

In order to meet the standard provisions of Bank for International Settlements (BIS), the International Banking should use the following formula: 1). 4% core capital consists of shareholder equity, preferred stock, and free freshly prepared; and 2). 4% of the secondary capital consists of subordinated debt, loan loss provision, hybrid securities and reserves revolution.

In addition, to be taken into account in the assessment of the bank, the penalties for banks that do not meet the CAR of 8%, will also be subject to sanctions in the framework of bank supervisions and guidance.

Formula:

$$\boxed{CAR = \frac{\text{Capital}}{\text{Risk Weighted Assets}} \times 100\%}$$

b. Assets Quality

Assets Quality is an evaluation of asset to measure the credit risk associated with it. Asset quality is related to the left-hand side of the bankbalance sheet. Bank managers are concerned with the quality of their loans since that will provides earnings for the bank. Loan quality and asset quality are two terms with basically has the same meaning. In conducting the asset quality, the type of ratio used is the ratio of NPL. This ratio is the ratio of earning assets to total earning

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assets. The earning assets can be taken into account in accordance with the provisions of Bank Indonesia are as follows: 1) 25% of the loans in special attention; 2) 50% of substandard loans; 3) 75% of the loans in question; and 4) 100% of bad loans and securities classified as loss.

Formula:

$$\text{NPL Ratio} = \frac{\text{Credits that are sub-standard, doubtful and loss}}{\text{Total Credits}} \times 100\%$$

c. Management

Management quality demonstrates the ability of the bank management to identify, measure, monitor, and control the risks that arise through policies and business strategies in achieving the targets. The success of the bank's management is based on a qualitative assessment of management includes several components. In assessing the quality of the management typically uses a ratio of Operational Efficiency Ratio (OER), or it is very famous with BOPO (*BiayaOperasionalterhadapPendapatanOperasional*) ratio (Kuncoro, et.al. 2002). It is used to measure the level of efficiency and ability of banks to carry out its operations. This is often called the ratio of efficiency, and it is used to measure the ability of bank management in controlling operating expenses to operating income. The smaller this ratio means more efficient operational costs incurred by the bank concerned so that the possibility of a bank in error is getting smaller. The OER minimum limit determined by Bank Indonesia is less than 100%. The value BOPO can be calculated by the formula:

$$\text{OER Ratio (BOPO Ratio)} = \frac{\text{Operating Expenses}}{\text{Operating Income for the same period}} \times 100\ \%$$

d. Earnings

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Earning is an institution's ability to create appropriate returns to be able to expand, retain competitiveness, and add capital, which are key factors in rating its continued viability. The bank examiners determine these factors by assessing the company's growth, stability, valuation allowances, net interest margin, net worth level and the quality of the company's existing assets.

In evaluating and rating of the earnings, it is not enough just to review the past and the present performances. The future performance is also of equal or greater value, including performance estimation under the various economic conditions. The examiners evaluate "core" earnings: that is the long-run earnings ability of a credit union discounting temporary fluctuations of the income and one-time items. A review for the reasonableness of the credit union's budget and underlying assumptions are appropriate for these purposes. The examiners also consider the interrelationships of the other risk areas, such as credit and interest rate. The Return on Asset (ROA) is a ratio used to measure the ability of a bank management in generating of profit before tax, resulting from the total assets employed. The greater the ROA, the greater the profit level achieved by the bank, so that the possibility of a bank in the less problematic financial conditions. The value of ROA can be calculated with the following formula:

$$\boxed{ROA = \frac{\text{Annual Profit Before Taxes}}{\text{Average Assets}} \times 100\ \%}$$

The minimum ROA limit determined by BI is 1%. If a bank has a ROA greater than 1.5% then the bank can be said to be productively managed the assets that produce the income.

e. Liquidity

Liquidity aspect is based on the willingness of the banks to pay all its debts, especially savings deposits, demand deposits, and deposits at the time billed and can meet all requests decent credit approved. The Loan to Deposit Ratio (LDR) is basically a financial ratio that is the result of a comparison between the amounts of loans extended to the third party funds collected by the bank (Dendawijaya, 2000). The amount of the LDR can be calculated as follows:

$$\text{LDR Ratio} = \frac{\text{Credit}}{\text{Third Party Funds}} \times 100\ \%$$

3 METHODOLOGY

The purpose of this study is to measure financial performances of PT. Bank Rakyat Indonesia (Persero), Tbk (BRI) in 2011 to 2015 by using CAMEL model, which is a crucial factor in the health of a bank predicate determination. The model implementation of the health assessment of BRI is done in a way to qualify some of the components of each of the factors: Capital, Asset Quality (Asset), Management, Earning (Profitability), Liquidity or abbreviated terms of CAMEL. The aspects of one another are interrelated and inseparable. The secondary data are collected from the Indonesian Banking Statistics and the Audited Consolidated Financial Reports of BRI for the periods of 2011-2015.

Analysis of the data is a very important part in the study because it can give a useful meaning to solve research problems. The purpose of data analysis is to simplify the data into a form that is easy to interpret. It is intended to get a clear picture of the activities under investigation. Then the result of the financial ratio analysis is verified and validated by using the BI Regulation Number 6/10 / PBI / 2004 dated April 12, 2004, concerning the Rating System for Commercial Banks and the BI Circular Letter No. 6/23 / DPNP dated May 31, 2004, concerning the Rating Procedure for Commercial Banks. Finally, it can be used as a benchmark to determine and classify the health condition level of the bank.

4 RESULT AND DISCUSSION

Capital Adequacy Ratio (CAR)

Figure 1 shows the CAR trend for 2011 to 2015. The CAR in 2011 was 15%, it means that each IDR 1.00 of financing and capital was guaranteed by securities owned by PT. Bank Rakyat Indonesia (Persero), Tbk of IDR 0.15. In 2012 and 2013, the CAR increased by 2% to

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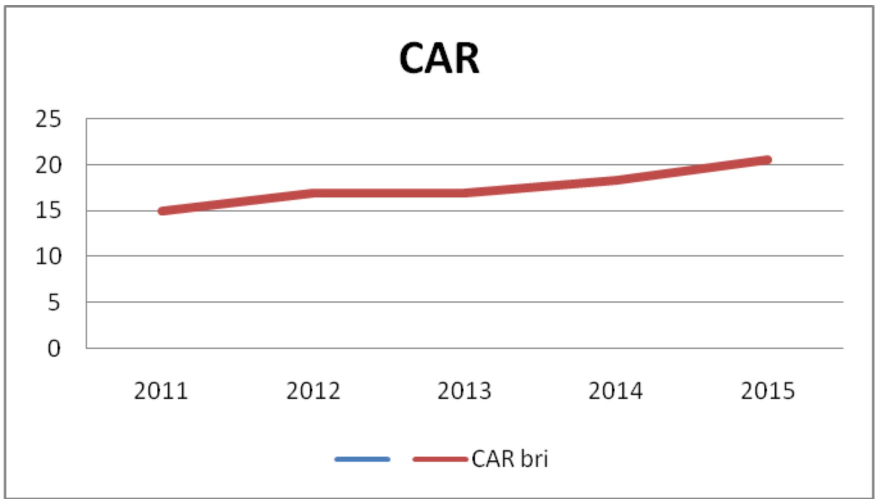
17% respectively. In 2014 the value of CAR became 18.3%, or increased 1.3% compared to 2013. In 2015, the CAR of PT. Bank Rakyat Indonesia (Persero), Tbk increased to 20.66%. Judging from the development of the CAR of PT. Bank Rakyat Indonesia (Persero), Tbk from 2011 to 2015, it can be concluded that the CAR of PT. Bank Rakyat Indonesia (Persero), Tbk was above the Bank Indonesia regulation that is ≥ 8% and in the category of healthy.

Figure 1: Capital Adequacy Ratio Trend for 2011 – 2015 (in %)



	2011	2012	2013	2014	2015
CAR BRI	15.0%	17.0%	17.0%	18.3%	20.6%

Source: Financial Report of PT. BRI (Persero), Tbk 2011 – 2015 and data processed.

Asset Quality

In conducting the asset quality, the type of ratio used is the ratio of NPL. This ratio is the ratio of earning assets to total earning assets. Figure 2 shows the NPL ratio of PT. Bank Rakyat Indonesia (Persero), Tbk for 2011 to 2015. The NPL ratio in 2011 was 1.85%, and it decreased by 0.39% to 1.46% in 2012. In 2013, the value of NPL of PT. Bank Rakyat Indonesia (Persero), Tbk was 0.18% decreased from 2012 to 1.28%. In 2014, the value of NPL at 1.26% decreased of

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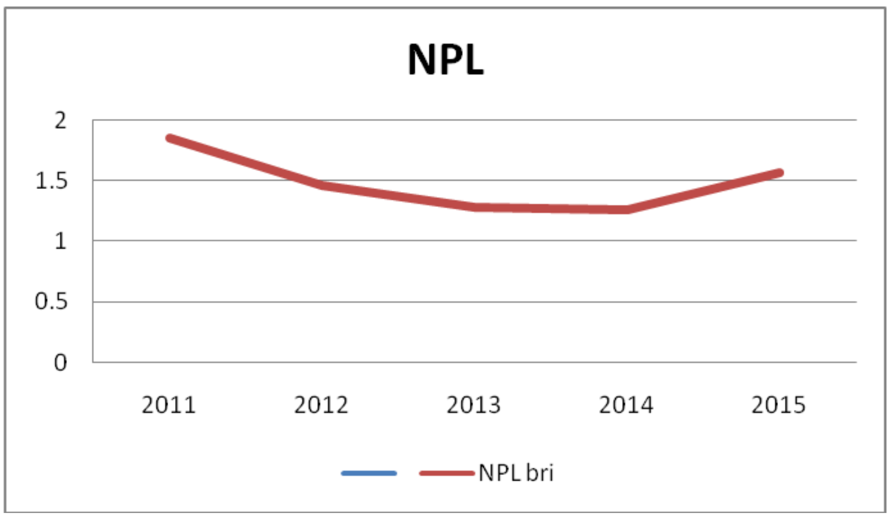
0,02% from 1.28% in 2013. In 2015, the value of NPL PT. Bank Rakyat Indonesia (Persero), Tbk was 1.57%, or increased 0.31% from the year 2014, amounted to 1.26%.

Judging from the development of the NPL of PT. Bank Rakyat Indonesia (Persero), Tbk for five years analyzed, it can be concluded PT. Bank Rakyat Indonesia (Persero), Tbk has been operating under the Bank Indonesia regulation, which is the NPL ratio of ≤ 5%, and therefore, in the category of healthy. Besides that, the aspect of Management Quality can be judged by the quality of human work. To assess this aspect, it is usually done through a questionnaire addressed to the management of the bank.

Figure 2: Non-Performing Loan Trend for 2011-2015 (in %)



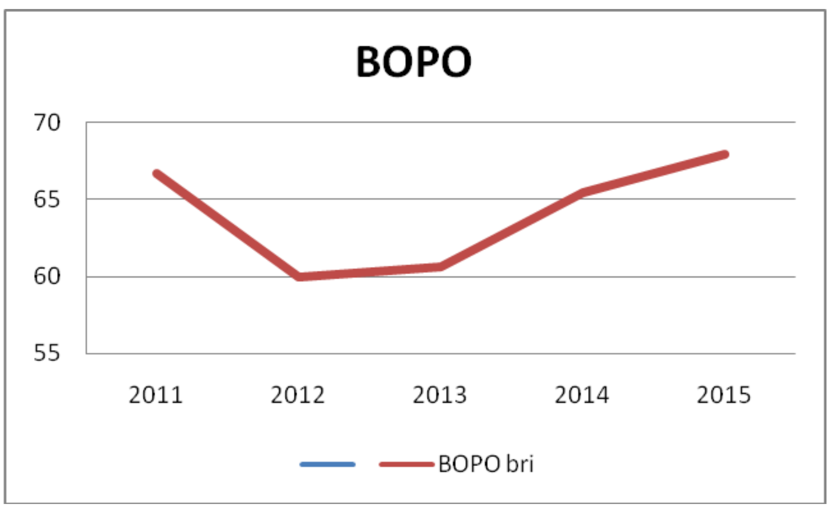
	2011	2012	2013	2014	2015
NPL BRI	1.85%	1.46%	1.28%	1.26%	1.57%

Source: Financial Report of PT. BRI (Persero), Tbk 2011 – 2015 and data processed.

Management Analysis

Operational Efficiency Ratio (OER), or it is very famous with BOPO (*BiayaOperasionalterhadapPendapatanOperasional*) ratio is used to measure the level of efficiency and ability of banks to carry out its operations. Figure 3 shows the fluctuation of operating expenses to operating income trends from 2011 to 2015 with a huge decline in 2011 to 2012 and big bubbles from 2013 to 2015. The BOPO ratio of BRI declined from 66.7% in 2011 to 59.9% in 2012 and was facing a slow development around 60.6% in 2013 then bubbling to 65.4% in 2014 and 68% in 2015. The bubbles happened due to the rising number of operating income above 10% for 4 periods in a row with a fantastic number starts in 2012 around 27% of 2011 operating incomes. Judging from the Bank Indonesia regulations regarding the amount of the ratio of Operational Efficiency Ratio ≤ 94%, it means PT. Bank Rakyat Indonesia (Persero), Tbk's management had complied with the provisions of Bank Indonesia. It can be concluded that basically BRI managements were performed too well besides generates profit from main activities and aiming the other income to increase their profits. Still, as the state-owned banks need to adapt their managements to maximize their operating incomes and to satisfy their shareholders and company values.

Figure 3: Operating Expenses to Operating Income Trends for 2011 – 2015 (in %)



	2011	2012	2013	2014	2015
BOPO BRI	66.7%	59.9%	60.6%	65.4%	68.0%

Source: Financial Report of PT. BRI (Persero), Tbk 2011 – 2015 and data processed

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Earning Analysis

Bank profitability ratio analysis is a tool to analyze and to measure the level of business efficiency and profitability achieved by the bank concerned. The profitability ratio used in this study is Return on Assets (ROA), it is used to measure the ability of bank management in generating profit before tax. The larger the ROA, the greater the profit level achieved the bank, so the ability of a bank in a financial troubled condition is getting smaller. Figure 4 shows a declining ROA trends from 2011 to 2015 with small raises in 2011 to 2012 and continued to decline from 2013 to 2015. PT BRI ROAs are inversely proportional with BOPO, since BOPO increased in 2013 to 2015, but ROAs were declining on those periods. It started from 4.9% in 2011 to 5.2% in 2012, and then started declining around 5% in 2013, and continued to 4.7% in 2014 and 4.2% in 2015. The declines happened due to the imbalance growth of PT BRI total assets to their incomes, with a detail total asset year by year growth above 10% for four periods respectively in rows, and by a great number in 2014 around 28% of the 2013 total assets. The downward trend is correlated with increasing numbers of non-performing loan year by year and advances to customers as well as an increase credit impairments owing to defaults which negatively impact the profitability. Earning factors of PT. Bank Rakyat Indonesia (Persero), Tbk years 2011-2015 in this case by using the formula of ROA were consistency above the minimum limit that has been set by the Bank Indonesia at $\geq$ 1.5%.

Figure 4: Return on Assets Trends for 2011-2015 (in %)

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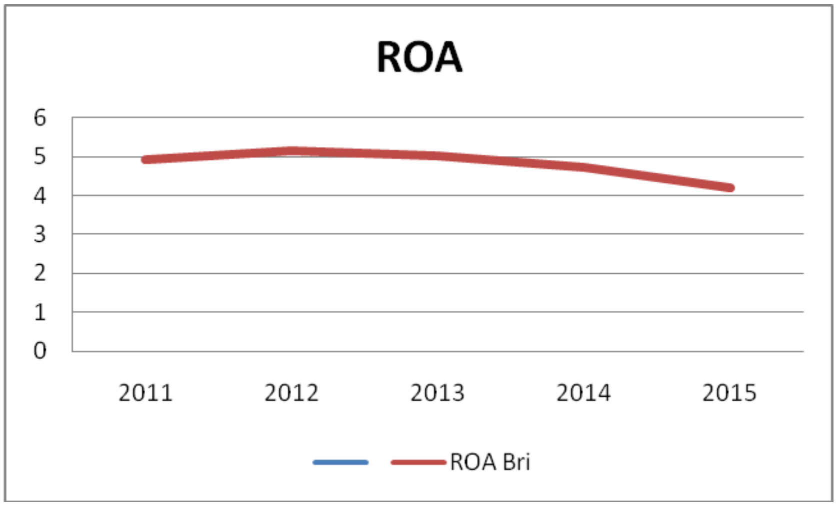

	2011	2012	2013	2014	2015
ROA BRI	4.9%	5.2%	5.0%	4.7%	4.2%

Source: Financial Report of PT. BRI (Persero), Tbk 2011 – 2015 and data processed

Liquidity Analysis

An analysis of the liquidity component of the bank's ability to meet its short-term obligations or liability that is due. Based on the provisions that have been issued by Bank Indonesia, the component of bank liquidity is measured by using Loan to Deposit Ratio (LDR), which is the ratio between the total amounts of loans to funds provided by the bank. Liquidity performance measures the ability to meet financial obligations as they become due and it is crucial to the sustained viability of banking institutions.

Figure 5 shows BRI liquidity measured by loan to debt ratio. The trends of LDR increased from 2011 to 2013, slipped in 2014 and continued to rise in 2015.The BRI LDR increased from 76.2% in 2011 to 79.8% in 2012, and continued to 88.5% in 2013, then slipped to 81.68% and increased to 86.88% in 2015. The slips happened due to a sudden increase of new credits, such as savings and deposits due to the effect of presidential election and fall of the oil prices. It can be concluded that BRI managed well their LDR, since the ratios were lower than

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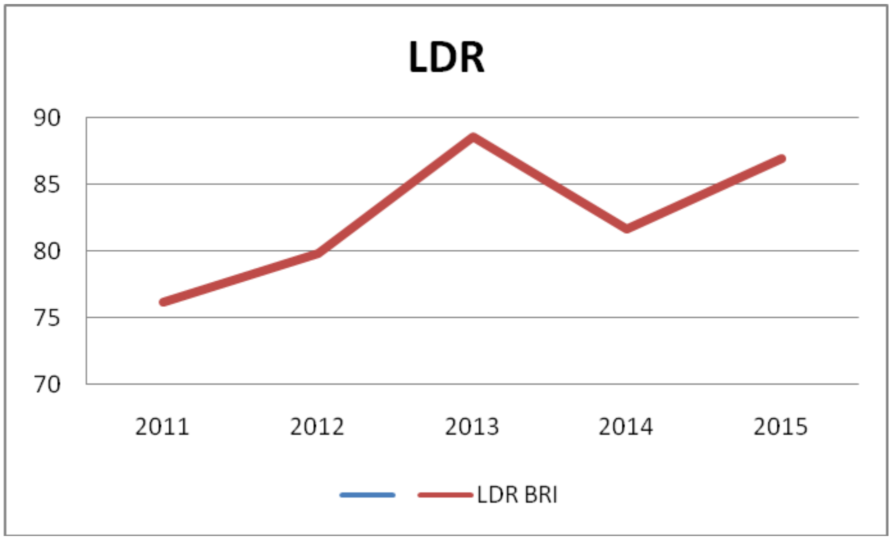
the average of the state-owned banks. A low ratio indicates that the bank is liquid with overcapacity funds ready for credit.

Figure 5: Loan to Debt Ratio Trends (in %)



	2011	2012	2013	2014	2015
LDR BRI	76.2%	79.85%	88.54%	81.68%	86.88%

Source: Financial Report of PT. BRI (Persero), Tbk 2011 – 2015 and data processed

Summary of The Camel Ratio Calculation for Bank Rakyat Indonesia

Table 1 shows the summary of calculation of financial ratios of BRI for the periods of 2011 to 2015 by using CAMEL Model. The result calculation then can be used to determine the predicate of the bank healthy level respectively.

The CAR of BRI experienced positive growth, where each year continued to increase for the periods of 2011 to 2015 BRI. Positive growth in CAR reflects that banks are quite capable of improving its capital, and vice versa negative growth reflects the banks are less able to repair its capital.

The NPL ratio for BRI showed experiencing positive growths, where the NPLs continued to decline for the periods of 2011 – 2014, except for 2015. BRI experienced negative growth which thus shows that the banks are less efficient in 2015.

On the ROA ratios, growth of BRI experienced positive growth from 2011-2013. Positive growth indicates that the greater the level of profit achieved, the better the bank and the bank's position in terms of the use of assets and vice versa negative growth. The lowest ROA incurred in 2015.

Overall, Table 1 shows the summary of calculation of financial ratios of BRI by using CAMEL Model is as follows:

Table 1. Summary of CAMEL Ratios of PT. Bank Rakyat Indonesia (Persero), Tbk Periods of 2011 - 2015

CAMEL Ratios	**Indicators**	**2011**	**2012**	**2013**	**2014**	**2015**	**Category**
Capital	CAR	14,96%	16,95%	16,99%	18,31%	20,59%	Healthy
Asset Quality	NPL	1,85%	1,46%	1,28%	1,26%	1,57%	Healthy
Management	BOPO	66,69%	59,93%	60,58%	65,42%	67,96%	Healthy
Earnings	ROA	4,93%	5,15%	5,03%	4,73%	4,19%	Healthy
Liquidity	LDR	76,20%	79,85%	88,54%	81,68%	86,88%	Healthy

LIMITATION

This study has expanded the literature about financial performance measurement and evaluation in the real working world. In near future, it is suggested to carry out research with many companies from bank industry to get more generalize result. Since the focus is on one industry, it is worth to explore it on a wider scale, and find out if different industry yields the same result.

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5 CONCLUSION

The study shows the financial performance of BRI between 2011 and 2015. Based on The Central Bank Circular Letter No. 6/23/DPNP dated May 31, 2004, and the Regulation of the Central Bank of Indonesia No. 6/25/PBI/2004 dated April 12, 2004, provide the mandatory of measuring Health Level Assessment System of Commercial Banks in Indonesia. The purpose of this study is to measure financial performances of BRI for 2011 to 2015 by using CAMEL model, which is a crucial factor in the health of a bank predicate determination.

The model implementation of the health assessment of BRI is done in a way to qualify some of the components of each of the factors: Capital, Asset Quality (Asset), Management, Earning (Profitability), Liquidity or abbreviated terms of CAMEL. The aspects of one another are interrelated and inseparable. The data is collected from the Audited Financial Reports of BRI for the periods of 2011-2015. The result of the study shows that over the last five years, the financial performance achieved by BRI was at a healthy predicate respectively.

All the financial ratio performances have complied and achieved above the Bank Central standards. It is recommended that BRI should maintain and improve its financial performances achievements in the future.

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THE INFLUENCE OF INDIVIDUAL SPIRITUALITY TOWARD SPIRIT AT WORK IN ENHANCING ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION

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Abstract

The low spirit, lack of higher purpose and meaning in the workplace has an impact towards employees' morale. Eventually, the commitment to moral will decrease employees' productivity and organizational commitment at work. Therefore, this study aims to investigate the influence of individual spirituality toward spirit at work and how it enhances job satisfaction and organizational commitment. The quantitative research through questionnaires was conducted in the branch office of PT. Telkom with the highest revenue in the Central of Jakarta.The findings show the importance of workplace spirituality in enhancing job satisfaction and organizational commitments as important factors in increasing company's performance.Despite the growing belief that workplace spirituality significantly relates to performance, the evidence is still needed based on academically proven empirical research that great spirituality is part of the strategic management approach toward better performance. Furthermore, this studysupported the hypotheses that individual spirituality is positively impacting spirit at work and in turn positively enhancing job satisfaction and organizational commitment. Further quantitative explanatory approach and/or qualitative exploratory approach will be needed to reach a more solid conclusion.

Keywords: Workplace spirituality, strategic management, individual spirituality, organizational commitment, job satisfaction.

INTRODUCTION

Future organizations will require moral obligations of every organization to contribute to the solutions of the world problems in terms of the social gaps and environmental sustainability. Researchers havediscovered that the spiritual sides of the organization are important issues in the company to encourage employees to see work as a part of a higher purpose and be part of the solution to the problems which are addressed by the Sustainable Developmental Goals of the United Nation(Mitroff & Denton, 1999).

This positive organizational purpose will motivate employees to work not only for the profit but for the people and the planet. Mitroff and Denton (1999), reported that organizations which perceived themselves as "more spiritual" also saw their organizations as giving more meaning and purpose to the employees, and at the end "more profitable" (better than their less spiritual counterparts). Looking at the organization as part of an interconnection for a higher purpose is one of the organizational level aspects of workplace spirituality (Milliman, Czaplewski, & Ferguson, 2003).

Harvard Business School examined ten companies with high spiritual at work and ten companies with weak corporate cultures from a list of 207 leading corporations. The result of the research shows that in eleven years of longitudinal research there is a dramatic correlation between the companies with the high spirit culture to its profitability. In some of the cases, companies with high spiritual culture have outperformed the others in terms of net earnings, return on investment and shareholder value by 400 to 500 percent (Garcia-Zamor, 2003).

Despite its growing popularity, currently, there is only limited research in regards to workplace spirituality as a dependent variable. (Peerayuth, Jose Luis, & Ruth, 2013), had proven in their research that Emotional Quotient (EQ) as a popular term of intellectuality, based on emotional well-being. EQis shown in this research to give a significant impact toward workplace spirituality. He proposed that future research should investigate the impact of individual spirituality toward workplace spirituality.

In this study, the researcher is looking to fulfill the gap and see the impact of individual spiritual quotient toward the spirituality at work (Spiritual at Work = SAW) or also called workplace spirituality, and to evaluate the impact of SAW toward organizational commitment and job satisfaction.

LITERATURE REVIEW

Individual Spirituality (IS)

The spirituality of the individual is derived from the work of Rojas and Argosy (2002). The construct is defined as a way to integrate an ideology of spiritual subjects, into an alternative human developmental process in everyday activities. The construct consists of thirteen relational modes of independent variables. The variables are confirming arrangements of personal behaviors selected as a response to a contextual, relational demand.

There are three specific behaviors for each relational mode. Four of the statements are purposefully reversed. The behaviors are operationalized into statements indicators and are subject to item validation through panels of experts and then subject to reliability and validity tests. Rojas (2002) completed this instrument and call it the Independent Spirituality Assessment Scale (ISAS).

Spiritual at Work (SAW)

Kinjerski and Skrypnek (2004), started by collecting all experts' research to develop a comprehensive, conceptual definition of SAW. Various scholars had conducted similar research on the topic called the workplace spirituality or spirituality at work. Based on other research on the topic, Kinjerski tried to develop a clear definition. Kinjerski then defined the rich similar descriptions of spirituality at work as (V. Kinjerski, 2004,p. 37):

> *"Spirit at work is a distinct state that is characterized by physical, affective, cognitive, interpersonal, spiritual and mystical dimensions. Most individuals describe the experience as including: A physical sensation characterized by a positive state of arousal or energy; characterized by a profound feeling of well-being and joy; cognitive features involving a sense of being authentic, an awareness of alignment between one's values and beliefs and one's work, and a belief that one is engaged in meaningful work that has a higher purpose; an interpersonal dimension characterized by a sense of connection to others and common purpose; a spiritual presence characterized by a sense of connection to something larger than self; and a mystical dimension characterized by a sense of perfection, transcendence, living in the moment, and experiences that were awe-inspiring, mysterious, or sacred.*

This research based definition is consistent with the definitions by other scholars Mitroff & Denton (1999), Ashmos & Duchon (2000), Millimen (2003) and Duchon & Plowman (2005). In addition, it also covers the individual experiences in a spiritual workplace. It is also confirmed by research on confirming who experienced spirituality at work where the respondents are not familiar with the concept of workplace spirituality (V. M. Kinjerski & Skrypnek, 2004).

The Impact of Spiritual at Work Toward Organizational Commitment (OC) and Job Satisfaction

The model in the research is also extended toward the impact of spiritual at work toward organizational commitment. In order to measure the impact of spirituality at work in an organization, experts have conducted researches of spirituality at work and its impact toward organizational commitment. Organizational commitment is the construct which shows the psychological state that characterizes the relationship between the employees' and its organization. Eventually, it will determine the likelihood whether the employees will stay in the company or leave it (Allen & Meyer, 1990),(Meyer & Parfyonova, 2010).

This construct has become one of the most cited models (Arménio & Miguel Pina e, 2008). If employees feel that the organizations are treating them fairly, respectfully and in a supportive manner, they will be committed (Mitroff & Denton, 1999). The organizational commitment itself is seen from different angles, namely affective, normative and continuance (Allen & Meyer, 1990), with affective being the highest bonding of organizational commitment. The other dimensions are normative and continuance, with continuance being a bonding of organizational commitment for the purpose of continuance rather than affection.

There is many research looking at the impact of organizational commitment toward performance of organizations and the research had shown that there are significant positive relationship oforganizational commitmenttowardorganizational performance(Allen & Meyer, 1990), (Riketta, 2002), (Hayati & Caniago, 2012), (Grunberg, Anderson-Connolly, & Greenberg, 2000), (Chen, Silverthorne, & Hung, 2006), (Samad, 2005), (Memari, Mahdieh, & Marnani, 2013).

There is an alternative research that shows OC has a negative impact toward performance (Wright, 1997). In this research, Wright is using data from 41 long term employees. He observed that this finding is different from the others, possibly due to the long years of tenure of the respondents. Even though the respondents are highly committed, they might have reached the point of saturation and declining work ability. The major finding in this field of research is that the organizational commitment has a positive relationship with performance.

Soetjipto (2014), mentioned that there are many positive findings of the relationship between organizational commitment to performance that organizational commitment can be sufficient as a proxy to organizational performance in an organizational behavior research. Furthermore, in this research, the focus is on individual behaviors and not toward the organization as the unit analysis. Therefore in this research, we will use organizational commitment as the final findings with a positive understanding that it has a significant positive impact toward organizational performance.

In addition to organizational commitment, this research will also measure the impact of spiritual at work toward job satisfaction. This is a very popular measurement that Mishra (2003) has mentioned. By 1991 there are over 12400 job satisfaction studies conducted only in the psychological literature. The study of job satisfaction is more prominent, as it is a central variable in many theories correlated directly with organizational performance. The study refers to numerous attitudes that employees have about their jobs, how they feel about their jobs in the general settings as well as various aspects of them. Unlike the measurement of productivity, absenteeism and other forms of measurement, job satisfaction as a measurement is only in the mind of the employees and cannot be measured directly. Researchers have conducted surveys with questionnaires since observations and interviews are too time consuming.

In this research, the popular measurement of Minnesota Satisfaction Questionnaire is adapted and used to measure job satisfaction. This questionnaire was developed since 1967 by Weis. There are two types of questionnaires: the long version with 100 items which represents 25 item skills and the short version questions. In this research, we use the short version of the questionnaires developed and adapted by (Gupta, Kumar, &Singh, 2014).

There are many definitions of job satisfaction. In general, it is defined as a pleasurable emotional state and attitude toward the job based on one's perception and adaptability of one's job (Anu, 2013). Job satisfaction represents how you feel about your job and what you think about your job.

Research Model and Hypotheses Development

Based on the above-mentioned theory and literature exploration, the researcher sets up a research model with the main research questions on how individual spirituality impact workplace spirituality and how it influences the organizational commitment and job satisfaction. The followings are the Research model and the hypotheses:

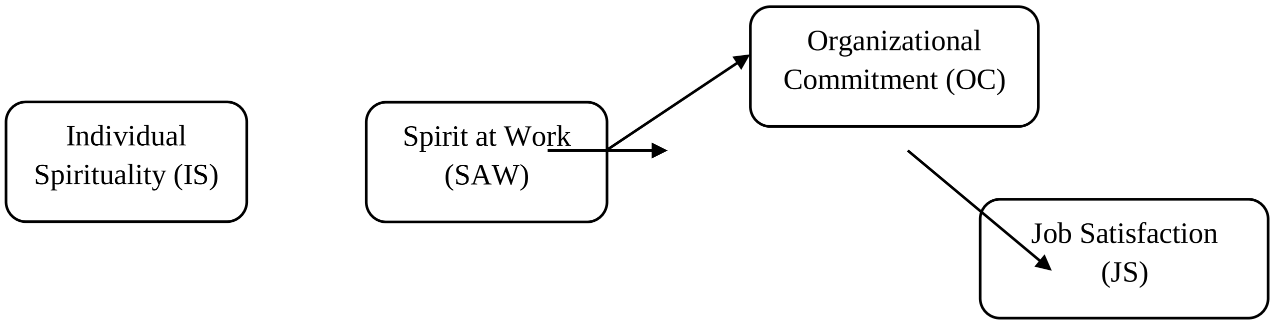

Figure 1. Research Model

H_1: The higher the level of Individual Spirituality (IS), the higher the level of Spirituality at Work (SAW).

H_2: The higher the level of Spirituality at Work(SAW), the higher the level of Organizational Commitment (OC)

H_3: The higher the level of Spirituality at Work(SAW), the higher the level of Job Satisfaction (JS)

The Relationship Between Individual Spirituality (IS) and Spirituality at Work (SAW)

Research in workplace spirituality have received positive outcomes and have received empirical support from different units of analysis. At the individual level (Milliman et al., 2003) found that workplace spirituality is significantly related to attitudes such as organizational commitment, individual intention to quit, intrinsic work satisfaction, job involvement organization-based self-esteem (Rego & Miguel Pina e, 2008). The research also found that employees' perception toward workplace spirituality is significantly related to work commitment and job performance. (Duchon & Plowman, 2005) and on the organizational level, they further found that work unit that scored high in spirituality at work (SAW) outperformed work unit with a low score of SAW.

Nonetheless, the research reveals that potential antecedents of SAW are not common. SAW is observed mostly as an independent variable in the quantitative research. Other researchers do not use a quantitative empirical approach nor a qualitative empirical approach, but merely present a conceptual literature review focusing on the concept of workplace spirituality. This research willtry to delve deeper in determining the antecedent of SAW.

Another way to seek for the antecedent of SAW, is looking at EQ as an antecedent to workplace spirituality and it is proven to be significant (Charoensukmongkol, Daniel, & Chatelain-Jardon, 2013). The EQ toward SAW researcher also suggested analyzingindividual spirituality as a possible antecedent of spirituality at work. Spirituality in an individual (IS) further enhances EQ as cited by Wigglesworth (2013).

Charoensukmongkol *et al.* (2013) suggested that organizations should select employees with higher levels of EQ and that an EQ employing training program would be beneficial. (Levenson, Aldwin, & Yancura, 2006) reported that after a year of training, the participants of EQ training were found to have a higher level of empathy, forgiveness, spiritual experience, and life satisfaction. This research further supports Wigglesworth (2013) findings, which suggests that Individual Spirituality is an enhancement after a mature person exercises their EQ.The conversation on spiritual intelligence opens up a new way to talk about developing human capacity in the spiritual skills based. Spiritual before was a beliefs problem. Beliefs remain a private matter, but spiritual intelligence can be taught (Wigglesworth, 2013).

Since Emotional Quotient is proven to be the antecedent of Workplace Spirituality, we would want to evaluate EQ plus spirituality which is the Spiritual Quotient which can be seen through individual spirituality (IS) as the antecedents of spirituality in the workplace (SAW). Rojas (2013) had developed an independent assessment which has a more extensive approach to measuring individual spirituality. Rojas instrument is used because of its special approach of measuring spirituality regardless of denomination, religious or ideological preference (Rojas, ProQuest, Learning, & Argosy, 2002). This individual spirituality which reflects the spiritual intelligence arguably would support the employees in experiencing spirituality in the workplace.

The Relationship Between Spirit at Work (SAW) and Organizational Commitment (OC)

Benefiel (2003) wrote that spirituality and management though once incompatible, are now positively correlated. People argued that spiritual being a non-materialistic concern is incompatible with the material gains to be reaped in an efficient and effective functioning of organizations. Against all odds, more and more researcher supports the premises that the more people devote to the higher cause, the more they are contributing to the organizational performance. Researchers agree to the appeal of spirituality, for several reasons:

- Organizations are a great human achievement since work is the centerpiece of most people's lives, it should be part of people's search for the ultimate meaning (Mitroff, 2003).
- Spirituality enhances employee well-being and quality of life, it provides employees a sense of purpose and meaning of work, spirituality provides employees a sense of interconnectedness and community (Karakas, 2011).
- Meaning in work, the community at work and positive organizational purpose were positively related to job satisfaction and organizational commitment (Piryaei & Zare, 2013).
- If inappropriately managed, workplace spirituality may imbue organizational structures with spiritual aspect that serves as a new technology of control, a form of domination in a more sophisticated form (D'Oliveira, Rego, & e Cunha, 2006)
- If correctly interpreted, workplace opportunities to perform meaningful work in the context of a community with a sense of joy and personal fulfillment will mitigate or remove what several authors have pointed as allegedly present in many modern organizations: Injuries to employees' mental health, people humiliation and destruction, dehumanized practices with threats to the human soul (Mitroff, 2003).

Organizational Commitment is a popular construct to determine the degree of moral obligation and commitment of a person to their company. One of the most cited constructs of organizational commitment is proposed by Allen and Meyer (2003) as a measurement of employees' commitment. There are three different commitment, namely affective, normative and continuance.

Workplace spirituality strives, despite the controversy and skepticism among researchers. In this research, we will conduct more thorough research on the implementation of workplace spirituality and its impact toward organizational commitment. The organizational commitment comprises of three different considerations: affective commitment (emotional attachment to the organization), normative (feelings of obligation towards the organization) and continuance commitment (perceived costs associated with leaving the organization). The stronger the organizational commitment, the stronger the intent to stay in the company.

Since there are three different reasons for staying in the organizations, each of the organizational commitment has its own value. The highest is the affective commitment, which will lead to lower turnover, improved performance. The normative commitment will not come up with such a high performance since they are doing the job because of the norm, not because of pure willingness as in the case of affective commitment. The third commitment, continuance is because they are better off in the current position, thus they are grateful that they are currently already in the best place to work even when they do not necessarily have better alternatives.

The Relationship Between Spiritual at Work (SAW) Toward Job Satisfaction (JS)

There is only limited research in regard to a study on workplace spirituality on how it impacted Job Satisfaction. Gupta (2014) conducted an empirical research on spirituality in the workplace and how it influenced the job satisfaction. There is significant evidence based on the statistical empirical research that spirituality in the workplace has a very significant impact toward job satisfaction. Other research conducted by Giacalone *et. al* empirically tested the relation between organizational spirituality with job satisfaction, organizational frustration and other job and organizational identification.

These findings show that organizational spirituality is positively related to job involvement, organizational identification, and work rewards satisfaction and negatively related to organizational frustration (Giacalone & Kolodinsky, 2008). More recently, Piryaei and Zare conducted research on workplace spirituality and positive work attitudes: The moderating role of individual spirituality. They came up with the result that workplace spirituality was positively related to job satisfaction(Piryaei & Zare, 2013).

RESEARCH METHODOLOGY

A pool of indicators used in several studies is adopted for this research. All items are measured using a 5-point Likert scales, ranging from strongly disagree to strongly agree.

To measure the individual spirituality (IS), instruments and indicators established by Ronald Raymond Rojas were used. It encompasses 13 dimensions of namely: Fulfillment of Self, Self Determination, Self-Control, Discovery of Self, Enrichment of Self, Partnership mode, Small group Mode, Organizational Mode, Movement mode, Ideopraxis (congruence of ideology and lifestyle), transactional mode, transformational mode and Transfigurational mode. Each of the dimensions has 3 indicators.

Spiritual at work is measured by the dimensions of Kinjerski (2013), namely: Engaging Work, Mystical Experience, Spiritual Connection and Sense of Community. This dimensions and indicators of organizational commitment are measured through the adaptation of organizational commitment dimensions by (Allen & Meyer, 1990).
Job satisfaction is measured by the indicators adapted from the Minnesota Satisfaction short version Questionnaire(Gupta et al., 2014).

PT. Telkom Indonesia has a highly selected platinum level regional operational office called Witel Telkom (Wilayah telekomunikasi). There is only eight high level “platinum” qualification of Witel in Indonesia. Platinum level is given to Witel which is categorized as the highest revenue generator. The best performing Witel is The Central Jakarta Telecom, receiving the award as the highest quality regional telecom in Indonesia. We use 31 samples from Witel Central Jakarta Telecom. All of the respondents are male, fromofficer up to manager level. Respondents are at the minimum officers, to ensure that the respondents have adequate experience and knowledge to respond to the questionnaire.

FINDINGS AND DISCUSSION

Personally administered surveys were used to collect data from respondents.The response rate is high 91.2 percent.Thirty-one out of 34 respondents returned the completed survey. Due to the limited sample size, the hypotheses were tested using partial least square, PLS (Ghozali 2008, Hair et al. 2006).

Table 1. Reliability Analysis

Scale name	Number of items	Cronbach’s Alpha
A. Individual spirituality		
Fulfillment of Self	3	0.663
Self Determination	3	0.883
Self-Control	3	0.521
Discovery Self	3	0.697
Enrichment of Self	3	0.781
Partnership mode	2	0.549
Small Group Mode	3	0.881
Organizational Mode	3	0.849
Movement Mode	2	0.568
Ideopraxis	2	0.5
Transformational Mode	3	0.632
Transfigurational Mode	3	0.631
B. Spirituality at work		
Engaging	7	0.944
Mystical experience	4	0.894

Spiritual	3	0.850
Sense	3	0.812
C. Organizational Commitment		
Affective	3	0.922
Continuance	5	0.961

Table 2. Statistical Evaluation Result

Independent	Dependent	T-Value	Loading	p-Value	Conclusion
IS	SAW	2,961	0,597	0,003	Significant
SAW	JS	10,310	0,741	0,000	Significant
SAW	OC	4,102	0,518	0,000	Significant

Table 3. R Square Result

	R Square
Job Satisfaction (JS)	0,549
Organizational Commitment (OC)	0,268
Spirit at Work (SW)	0,682

Statistical findings suggest that Individual Spirituality influence Spiritual at Work positively. And the finding also shows that Spiritual at Work matters, in enhancing Organizational Commitment and Job Satisfaction.

MANAGERIAL IMPLICATIONS

The current study was designed to demonstrate the impact of Individual Spirituality as a significant antecedent of workplace spirituality which gives significant impact toward organizational commitment and job satisfaction. The Great Spirit Grand Strategy approach by PT. Telkom is doing a great approach by nurturing the employees' spirituality based on their respective religion. The spiritual division encourages every employee to be more pious, as a Moslem, a Christian or any other religion in Indonesia. The spiritual division was established since January 2013, to date, there are 6774 employees (Spiritual Capital division data as of Sept 2014: Islam 5829, Christian 617, Hindu 328)who have been going through an intensive spiritual at work training for four to five days, based on their respective religion. In estimation by the end of the fourth quarter, there will be 9000 graduates of spiritual at work training which is 52 % of the total employees.

The implications of the research supported the importance of the continuous program to improve individual spirituality. In addition to the one full week training of spiritual at work, Telkom has a nation-wide program of Spiritual Enhancement every week. The spiritual division has specifically designed a curriculum for a weekly short version of the spiritual talk. All Telkom offices in Indonesia will have the exact same program available for every religion (Islam, Christian, Catholic, Hindu, and Buddhism) to serve as a spiritual booster to the employees. This research has proven that Spirituality at Work matters in the Strategic Management concept, and belonging to a certain support group is one of the important aspects to support an individual to maintain their spirituality as a human being by always offering the best service in the workplace.

CONCLUSION, LIMITATION, AND SUGGESTIONS FOR FURTHER RESEARCH

This research has supported that Individual Spirituality is positively and significantly impacting the experience of spirit at work and influencing significantly Organizational Commitment and Job Satisfaction. The individual intangible capabilities are in the form of Individual Spirituality, where individuals are seen through their quality in feeling fulfilled, the level of self-determination, self-control, self-discovery, and self-enrichment. Individual spirituality is also seen from their role in the partnership, small group, organizationaland movement.

The limitation of this research lies in the limited amount of respondent with samples only from one Witel, which implies that the result refers to the case of Witel Telkom of Central Jakarta. Based on secondary data, the trend in PT Telkom shows an improvement in their overall performance since the first time they have conducted the great spirit grand strategy approach. Therefore, a longitudinal future research needs to be conducted to see the long-term impact of the great spirit grand strategy approach. A more elaborate quantitative research and exploratory approach on the influence of spirituality at work toward sustainable mindset implementation will make a good additional emphasis on the importance of spirituality in the workplace.

In the future, it will also be interesting to see the difference of this model when implemented in a different type of companies, i.e: Service industry versus Manufacturing industry. For future work, it will also be important to see further the impact of different cultural characteristics of the individual and how it is influencing Spirit at Work. The impact of various cultures on this construct canbe seen through Western culture versus Eastern culture.

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CONCEPTUAL FRAMEWORK OF PHYSICS LEARNING MATERIAL BASED ON INQUIRY WITH CONFLICT COGNITIVE STRATEGY TO FACILITATE CRITICAL THINKING ABILITY

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Abstract. This study aims to develop physics learning materials based on inquiry learning with conflict cognitive strategy that are valid to facilitate student's critical thinking ability in fluid matter. Learning materials were developed using 4D development model, and were tested on second-semester students of Physics Education in The Science Teacher Training Institute of Mataram, academic year 2015/2016. The method of data collection used was validity of questionnaires, whereas data analysis techniques use qualitative and quantitative descriptive analysis. The results obtained several findings, namely: physics learning materials developed had an average score of validity categorized valid. Based on the results, it can be concluded that developement of physics learning material based on inquiry with conflict cognitive strategy has been valid to facilitate student's critical thinking ability.

Keywords**:** Inquiry with conflict cognitive strategy, critical thinking ability

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JUMRIAH

THE ANALYSIS OF QUALITY TEST MADE OF INDONESIAN TEACHER SMP IT WIHDATUL UMMAH KOLAKA

A. Introduction

The Law of the Republic of Indonesia Number 20 of 2003 on the national education system mandates that the education system should be able to ensure equal distribution of educational opportunities, quality improvement and relevance and efficiency of education management to face challenges in line with the changing demands of local, national and global life so that educational reform Planned, directed, and sustainable. In the general provisions of the law article 1 of 2003, it is explained that education is a conscious and planned effort to create an atmosphere of learning and learning process so that learners actively develop their potential to have spiritual strength, self-control, personality, intelligence. Noble, as well as the skills needed himself, society, nation society, nation and State. The process of forming a person's character and personality can be pursued through education channels, especially in the formal education path tiered from the school level kiddy until the college

Education held by certain educational institutions can not be known with certainty about the good progress related to the achievement of student learning outcomes and about the feasibility of the institution, this can only be known based on education actors, the community up to the government as in the government regulation number 19 the year 2005 article 63 explained that assessment of learning outcomes is done by educators, educational units and by governments. Evaluation of learning outcomes by educators is done continuously to monitor progress process, and improvement of results in the form of daily repetition, midterm replay, and semester final repetition, as well as repetition of class increase. Assessment is used to measure the achievement of the competence of learners, materials preparation of learning outcomes, and improve the learning process. Assessment of learning outcomes by educational unit aims to measure the achievement of graduate competency standards for all subjects, while the assessment by the government aims to measure the achievement of national graduate competencies in certain subjects, in science and technology subjects and conducted in the form of national examinations.

Teachers as managers of the teaching and learning process in the classroom have a burden of task that is not easy, because one of the tasks of teachers is to be able to determine the right subject matter and methods to be used in presenting the material during the learning process, and the most important is how teachers conduct evaluation To know whether the materials and methods used are correct or not and whether the purpose of teaching and learning process has been achieved or not.

To measure how far the teaching objectives have been achieved, it can be done by evaluation, in this case, the evaluation of learning outcomes. Measuring tools to evaluate the learning outcomes are used tests. Sax (1980: 13) suggests that the test is a task or a set of tasks that are planned systematically to obtain representative information about trait or attributes of education or psychology.

The quality of teacher-made tests in schools is not known with certainty, whether the test used by the teacher in the implementation of the evaluation of teaching and learning process is a quality test or not, how the validity and reliability. This study aims to (1) analyze teacher-made tests so as to obtain an overview of the validity of Indonesian teacher-made tests at SMP IT Wihdatul Ummah Kolaka, and (2) to analyze teacher-made tests so as to

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obtain an overview of the reliability of Indonesian teacher-made tests in SMP IT Wihdatul Ummah Kolaka.

B. Library Review

Gronlund (1976: 5) which states that evaluation is a systematic process involving data or fact collection, data or fact analysis, and interpretation of data or facts determining the extent to which the teaching objectives have been achieved by the students. The purpose to stimulate student's activities in the learning process. The procedures in the evaluation can be divided into five steps: (1) planning, (2) data collection, (3) data verification, (4) data analysis, (5) interpretation of data analysis result (Rusyan et al, 1994: 213).

Tessmer (1997: 11) states that evaluation is the process of collecting data to determine the goodness or value, strengths and weaknesses of a teaching program.

When viewed from the point of evaluation education is a systematic process to determine to what extent the instructional objectives have been achieved by students. To be able to judge from something assessed it is done measurement and the form of the measurement is test. Measuring, assessing and evaluating are interrelated, in which the measure is comparing something by one measure (quantitative measurement), judging that is taking a decision on something of good measure (qualitative judgment) while evaluating includes measuring and judging (Arikunto 1995 : 3).

According to the way differentiated into qualitative assessment and quantitative assessment, whereas according to his technique distinguished between the test and non-test, Arikunto (1995: 23-46). Milman (1993: 358) states that the classical item analysis is the process of studying the items through information from the learners' answers to improve the quality of the items concerned by using classical theory.

In general, written tests can be divided into two, namely essay tests and objective tests. Through the test of learning outcomes, we will get an overview of behavioral changes in knowledge areas, attitudes and skills. Muslich (2007: 117) states that a test is a tool given to learners in both written and oral form. In answering the test, learners do not really respond in the form of writing answers, but also in other forms, such as marking, coloring, drawing and so forth.

Arikunto (1990: 58) argues that validity is a measure that indicates the validity and validity of an instrument.

Test validity consists of three kinds, namely (1) the validity of the content, (2) the validity of the contract, (3) the validity of the criteria. Validity is very important for test items because validity is the ability of a test to perform the actual measuring function. The test that the items are invalid means the test can not perform the measuring function correctly so that the measurements obtained from the invalid test can not be used as a decision-making material about the success of student learning, on the contrary, a valid test means the test has done the measuring function Correctly so that the results of measurement can be used as a decision-making materials to the success of student learning.

According to Masidjo (1996: 209), the reliability of a test is the extent to which a test shows the consistency of the measurement results shown in the level of accuracy and accuracy of the measurement results.

C. Research Methodology

This type of research uses quantitative analysis through evaluation approach. The variable in this research is the quality of the test of learning result. The object of this research is the odd semester test of Indonesian subjects made by Indonesian Language teacher SMP IT Wihdatul Ummah Kolaka. This test has been tested on the students of class IX amounted to

19. The population of this study is all students of class IX SMP IT Wihdatul Ummah Kolaka amounted to 19 students. The technique of collecting data in this research is done by documentation technique To calculate the level of validity of grain then used product moment correlation formula for essay test and biserial point correlation formula for an objective test. The calculation of the reliability of objective form tests using Kuder Richardson 20 (KR-20) formula, while the reliability of the essay form test using Alpha Cronbach formula.

D. Research Results and Discussion

a. The Result Research

1. Validity of Artificial Test Teachers Bahasa SMP IT Wihdatul Ummah Kolaka Form of Objective Test
Empirical Validity of Test Results Learning

SMP IT Wihdatul Ummah Kolaka showed that from 20 items of objective form test analyzed then 15 items are valid because they have r count bigger than r table 0,235 at α 0 , 05 with n = 19 while the other 5 items are declared invalid because it has r count smaller than r table that is equal to 0,235 at α 0,05 with n = 19.

2. Reliability of Indonesian Language Teachers Test in SMP IT Wihdatul Ummah Kolaka Form of Objective Test

Based on the theory put forward the Dragon (1992: 129) test items declared reliable if the value of r arithmetic > 0.75. But if calculated using Kuder and Richardson (K-R 20). If r count is smaller than 0.75 then the test is considered not reliable. Based on the results of the reliability analysis of teacher-made tests can be seen that the calculated alpha/reliabilities overall is 0.236. The results of the analysis The results of reliability analysis showed that the test made by Indonesian teachers is not reliable, meaning that the test can not reliably measure accurately and consistent student learning outcomes in Indonesian language subjects in SMP IT Wihdatul Ummah Kolaka..

3. Validity of Master's Artificial Test Forms of Essay Tests

1. The validity of the content of the test result of the Essay Forms Form, Regarding the validity of the contents of the test made by Indonesian teachers for the Indonesian language department that of the 5 test items examined are valid and can be used as a measure of student learning outcomes because they meet the standards as a good test and Quality.
2. Empirical Validity of Student Result Test Result Essay Form, Empirical validity score from essay essay test result made by Indonesian teacher in SMP IT Wihdatul Ummah Kolaka shows that from 5 test items analyzed after tested to students as many as 19 students, The 5 test items of the essay form are declared valid because it has a r arithmetic greater than r table of 0.433 at α 0.05 with n = 19.

Table: Distribution of Validity of Master Artificial Grain Form of Essay

No. Butir	Nilai r Hitung	Nilai r Tabel	Keterangan
1	0,564	0,433	Valid
2	0,436	0,433	Valid
3	0,516	0,433	Valid
4	0,881	0,433	Valid

5	0,780	0,433	Valid

4. Reliability of Artificial Teachings Bahasa at SMP IT Wihdatul Ummah Kolaka Essay Form

The reliability of tests made by Indonesian teachers is calculated by using Alpha Conbach. The test is reliable if r counts ≥ 0.75. If r count is smaller than 0.75 then the test is considered not reliable. Determination of the value of reliability criterion 0.75 refers to the opinion of Dragon (1992: 129) that the reliability coefficient of 0.75 is considered reliable. The results of reliable analysis indicate that the reliability of the test made by Indonesian teachers is 0.650 This reliability analysis results show that the test made by Indonesian teachers is not reliable.

b. Discussion

Based on the findings of research and discussion, it can be said that the test made by Indonesian language teachers in SMP IT Wihdatul Ummah Kolaka not meet the valid standards both from the aspect of content validity, empirical validity, As stated by previous experts about the criteria of good test items Has not been achieved in the test items studied. So that the results of measurements using Indonesian-made teacher test at SMP IT Wihdatul Ummah Kolaka can not be guaranteed to measure well and correctly the results of student learning.

The result of empirical validity analysis shows that from 20 points of objective form test, 15 grains or 75% are valid, while 5 or 25% are declared invalid. Thus, if viewed from the aspect of the validity of the test items empirically, then the test made in the Indonesian language teacher SMP IT Wihdatul Ummah Kolaka not meet one of the requirements of quality tests. While an essay test of 5 test items is tested, then the 5 items are validly valid empirically.

The empirical validity of the essay essay test result made by Indonesian teacher in SMP IT Wihdatul Ummah Kolaka shows that from 5 test items analyzed after tested to the students as much as 19 students, the 5 test essay is declared valid because it has R count is greater than r table of 0.433 at α 0.05 with n = 19.

Based on the results of the reliability analysis of Indonesian-made teacher test, both the objective form test and the essay form test, it is known that the test reliability coefficient is 0.236 for the objective test and 0.650 for the essay test. Thus, the test made by Indonesian teachers is not reliable. Determination of the value of criterion reliabilities 0.75 refers to the opinion of Dragon (1992: 129) that the reliability coefficient of 0.75 is considered reliable, but if calculated using Kuder and Richardson (K-R 20). The test is reliable if r counts ≥ 0.75. If r arithmetic ≤ 0.75 then the test is considered not reliable.

Haryati (2007: 17) suggested that a test must meet the criteria of reliability; it is related to the consistency of measurement results. Such an assessment allows for reliable comparison and ensures consistency. Sutikno (2009: 119) states an evaluation tool has reliability when showing the accuracy of the results of measuring. Reliability is the precision of the measuring instrument (Kerlinger: 1986: 405).

The tests made by Indonesian teachers in SMP IT Wihdatul Ummah Kolaka, both the objective and the essay form are not qualified when viewed from the aspect of reliability. This result means that Indonesian teacher-made tests have not been able to demonstrate the consistency of measurement.

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E. Conclusions and Suggestions

a. Conclusions

The results of the discussion that has been described, it can be concluded as follows:

1. There are some artificial test teachers made in Indonesia in the form of an objective that is not valid so that the validity of the contents of these test items can not be used as a measurement of student learning outcomes. Because the test items created by the Indonesian language teacher is expressed to have weaknesses that the construction is not correct, and the key answer is not right.
2. The tests made by Indonesian teachers have not met the requirements of good tests or quality tests seen from aspects of the validity of the test.
3. The tests made by Indonesian teachers have not met the requirements of good tests or quality tests seen from the reliability aspects of the test. This can be seen from the test reliability analysis that only reached 0.236 for the objective form test and 0.650 For the essay test.
4. Empirically that the problem of Indonesian teacher made tested to the students most can not be used as a tool to measure student learning outcomes because the test items qualify as a quality test.

b. Suggestions

Improving the ability of teachers in preparing the questions in order to measure student learning outcomes can be done through the things as follows.

1. The school organizes education and training in relation to problem-solving technique, test quality analysis, and means of assessment technique.
2. To the education actors to try to improve the quality of their resources in order to improve professionalism, especially to increase knowledge in terms of evaluation.
3. To the Ministry of Religious Affairs of Southeast Sulawesi Province needs to conduct training to teachers within the Ministry of Religious Affairs mainly related to the training of instrument development and evaluation.

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RITUAL *MACARU* IMPLEMENTATION OF *TRI HITA KARANA*

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ABSTRACT

The majority of the Balinese people are Hindus. In practicing their religious teachings, they are very obedient in carrying out rituals. Macaru rituals including Bhuta Yadnya, are part of Panca Yadnya. This ritual is most often done, because in every ritual, both the god yadnya, yadnya resi, manusa yadnya, and pitra yadnya, macaru element this must exist. Many people have not understood correctly the meaning of this macaru ritual, so the question arises such as: for what macaru, why macaru, and others.

The macaru ritual of the implementation of the *Tri Hita Karana* teaching is a very important topic to be studied, considering the community's understanding of the meaning of this ritual still needs to be improved. The results of this study are expected to improve srada or community belief that this ritual needs to be understood and implemented. The data collected is sourced from the document, that is the text of caru ekasata ayam brumbun. Considering the original data from the source is written using Balinese Kawi language, the Balinese language is mixed with the language Kalahan Middle Java, then first the data is translated into Indonesian.

Based on the data collected from some caru texts, and after the assessment, it was found that the macaru ritual was a form of implementation of the *Tri Hita Karana* teaching. *Tri Hita Karana* is formed from three words, Tri which means three; Hita means put on, placed, located, prepared, arranged, useful, feasible, pleasant, friendly, prosperous, good; Karana means work, song, tool. (Semadi Astra, 1983: 72 and 303). Thus *Tri Hita Karana* contains the meaning of three tools or sources that can cause harmony. In the word hamonis implied the meaning of harmony and balance. The three sources or causes are the relationship between man and God, man with the environment, and between man and man or his neighbor. The relationship between man and God, in the text is reflected on the use of symbols Om, Ing, Lord Shiva, and Bhatara Shiva. While the relationship between humans and the environment is reflected in the giving of offerings to Bhuta Tiga Sakti with the hope that it is willing to keep the natural environment so that people can live in peace and long life. Conversely, the relationship between human and human is reflected in the implementation of caru itself. If this macaru ritual can run smoothly, and in accordance with ethics, and rules, then the relationship between members in the family will be harmonious and peaceful. Similarly, among members in the community. For that required a harmonious or balanced relationship between man and God, human beings with the environment, and humans with each other.

Keywords: *Macaru, Tri Hita Karana,* harmonious.

I. INTRODUCTION

Balinese people who are predominantly Hindu are known as religious communities. This can be known from the daily life of the Balinese people, who can not escape from ritual activities. Rituals performed from the simplest to the most complex or complete. The ritual activity (yadnya) for Hindus in Bali is divided into five so called Panca Yadnya, namely: God yadnya, Resi yadnya, Manusa yadnya, Pitra yadnya, and Butha yadnya.

The macaru ritual, a form of yadnya (Bhuta Yadnya) carried out by sacrificing sacred sacrifices. The means or upakara used in this ritual is called caru. *Caru* is one kind of offering in a ritual that using animals or animal as a sacrifice. This offering is addressed to *the bhuta* or *kala*. Judging from the type and number of animals used as sacrificial offerings, *caru* divided into several types, among others *Caru Eka Sata Sata Caru Manca, Manca Relatives*, *sage Ghana,* and others.

Caru Eka Sata is *caru* the intermediate level. *Caru* using a chicken as a means or sacrificial offerings, in addition to the means*(upakara)*others. Type or color of the chicken used depends on the function and purpose of implementation of the*macaru* ritual. Based on the color of the chicken used as a means*caru*,*CaruEka*indistinguishable*Sata* into several types, namely *Caru Dengen, Caru Preta, Caru Ananta Kusuma, Caru Bicaruka, and Caru**Pangruak.**Caru*which uses a *chicken brumbun* as a means of sacrifice called *Pangruak or Caru Caru brumbun chicken.* *Brumbun chicken* is chicken feathers mix color (white, red, yellow *(white siungan),* and black) (Arwati, 2008: 15). Medium caru Panca Sata is a caru who uses five chickens as a means of sacrifice offerings. The five chickens are each white in the east, red on the south, yellow in the west, black on the north, and the chickens with colored feathers (brumbun) in the middle. This caru is usually used as a base in carrying out a larger caru.

The purpose of this *macaru* ritual is performed in accordance with the meaning of words such *caru*, namely to harmonize or achieve harmony. Harmony is meant here is the harmony of the relationship between man and God, human and the environment, and humans and humans. The implementation this ritual is usually led by a pamangku (ida mangku, Dane Mangku, or Jero Mangku). Pamangku in executing swadarma or task, usually assisted by a mason called *Srati Banten* Banten, that is, those who have the ability to prepare and organize the entire ceremony means (upakara or offerings) required in a ritual. *Macaru* ritual procession is divided into three stages: a preliminary stage called *pangresikan*, phase core activities, and the concluding phase of the so-called *panyineb*. Furthermore, the focus of this research is the relevance of macaru ritual with the teachings of *Tri Hita Karana*.

Tri Hita Karana is a teaching in Hinduism that emphasizes the problem of balance or harmony relationship.This issue is very important to be raised, given that humanity today is more inclined to put human relations with God, and almost forgets the importance of the relationship between man and the environment and between man and his neighbor.

Pay attention to the above background description, as well as observe natural events such as landslides, floods, crop failures, and so on. In addition, observe in various events or events caused by human behavior itself, such as fights between the masses, beatings, robberies, murders, and others that up to take casualties. After observation of these events, it is known that the cause is very trivial. Had all mankind understood the importance of understanding the teachings of *Tri Hita Karana*, then the event would have been avoided, or would not have happened. Therefore the appointment of this issue aims to examine and socialize the teachings of *Tri Hita Karana* which is implemented through macaru ritual.

II. METHODS

The method to be used in studying this problem is the literature study method and interview method. Literature study method will be used to obtain data, that is by reading books or literature that have relevance to the problem caru and *Tri Hita Karana*. Instead the interview method will be used to extract data from several informants, both expert informants and practitioners.Furthermore, in examining this problem will be used qualitative descriptive method.

III. RESULT AND DISCUSSION

Ritual (ceremony) is the embodiment of a religious action or with other words ritual or ceremony is a religion in action. The expression of a priest is part of a ritual. This is so because a religious priest will try to explain the meaning of a ritual and to interpret and direct the vitality of the execution of a ritual. It was also stated that the rituals in Hinduism were performed with sacrificial offerings, such as melted butter, rice grains, soma juice, and could also be animals (Dhavamony, 2002: 167). Furthermore, the word ritual in *Indonesian Dictionary* (KBBI) third edition (2005: 959) is defined as a procedure in religious ceremonies. The ceremony in the belief of Hindus in Bali termed *yadnya*. *Yadnya* is holy sacrifice or offering sincere dedicated to God and all his creatures. Based on the type *yadnya* divided into five types, called *penta yadnya*, ie d *ewa yadnya*, *Manusa yadnya*, *RSI yadnya*, *Pitra yadnya*, *and bhuta Yadnya* (Netra 1994: 50).

In connection with this ritual, the ultimate goal is to achieve balance or harmony. The harmony referred to in this case is a state in which there is harmony and harmony. Such a state is the hope or dream of all that exists on this earth, whether human, animal, plants, or other creatures that are not real but are believed to exist. To achieve a harmony or balance, sacrifice is necessary. This is in accordance with the statement of Dhavamony (2002: 208-209) which states in Hinduism religious action is essentially sacrifice. This is an act of honor to the gods in worship. The sacrificial sacrifice was performed with the intention of obtaining the benefits of God or worshiped. It further states that such advantages are such as prosperity, safety, long life, male offspring, and others. Moreover, the sacrifice also means sanctification, a transference from the profane to the holy, which changes the form of both the offered sacrifice and the person who presents it. It is through this sacrifice that there is communication between the holy and the profane. This suggestion implies that a harmonious relationship will occur between the sacrificial organizer, the sacrifice and the sacrifice or offerings. This occurs through a process komunkasi the holy and profane, led by *pamangku* or the*sulinggih*.

Based on the above, further stated that in the Hindu teachings of harmony relationship is reflected in the teaching of the concept of *Tri Hita Karana,* as described above. Application of *Tri Hita Karana* in the lives of Hindus includes three relationships, the relationship between man and his God (Ida Sang Hyang Widhi Wasa) are realized with the ceremony *of Lord Yadnya,* the relationship between humans and the environment are realized with the ceremony *Yadnya Bhuta,* and the relationship between man and his neighbor *yadnya* embodied in *human* ceremony.

In connection with *macaru* ritual that is part of the ritual yadnya Bhuta, the assessment will be focused on the rituals of *Caru Ekasata,* especially *Caru Eka brumbun Chicken Sata.* Caru is often also called *caru Pangruak. Caru Eka Chicken Sata brumbun* or *caru Pangruak* is caru which uses a *chicken brumbun* as a means of offering.*Brumbun chicken* is chicken feathers contain a variety of colors, meaning there are white, red, black, and yellow. In addition to using the chicken as a sacrifice, it also uses other components called *upakara* or *caru offerings.* Inside this *caru offerings* also found a very important ingredient called *Pangresikan.* The elements of this upakara include: *Prayascita, dhurmanggala, beakaon,*and*pangulapan.*The function of this upakara are as a means of purification, purify all the components associated with the *macaru* rituals, such as: the place or location of the execution of the ritual, the means used, including upakara or *caru offerings,* and others.

Before studying the ritual macaru connection with *Tri Hita Karana,* advance notice text data *puja saa* below.

Puja Saa Caru Eka Sata Chicken Brumbun

Om beautiful ta us the bhuta Mancawarna, Bhuta Tiga Sakti aran sira,
Ring madhya desan ta, Kliwon Pancapat ta,
Asta urip ta, ulungatus ulungdasa kutus bala wadwan ta,
Lord Shiva Dewatan ta, Iki tadah saji nira,
Penek manca color, Iwak chicken brumbun winangun urip,
The catechen of his suit, Manawi wenten kirang lan escape,
Den agung sinampura the adrewe caru,
Sira ta nugraha dirghayusa lan dirghahayu the adrewe caru,
Apan the adrewe caru mangke anangun works ayu,
Iki hana jinah satak selawe lan lawe satukel.
Tukuakena ring grand market.
Wika punika mawali ta we ka genang soang-soang,
Sumurup ta us manadi the hyang three wisesa.
Put our ta ring of Bhatara Siwa.
Om Siddhirastu swaha,
Om Ing namah swaha.
(Swastika, 2008: 26--27)

The above text is a text that is used or pronounced by a *pamangku* when menghaturkan *caru brumbun chicken* in a ritual. In the text is reflected the implementation of the teachings of *Tri Hita Karana*. This is supported by the discovery of the three elements or components of the *Tri Hita Karana*. Next will be reviewed harmonious relationship between man and God, man and the environment, and the relationship between man and his fellow premises as reflected in the text *puja caru saa eka brumbun sata chicken* on top.

1. The Relationship of Harmony between Man and God (Ida Sang Hyang Widhi Wasa)

This relationship can be known from the use of Ida Sang Hyang Widhi's symbols or his manifestations and the names of the gods in the text above. The symbols in question is *Om, Ing, of Lord Shiva, Lord Shiva* and others. *Om* symbol often written or pronounced *Ong.* This symbol is in Balinese script *Ongkara* or script called *Pranava* is a symbol of Ida Sang Hyang Widhi Wasa. Its use can be found in almost all observed texts. Conversely Ing symbols only found in the text caru brumbun chicken. This shows that this symbol is a symbol of Ida Sang Widhi in his manifestation as the god Shiva. If we observe a larger caru, like caru panca Sata (using five chickens), then his position is in the middle (madia). For more details can be observed on some of the following data citations.

Beautiful Om Manca Bhuta ta us the color, the bhuta Three Way aran sira, 'Om, servant to call the Color or the bhuta Manca Bhuta Three Way'
Lord Shiva Dewatan ta, 'Lord Shiva is the idol or liege'
Put our ta ring of Bhatara Siwa. 'Worship to Bhatara Shiva'.

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Om Ing namah swaha. *'The* blessing of Ida Sang Hyang Widhi Wasa, Blessed are you of Lord Shiva'

The use of *"Om"* here is a form of respect or proclamation to Ida Sang Hyang Widhi Wasa (God Almighty), which means praise, and to ask permission to him because Pamangku or sulinggih will call *Bhuta Three Way* would conduct rituals associated macaru. This reflects that my pam as a ritual leader and the organizer of this macaru ritual always strives to maintain a harmonious relationship with God (Ida Sang Hyang Widhi Wasa). Thus the ritual to be executed is expected to run smoothly.

Lord Shiva dewatan ta, this statement implies that *Bhuta Three Way* is a servant of the god Shiva, in other words the god Shiva is the lord of *Bhuta Three Way*. This suggests to us that *Bhuta Three Way,* if you want to implement something must be with the blessing of Lord Shiva. Lord Shiva is a manifestation of Ida Sang Hyang Widhi Wasa. This statement is reinforced by the following sentence; *We ta sarga ring tide of Lord Shiva.* This sentence implies *Bhuta Three Way* asked to worship and honor of Lord Shiva. Instead sentence Ing Om namah swaha, the closing sentence of *Puja Saa* above. Ing symbol in the sentence above is symbol of Ida Sang Hyang Widhi Wasa in his manifestation as Lord Shiva. This is in accordance with *pangider-Ider*. In *pangider-Ider (Dewata Nawa Sanga)* Ing symbol placed in the middle or central.

Taking into account the above description, it can be stated that the man who in this case is the organizer of this macaru ritual and my pam as the ritual leader keep trying to maintain and foster harmonious relationship with Ida Sang Hyang Widhi Wasa. Harmonious relationship between man and God is believed will cause the ritual macaru will run smoothly, and succeed in accordance with expectations.

2. **Harmonious Relationships between Humans and the Environment**

Humans are creatures of God's most perfect since its birth is equipped with *wind*, *word*, and *eyelash* that diebut *Tri Premana*. This is what makes people have the ability to choose which ones are good and which are bad, which ones can be exercised and which ones can not be implemented. This includes creating and furthering good relationships with nature or the environment. Environment is a very important factor in maintaining human survival. Therefore, the relationship between humans and the environment should always be cultivated to keep harmonious and balanced.

Hindus in maintaining and developing relationships with the environment is manifested in the form of a ceremony called *Bhuta Yadnya* (holy sacrifice). One form *yadnya bhuta* ceremony held Hindus are *CES AB*, which is the holy sacrifice of a chicken dilaksnakan using *brumbun* as sacrificial animals. Associated with the sacrifice, Dhavamony (2002: 214) states that sacrifice can be described as a ritual offering of food or drink or animal as consumption for a supernatural being. In connection with this *caru* the ritual use of food, drinks, and chicken *brumbun* as a sacrifice. The food was offered, namely rice cone or *wong-Wongan* rice (rice made in the form of a human or animal) with drinks such as wine. In addition, the sacrificial form or form of sacrifice can be the other depending on the purpose and to whom the sacrifice is offered. In general, this offering is addressed to the *bhuta kala* in the hope they will not bother after being given the food. For more details can be seen on the following data citation.

.. Iki saji saji nira,
Penek manca color, Iwak chicken brumbun winangun urip,
The catechen of his suit, Manawi wenten kirang lan escape,
Den agung sinampura the adrewe caru,
Sira ta nugraha dirghayusa lan dirghahayu the adrewe caru,
Apan the adrewe caru mangke anangun works ayu,
Iki hana jinah satak selawe lan lawe satukel.
Tukuakena ring grand market.
Wika punika mawali ta we ka genang soang-soang,
....

The above quotation shows that *Bhuta Three Way* with his followers as much as 888 disilakan to enjoy the offerings of chicken caru brumbun were prepared. Banten caru consists of rice in the form of a five-colored tuna, brumbun processed chicken, and various beverages such as water, tuak, arak, and berem (water tape) which became his favorite. In addition, also equipped with a number of Uang Kepeng (225). This means, in the event of any deficiency or negligence in providing such banten caru, the Bhuta Tiga Sakti and his followers may / to purchase such deficiencies in the supreme market. Thus misunderstandings can be avoided.Furthermore, after enjoying the caru that has been prepared, they are asked to go home to their respective origins, and do not disturb the man who organizes the caru and protect it from any distress or accident caused by nature.

Taking into consideration the above description, it can be stated that the harmonious relationship between man and the environment will be possible because man with his sincerity has given something (caru) to Bhuta Tiga Sakti and his followers (supernatural beings). Instead the Bhuta Tiga Sakti has accepted the gift. Thus they will not interfere with human life, even protect it. This means that people will live in harmony and peace, and avoid distress.

The existence of these giving and receiving events reflects the occurrence of a harmony. Harmony is happening here is the harmonious relationship between man as the organizer of the ritual, with the *bhuta* as a given party offerings. This harmonious atmosphere will not be observed, but will be felt by the organizers of the ritual. The atmosphere is cool and peaceful felt by every member of the family organizer of the ritual is the result of the harmonious relationship between the organizer and the *bhuta kala* ritual.

4.3 Harmonious Relationship between Humans and Humans

The third concept of *Tri Hita Karana* doctrine is the relationship between man and man or another. The occurrence of various cases or tragic events in society such as clashes between one schoolteacher and other schoolchildren, between one banjar and another, or perhaps between one family and another are all implications of the relationship between humans and each other. In fact, in the smallest scope of the family between husband and wife, children with parents or vice versa, frequent quarrels resulting from misunderstandings that originated from a trivial problem. These are all implications of an unharmonious relationship between man and his neighbor. Thus, this is something that is very important to be noticed by everyone. Everyone is required to introspect and be able to control themselves so that all cases are exemplified above does not need to happen.

The Hindu people perform the macaru ritual, of course there is something to be expected. In general, expected in carrying out this ritual is peace, prosperity, success, long life, avoid all forms of disease outbreaks, and others.

Noting the above, implicitly relationships can be known from the phrase *"went Manawi e n t e n Kirang went escape, the sinempura glorious den adr e we caru."* This sentence implies to us that if there is a lack or incomplete offerings that are offered, then the receiver (the *bhuta kala)* feared to be angry. If this happens, then the bad will happen to the family of the organizer of the ritual. The bad possibilities are, for example, various diseases that can not be detected medically or are difficult to cure. The occurrence of misunderstandings that resulted in quarrels between family members, or the emergence of strange events that are difficult to accept by reason. This incident resulted in an unharmonious relationship between members of the family of the organizers of the ritual, the emergence of mutual suspicion, and others. Having traced the cause is a very trivial matter, that there are components or elements of ritual *(caru)* forgotten or wrong position.After re-organized *pacaruan*, then a period of time not too long, things were changing. Ill be cured without medication, there is no mutual suspicion *(paras-paros sarpanaya),* and no strange occurrences that creates a harmonious relationship in the family. Thus, it can be stated that the implementation of the ritual *(pacaruan)* has implications for the relationship between humans.

IV CONCLUSION

The macaru ritual is one of the yadnya (sacrifice) forms performed by Hindus in Bali. This ritual uses animals or animals as sacrificial offerings. The type of animal used as an offering sacrifice depends on the purpose of holding the ritual. Caru brumbun chicken is a macaru ritual that uses a chicken as an offering sacrifice.Chicken that made sacrifice is brumbun chicken, which is a colorful fur chickens. This type of caru is often called caru Pangruak. In the text caru this brumbun chicken, which is often pronounced by my pamangku, reflected the teachings of *Tri Hita Karana*, the three relationships to achieve harmony. The three relationships are the relationship between man and God, man with the environment, and the relationship between man and man.

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Thematic Progression in Students' Background Section of Research-Based Paper

Abstract

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This study aims to figure out thematic progression used by students in Bahasa Indonesia major in their research based paper, particularly in the background part. To achieve this purpose, a descriptive qualitative research design was employed. Moreover, the data were taken from six students' texts purposively and were then analyzed using the framework adapted from Halliday (1994), Eggins (2004), and Emilia (2012). Furthermore, there are two major findings in this study. First, the students' texts still have less thematic progression. This finding indicates that students still are not able to write a cohessive and coherent texts. Second, the thematic progression utilized in the texts involve reiteration and zigzag pattern. This means that students are not familiar with multiple theme pattern as a type of thematic progression. Therefore, this study suggests that Bahasa Indonesia teachers should introduce and teach thematic progression explicitly to students in their writing process.

Keywords: Thematic Progression, Zigzag Pattern, Reiteration, Multiple Theme Pattern, Cohesive, Coherent, Students' texts

INTRODUCTION

In creating a text, we need to consider the point of coherence since it supports the text to be clearly understood by readers (Emilia, 2014). However, maintaining the coherence in students' writing becomes the core problem faced. For instance, Ferris and Hedgecock 1998 (as cited in Lee 1998) found the students mostly focus on how to build a connection among words and sentence level rather than the textual coherence.

In developing coherent writing, thematic progression is one of the tools that can be employed. Thematic progression or theme-rheme organisation of clause is the most significant factor in the development of texts (Halliday & Matthiessen, 2004). Thematic progression pattern is one of the basic forms of English paragraph organization (Emilia, 2014). Reasonably, thematic progression is used to, first, organise the principles where new information is conveyed in the context (Hutchin, 1987). Second, it is used to represent the text development (Grabe & Kaplan , 1996). Third, it is used to organize the texts in a linear and coherent way (Butt, et. al, 2000). Fourth, it is utilized to enhance students' ability to read and construct longer texts (Emilia, 2014) . The types of thematic progression pattern are categorized into three; theme reiteration, zig-zag theme, and multiple theme (Martin and Rother in Paltridge, 2000). It orders the key point as a theme in every single paragraph. By the theme chosen, the organization of the paragraph will be coherently set.

Number of representative studies of thematic progression have been done recently. First, Green et al (2000) investigated sentence-initial position, certain topic-fronting devices (beginning for and concerning), and logical connectors (besides, furthermore, and moreover) in a non-native speaker (NNS) corpus produced by Chinese subjects. The findings demonstrated that Chinese subjects did have a greater tendency than native speakers to place the connectors under consideration in Theme position. Second, Wang (2007) investigated university students' writing in terms of thematic choices and progression in China. This study found that the students can learn to perform the same analysis in their own writings and improve cohesion in their own work by analyzing Theme and Rheme in a text.

Meanwhile, Sugijarto (2010) conducted study on Thematic Progression in students' explanatory texts: a SFL perspective. It was found that students commonly apply reiteration which indicates students' texts consistency. Further, Rakhman (2012) analyzed the pattern that senior high school students used in writing exposition text. From six text chosen as data, it was found that three types thematic progression are used in their writing which indicates that their writing are plausibly understood by readers.

By this concern, the use of thematic progression in analyzing the quality of students writing becomes the key point that is proper. Therefore, this study utilized the Theme progression of Systemic Functional Linguistics as the instrument to analyze the text written by university students.

METHOD

This study employed a descriptive-qualitative design embracing the characteristics of a case study approach. This approach is used since it provides an intensive, holistic description and analysis of single entity (the bounded system, the case) (Merriam 1988 in Duff, 2008). A descriptive-qualitative design was carried out in a natural setting since the focus of this study is to analyze, describe, categorize, and interpret data to recognize the types of thematic progression used by university students in writing background section of research-based paper. (Creswell, 2003; 2009; 2012; Sandelowski, 2000). In collecting the data, students' research-basedpaper were collected and were purposively chosen as the participants of the study because they have learnt academic writing. Six student texts were identified and classified using Theme and Thematic progression. As the proscess of analysis, the data in this study was analyzed inductively. Inductive analysis involves the process of identification, classification, and interpreting (McMillan, 1992).

RESULT

As the results, this study shows that the six texts analyzed have less thematic progression. one of them is the text written by LA as a low achiever only consists of two thematic progression using zigzag pattern; as an instance,

karya ilmiah merupakan hasil tulisan yang menuruti suatu aturan tertentu.

Aturan tersebut biasanya....... (zigzag pattern)

In line with this, the student has not been familiar with other types of thematic progression; reiteration and multiple theme pattern. In other words, the text has not fullfilled clear focus as provided by reiteration and the text has not been well organized as offered by multiple theme pattern (see Eggins, 2004; Emilia, 2011).

Additionally, EF as a medium achiever also shows her text which has less of multiple theme pattern. actually, she put two reiteration and 1 zigzag pattern out of 10 that she should have used. An example of reiteration she wote is provided below.

Menulis adalah salah satu keterampilan dalam berbahasa.

(Reiteration)

Istilah menulis berasal dari............

In other word, she still have lack understanding on the prominence of thematic progression in her writing. Therefore, this confirms the report of some previous studies that one of problems in writing is that there is no cohesion and coherence in the text.

Different from previous data, high achievers; they are, WH and YM have quite understood the importance of thematic progression. They almost have put the progression from a clause to another in a paragraph. However, they are not familiar with multiple theme pattern functioning to organize the text (see Emilia, 2011). Those achivers also have not understood the higher level themes consisting macro and micro theme contributing to the cohesion and coherence of a text (see Eggins, 2004).

To make it clear. Below is the summary of thematic progression used by students in their texts.

No	Initial students	Zigzag	Reiteration	Multiple theme pattern	Total
1	WH	2	2	-	4/6
2	YM	6	1	-	7/8
3	EF	1	2	-	3/10
4	TM	2	4	-	6/10
5	W	2	-	-	2/10
6	TH	1	1	-	2/9

The table above shows that multiple theme pattern functioning to help writers in organizing their texts still have not been well comprehended by students. In other words, students' texts generally have not achieved the cohesive and coherent texts.

CONCLUSION

To infer, students still have no enough understanding to write a cohesive and coherent texts. this is reflected by the lack of thematic progression used in their texts Additionally, students are not familiar with multiple theme pattern as a type of thematic progression.Therefore, this study suggests that Bahasa Indonesia teachers give clear instruction to students about how to put thematic progression in their writing process.

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IMPLEMENTATION OF POLICY ON STRUCTURAL STRUCTURAL STRENGTHENING OF GOVERNMENT APPARATUS IN SLEMAN DATI II REGENCY

ABSTRACT

Budi Hartono, Post Graduate Program Master of Management of Serelo Lahat High School of Economics, Human Resource Development: Implementation of Policy on Structural Structural Strengthening of Government Apparatus In Sleman Dati II Regency.

The approach of research method used is qualitative descriptive method, with the focus of research: (1) effectiveness of implementation of policy of Training Program of Gap (ADUM, ADUMLA and SPAMA) in Dati II Sleman, (2) What factors influence the effectiveness of implementation of program policy of Diklat Gap (ADUM, ADUMLA and SPAMA) in Dati II Sleman District. Technique of collecting data by way of: observation, interview, and documentation. Data analysis techniques using data analysis techniques according to Miles and Huberman explained that the analysis consists of four activities that occur simultaneously, namely: data condenation, display data, and conclusion and verification. The result of the research shows that it can not be implemented optimally as expected, and influenced by three factors, namely: (1) resources, (2) executor attitude, (3) bureaucratic structure.

Key word: Human Resource Development, Policy Implementation, Structural Structural Training

Background

Increasing human resources is a process of improving human quality and transforming human beings into productive, innovative and creative workforce. Structural structural training is the necessary training for maintaining the continuity of government apparatus development for civil servants to improve the same level of position, and / or the same level of movement and preparation for those who will be promoted to levels of rank or higher rank. In Edwards' view, the resource factor is believed to have significant significance to the policy implementation process, namely: No matter how clear and consistent implementation order no matter how accurately they are transmitted, if the personnel responsible for carrying out the policy lack the resources to do an effective job, the implementation Will not be effective ... [1].

As Anderson points out that: There are several factors that can cause a person to exercise wisdom, including personal interests [2].

The bureaucratic structure in the implementation of wisdom according to Ripley and Franklin, are: Bureaucracy are dominant in the implementation of the policy process, and legitimation activities, bureaucratic units play a large role, although they are not Dominant [3]

According to Circular Letter of the Head of LAN RI Number 157 / SEKLAN / 6/77, Civil Servant Training can be classified into 3 (three) big golongam (Depdari, 1994: 344), namely: (a) Classification based on Training Participants, (b) -type Training, and (c) Classification by location and time of operation [4].

Trainning training based on Circular Letter of LAN Chairman Number 007A / SEKLAN / 1/78, is the training needed to maintain the continuity of the guidance of the Government Apparatus [5].

According to Government Regulation No. 14 of 1994 on the Training of Civil Servant Position, Training consists of: Training SPAMA, Training SPAMEN, Training SPATI. Department of Home Apparatus Training and Training Program as stipulated in the Circular Letter of the Minister of Home Affairs Number 890/3190 / SJ dated November 18, 1993 regarding the Stabilization of Training Programs of Department of Internal Affairs / Local Government set by the LAN as the responsible and educator for the civil servants. The program includes, among others, the Structural Training Program ADUM, ADUMLA and SPAMA [6].

Structural Structural Training Program at Dati II Sleman Regency as the object of this research has the main objective to prepare civil servant occupying structural positions, namely structural position Echelon V for Training ADUM, structural position Echelon IV for Training ADUMLA, and Structural Position Echelon III for Training SPAMA. Meanwhile, empirical data on the number of Echelon V, IV and III formation formation in Pemkab Dati II Sleman up to 1996 which became the main target of ADUM training program, ADUMLA and SPAMA are 636 formations (Echelon V), 166 formations (Echelon IV) And 34 formations (Echelon III).

Based on the recapitulation of structural positions in Pemkab Dati II Sleman keadaam October 1996 showed that the existing structural position data formation as many as 837 both the echelon II, Echelon III, Echelon IV and Echelon V positions. Of those 807 (96.42%) Unformed formation of 28 formations (3.58%).

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The appointment in the Echelon III Structural Office, the number of formation 34, fully filled (100%), the elevation of the echelon IV, the formation of 166, 153 (92.17%) and unfilled 13 (7.83%), Structural echelon V, the number of 636 formations, filled 619 (07.32%) and unfilled 17 (2.67%).

Not fulfilled the allocation of Training Budget with a ratio of 10% - 15% of the Budget Employees Expenditures, because currently only around 5.73%.

Formulation of the problem

1. How is the effectiveness of the implementation of the policy of the Training Program of Gap (ADUM, ADUMLA and SPAMA) in Dati II Sleman; 2. What factors influence the effectiveness of the implementation of the policy of the Training Program of Gap (ADUM, ADUMLA and SPAMA) in Dati II Sleman

Research purposes

1. Describe the effectiveness of the implementation of the policy of the Training Program of Gap (ADUM, ADUMLA and SPAMA) in Dati II Sleman; 2. Identify the factors that affect the effectiveness of the implementation of the policy of the Training Program of Gap (ADUML, ADUMLA and SPAMA) in Dati II Sleman

Benefits of research

1. Theoretical, developing the discipline of Human Resource Development; 2. Practitioners, improve human resource development through the implementation of Structural Structural Training program

Literature review

1. Resources (Resources), a factor that directly affects the effectiveness of policy implementation, through staff, facilities and infrastructure [7].; 2. The attitude of the executor (Disposition), is the attitude and commitment of the implementers to the program especially from those who become the implementer of the program, which in this case mainly intended is government apparatus; 3. Bureaucratic Structure (Bureaucratic Structure), is the existence of a Standard Operating Procedures and fragmentation that govern the end of work and the implementation of the program
4. Effectiveness Implementation, is a level to find out how far the organization as a social system capable of carrying out all activities and functions by using all available resources and facilities to achieve targets and goals that have been set before [10].

Research methodology

Research Approach

In this study, researchers used a qualitative descriptive research method [11]. Research focus; 1. Effectiveness of Implementation of Program Policy of Training of Gap (ADUM, ADUMLA and SPAMA) in Regency of Dati II Sleman: A. Human Resources; B. Disposition; C. Bureaucratic Structure; 2. Factors that affect the effectiveness of the implementation of the policy of the Training Program of Gap (ADUML, ADUMLA and SPAMA) in Dati II Sleman

Data collection technique

This study uses observation data collection techniques, interviews, and documentation

Data Analysis Technique

In general, Miles and Huberman (2014) explain that the analysis consists of four concurrent activity flows: data condenation, display data, and conclusion and verification [12].

Discussion

1. Resource Relations With Effectiveness of Structural Training Program Implementation Achievement of the target group of training that is determined based on the results of the testing The structural training implemented by Bureau of Personnel Setwilda Level II Sleman as follows: [13]

Table 1 Target Group and Realization of Structural Training Program ADUM, ADUMLA and SPAMA at Training Regency of Dati II Sleman FY 1992/1993 to FY 1996/1997

TA	ADUM	ADUMLA	SPAMA

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	Target	realization	Target	realization	Target	realization
1992/1993	41	30 (72%)	5	1 (20%)	2	1 (50%)
1993/1994	39	30 (77%)	20	10 (50%)	7	3 (43%)
1994/1995	37	30 (81%)	29	22 (76%)	10	7 (70%)
1995/1996	41	30 (73%)	30	21 (76%)	23	17 (74%)
1996/1997	100	73 (73%)	64	47 (73%)	30	21 (70%)

Source: Personnel Setwilda Level II Sleman

Table 2 Implementation of Structural Training of ADUM, ADUMLA and SPAMAdi Diklat Kabupaten Dati II Sleman FY 1992/1993 to FY 1996/1997

TA	TYPE OF KNOWN	FORCE	GENDER		MOLD / ROOM
			Famale	Male	ESELON
1992	ADUM	V	6	24	22
	ADUMLA	XXVIII		1	1
	SPAMA	XVII		1	1
1993	ADUM	XV	10	20	18
	ADUMLA	XXXI		4	4
		I	1	5	5
	SPAMA	XLII		1	
		XLVIII		1	
		XXII		1	1
1994	ADUM	XXII	7	23	22
	ADUMLA	II		2	2
		III		1	1
		IV		3	1
		V	3	9	9
		XIV	2	2	4
	SPAMA	LII		1	1
		LIII		1	
		LIV		1	1
		LVII	1	2	3
		XXII		1	1
1995	ADUM	I	7	23	22
	ADUMLA	VII	7	14	19
	SPAMA	LXIV	1	2	3
		LXV		3	3
		LXIII		1	1
		LXII		4	4
		LVIII		1	1
		I		2	2
		I		1	
		XXIV		1	1
		LXV		1	1
1996	ADUM	XV	6	27	25
		XXIII	10	30	30
	ADUMLA	III	1	7	8
		IV		9	8
		VI	4	8	11
		VIII	5	13	17
	SPAMA	XI	3	11	
		XII	2	4	4

Source: Personnel Setwilda Level II Sleman

In terms of facilities and infrastructure to support Structural Training Program is still not considered adequate, because the new institution, so it does not have a building or campus, its own office, both for the management and implementation of training programs. The source of funds for the Structural Training Program comes from the Sleman Level II Regional Budgets, where according to the Minister of Home Affairs and / or LAN instructions, the civil servant budget is 10% to 15% of the civil servant's budget, but the reality is only 2% to 5%. In terms of teachers

(Widyaiswara) still use the teaching staff from the center Diklat (Diklat Provinsi DIY), Universities in Yogyakarta (Gadjah Mada University and IKIP Negeri Yogyakarta).

1. Relationship of Executing Attitude (Disposition) With Effectiveness of Structural Training Program Implementation. In the field found civil servants who have had positions Echelon III / A even have a position III / B has not occupied Echelon IV. Based on these facts, the consistency of the implementing attitude in determining the potential participants to be training participants resulted in the implementation of Structural Training program feels quite optimal.

2. Relation of Bureaucratic Structure With Effectiveness of Structural Training Program Implementation In the Structural Training program, the agencies involved are quite numerous, the agencies outside the Personnel Department are involved in the implementation of the Structural Training program limited to the authority in their respective fields.

Conclusion

1. Resources covering four components, ie staff for agency heads, information needed for decision making, authority to carry out tasks or responsibilities and facilities required in the implementation of Structural Training programs are not yet adequately available, both quantity and quality, so that implementation The training of government apparatus in Dati II Sleman Regency has not been done as expected; 2. The attitude of the implementer (disposition) is meant to concern the executor's attitude and the compliance of the implementers to the provisions outlined in the implementation of the Training, starting from the process of receiving the training candidate, the implementation of the training and utilization of the training alumni, and the achievement of the training program objectives that have been obeyed or carried out substantively , With the hope of maintaining the morale and image of the organization as the executor of the policy of structural training program 3. The bureaucratic structure is defined as the organizational structure that regulates the Standard Operating Procedures and the assignment of the responsibility area (Fragmentation) in implementing the education and training program in the Dati II Sleman Regency Government has been available and operationalized in the form of the project, based on the Operational Guidelines containing various matters Contained in the Worksheet as a benchmark, activity description, type of expenditure, activity volume and total costs, project objectives and benefits and general project guidance prepared annually and form part of the List of Project Districts (DIPA); The strength of target achievement orientation is evident in the project report containing only the presentation of physical and financial realizations, and no reports of service quality are available.

Suggestion

1. To improve the quantity and quality of teachers (Lecturer) in the implementation of Structural especially Training Training hierarchical arrangements of structural sepada / Adum, Sepala / ADUMLA, and Sepadya / SPAMA in Sleman regency government, the faculty merekruitmen expected from people who'm true experts in their field and have the ability to deliver material to the participants of the training, mastery of the material, especially in diikutisertakannya in training specialized namely, Training of Trainers (TOT), as well as the required procurement of the building to carry out the training and tools for participants in order to support the smooth implementation of education and training, and the need for full support from the authorities to allocate budget funds amounting set by letter of the Minister of the Interior.; 2. Attitude executors committed to follow the criteria and requirements for Structural Training sepada / Adum, Sepala / ADUMLA, and Sepadya / SPAMA as a reference for setting priorities for training participants is very well maintained.; 3. Coordination is right and correct, particularly the implementation of routine procedures (Standard Operating Procedures) and the spread of responsibilities (fragmentation).

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11. Report on the Implementation of Structural Training of ADUM, ADUMLA and SPAMAdi Diklat Kabupaten Dati II Sleman FY 1992/1993 to FY 1996/1997 Personnel Setwilda Level II Sleman

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THE PRIORITIESOF ENGLISH PRONUNCIATION ELEMENTS FOR INDONESIAN JUNIOR HIGH SCHOOL STUDENTS

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Abstract

The unclear English pronunciation elements taught to Indonesian junior high school students may cause many different impacts related to the suitable elements of English pronunciation in EFL context. This phenomenon triggers this study to address the relevant elements of English pronunciation for Indonesian junior high school students. In this study, qualitative approach employing library research is chosen as the research methodology. The data are taken from books and journals related to teaching and learning English pronunciation in EFL context, particularly in Indonesian context. As a result, the study reveals that sounds, stress, and intonation are the core competence of English pronunciation that should be taught for junior high school students in Indonesian context.

Keywords: *Basic competence of 2013 curriculum*, *English Pronunciation, Elements of English Pronunciation, speaking*

English pronunciation materialsare created implicitly since those arecategorised as the additional components of speaking in Indonesian curriculum (Kemendikbud, 2006). This is supported by Moedjito's finding that there is no specific element of pronunciation stated in Indonesian course book for junior high school students (2008). In several teachers' books related to the 2013 curriculum, pronunciation is one of the aspects of measurements in speaking skill consisting sounds and intonation. However, in relation to Morley (1991), the important elements needed in EFL context are taken from prosodic features or supra-segmental (linking, intonation, stress, connected speech) area of pronunciation. This issue becomes urgent to be addressed and clarified since the content of learning material is the essential component in gathering the learning target.

The implicit content of English pronunciation as stated above also might decrease or even create an ignorance in the teaching of English pronunciation. This issue increases in ESL/EFL context, whereby “ignoring students’ pronunciation needs is an abrogation of professional responsibility” (Morley, 1991). In Indonesian context, in the level of university, an English pronunciation teaching is only given in terms of response toward the students’ mispronouncing caused by implicit elements and materials (Iskandar, 2015). Further, some studies also revealed that the ignorance of the teaching pronunciation is caused by inadequate knowledge of the teachers themselves about English pronunciation (Baker, 2011) involving the difficulties in determining materials, the difficulties in teaching the materials, and the difficulties in assessing the students pronunciation ability.

It is agreed that learning correct pronunciation creates a successful communication (see Celce-Murcia, et al., 1996) because, in the contrary, limited pronunciation skills may reduce learners’ self-confidence, restrict social interaction, and affect estimations of speaker’s credibility and ability (Pourhosein, 2012). Worstly, the negligence and inappropriateness of micro skills of speaking, pronunciation, can decrease the essence of the basis of speaking.

The expectation has been largely supported by growing body of studies relating English pronunciation materials perceived by students in EFL context. In Indonesia, Moedjito (2008) analysed teachers’ and students’ perception on the important pronunciation elements taught. The study results in both segmental and supra-segmental features are important to be learned in Indonesian context. However, it seems to be generalised since in practice, it is found that many Indonesian teachers do not really understand the features of English phonology and phonetic structures in determining intelligible pronunciation. Thus, this still needs further research related to the suitable elements of English pronunciation theories.

Elements of pronunciation materials employed might be different in regard with purposes and contexts. As stated by Harmer (2005) and Tomlinson (2007), though there is a lot of pronunciation materials used, the essential pronunciation materials used in EFL/ESL context are sounds, word stress and sentence stress, and intonation. In the contrary, Wong (1987) as in Brown (2001), Morley (1991), Purhousein (2012) tend to neglect segmental features of pronunciation for EFL context. It means sounds production is not important aspect for EFL learner since the focus is on comprehensibility. Thus, word stress, intonation, and rhythm are the prosodic features of language which are extremely important to comprehensibility in EFL context.

Therefore, in response to the issues identified above, the gap among other previous studies relating suitable materials of pronunciation taught in EFL context, and suggestion for the further research from Moedjito (2008), this study is aimed at investigating the suitable elements of English pronunciation for junior high school students in EFL context, particularly in Indonesia.

Methodology

Regarding Creswell (2010), this study employed a qualitative research design since this study is attempted to investigate suitable elements of English pronunciation for Junior High School level in Indonesian context in relation to the 2013 curriculum. In consonance with Gay, et al (2005), the data were collected in natural setting without manipulating data.

In regard with Creswell (2010), the method of this study is a document analysis because the data were taken from the documents related to the elements of English pronunciation through library research (Creswell, 2010). Library research was used in order to collect numbers of theories that presumably could enhance the process of research. In this library research, data of this library research are more than just serving the functions that exist in the field of research; therefore book resources are also used as the research data. Thus, the data were collected from representative and relevant library data sources 1) research/journals of English Pronunciation and 2) textbooks of English pronunciation.

In analysing the data, the data were gathered and identified as the result of reading process by highlighting the concepts of learning materials of English pronunciation. In the next step, the data were classified as a coding process based on its similarities concepts of English pronunciation materials, aiming to get broad themes of the data (Creswell, 2010). In this step, this study uses Eckstein's theory which classify the theories based on its similarities concerning such issue. Specifically, semantic feature analysis was also employed to display the classification number of pronunciation theory.

Result

The finding in this present study shows that the suitable elements of English pronunciation for junior high school students in EFL context particularly in Indonesia cover both segmental and supra-segmental features involving sounds, stress, and intonation.

Those three elements are classified as important which needed to be taught in Indonesian context. Firstly, learning sounds is the basic competence that should be gained by students. It means students have to learn it until they realise how to produce the right sounds in English pronunciation automatically (Harmer, 2007; Brown, 2010). Secondly, stress is the second aspect after sounds production that can create different meaning of word or sentence.Stress errors can seriously disrupt communication since English speakers tend to store vocabulary items according to their stress patterns (Brown 1990; Levelt 1989). Thirdly, Goh (1994) assumes that intonation is one ofthe important elements that should be taught in secondary level of students since it can causes different meaning toward the expression.This is in line with the 2013 curriculum which positions junior high shool students as the first English learner. Therefore, they have to learn the basic of elements (sounds, stress, and intonation) as the first step in gaining good English, especially speaking.

Discussion

In line with the finding as stated in the previous part, the importance of both segmentals and supra-segmentals is supported by some studies. O'Brien (2004) Bailly & Holm (2005) Gauthier, Shi, & Yi, (2009) the teachers should include both segmental and supra-segmental training in an instruction of English pronunciation learning since it will improve the awareness of the communicative function of supra-segmental features in spoken discourse (Brazil, Coulthard & Johns 1980, Brown and Yule 1983). Specifically, Moedjito (2008) found that Indonesian students' and teachers' needs are both segmental and supra-segmental. Therefore, both segmental and supra-segmental features are needed in EFL context, particularly Indonesia.

As instance, sounds are the basic elements of segmental features in English pronunciation that should be recognised. As an instance, ae sound, might not exist in Bahasa Indonesia. Dalton and Seidlhoffer (1994) categorised sound as a significant element of English pronunciation since it is used as a part of a code of a particular language. Further, Harmer (2007) Brown (2010) and Iskandar (2015) agree that sounds accuracy influences the intelligibility and interpretability since the speakers can be understood when they produce the right sounds of every single word of their message. In Indonesian context, the sounds production is one of the big problems perceived by students (Moedjito, 2008; Fatimah 2010; Haryanto and Riswanto, 2012; and Rahmawati & Amri, 2013) either in primary or secondary level. In regard with Gilbert (2008), sounds should be acquired by the earlier level of students; therefore, they will recognise it in a conversation. In relation to the basic competence of C13, sounds are categorised as one aspect that should be acquired by students. Therefore sounds are positioned as first important element should be acquired by Indonesian junior high school students.

Additionally, the involvement of prosodic/supra-segmental features as the newest trend in teaching pronunciation is also applied. Stress and Intonation are the core of prosodic features that can cause different meaning, depending on those two. As in Morley (1991), stress is the second aspect after sounds production that can create different meaning of word or sentence. However,in Indonesian context, the existence of stress are only in the syllabus of 2013 curriculum, but not in the criteria of measurement of speaking skill.Gilbert (2008), Brown (1990), and Levelt (1989) argue that the inexistence of stress as a learning material can seriously disrupt communication since English speakers tend to store vocabulary items according to their stress patterns.

Stress in the level of words shows the characteristic of its word since the relation between stress and words stick together which cannot be separated as the basis of English pronunciation. It means that every single word has different stress depending on its function. This stress has been formalised with its function and its rule of British English or American English. Further, stress in the level of sentence shows particular important information that the speaker wants to deliver. Moreover, which word that the speaker wants to give stress depends on what they intend to. Thus, by understanding this, the speakers can manage their speaking based on which part is important to be stressed as the important information that should be caught by interlocutor.

For intonation, this element has a strong relation with the mood of the speaker. The speakers can express their interest toward their intonation in speaking. By understanding this element, the language users will recognise how to express their feeling through their intonation during the speaking activity and how to respond other speaking. Additionally, in accordance with Scarcella and Oxford (1994) and Wong (1993), it conveys and performs grammatical functions in sentences. Brazil, Coulthard & Johns (1980) pointed out that intonation in English might also convey a speaker's involvement in a conversation as well as a desire to take a turn of talk or leave a conversation. In addition, Goh (1994) assumes that intonation is one ofthe important elements that should be taught in secondary level of students since it can cause different meaning toward the expression.Therefore, this element should be taught in the beginner level to get the students used to express their speaking with a proper intonation.

Last reason is in regard with 2013 curriculum as revived in Indonesia, the target of students' speaking is that the students are

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able to deliver and understand the information regarding their finding in their real life situation. The pronunciation is included as the part which assesses the students' accuracy in pronouncing English words. The statement telling that accuracy must be intelligible doesn't mean that intelligible is accurate. Though accuracy is the target that has been left since it is argued as the hardest thing to learn, in relation to junior high school students in Indonesia, Krashen (1983) proves that teenagers will be able to get their accuracy in speaking of English as a foreign language. Thus, by this target, the suitable elements of English pronunciation that need to be taught to junior high school students, seventh grader, in EFL context particularly in Indonesian context are sounds, stress, and intonation.

By the result of the study, this study still has a limitation since what is being recommended should be tested in order to get the right recommendation for teaching and learning English. Thus, the recommendation as the result of this study should be followed by the test. This test means those three elements of pronunciation (sounds, stress, and intonation) are applied in teaching and learning English, especially speaking activity.

Conclusion

As the conclusion, the recommended elements of English pronunciation that need to be taught for Indonesian junior high school students are both segmental and supra-segmental features, essentially sounds, stress, and intonation becausethose three elements are the basic elements of English pronunciation causing different meaning in a conversation.

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The Influence Of Learning Motivation, Teaching Methods, Education Facilities of Students Achievement

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ABSTRACT

Development of science and technology has brought a in human life where the problems only can be solved by the effort mastery and improvement of science and technology. The quality of human resources, education holds an important role in the process of improving the quality of human resources, It is integrated with the process of improving the students achievement by learning motivation, teaching methods, and education facilities.

The study establishes all students STIENU Gresik as the study population. Questionnaires are planned and carried out in August 2015. As a sample, so much as the entire population sampled, collected as many as 66 questionnaires were then carried out proving the hypothesis through multiple linear regression techniques. The results showed that F count> F table (147.930> 2,753) with the support of significance (p) <0.05; or in other words proved that together the independent variable in this study consisted of motivation sailed (X1), the learning method (X2) and education (X3) significantly affects the dependent variable is student achievement (Y). Taken together learning motivation (X1), the learning method (X2) and education (X3) is able to explain the learning achievement (Y) of 87.1% and only 22.9% were able influenced by other variables outside of this research such as parenting parents, living environment, heredity, and others. Research also get the fact that it is known from the data analysis where the motivation to learn is the independent variable which gives the greatest influence (49%) to the learning achievement compared with the influence of other variables.

Keywords: *learning motivation, learning methods, education, academic achievement*

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1. Introduction

The development of science and technology has brought a change in almost every aspect of human life where the problems can only be solved with the efforts of the acquisition and improvement of science and technology. In addition to the benefits for human life, on the one hand, these changes have also brought humans into the era of global competition is getting tighter. To be able to participate in a global competition, it is necessary to develop and improve the quality of human resources is a reality that must be done in a planned, focused, intensive, effective and efficient in the development process, if you do not want to compete in the globalization era undergo.

Talking about the quality of human resources, education holds a very important role in the process of improving the quality of human resources. Improving the quality of education is a process that is integrated with the process of improving the quality of human resources itself. Education is essential in fact is one of the most important elements of a person's life. It must be recognized that the level of "education" may be the size of a person's level of thinking ability. Talking about education is not easy and simple because, in addition to its complex, dynamic and contextual, education is a vehicle for the establishment of a person as a whole. Education in the process also includes the goal of developing personal and social aspects that allow people to work and live in groups in a creative, initiative, empathy and who have adequate interpersonal skills as the provision of the community.

While the job of education to provide supplies to students that develop their potential, reasonable, optimal and adaptive in the face of various problems soon after finishing his studies. So that human nature skeptical, explorative and creative too, can develop and find articulation in the learning process when undertaking an educational program. Graduates are skeptical, innovative, dedicated, explorative, creative and capable of competitiveness that should be pursued as well as a matter of anticipation and planning system of education, especially in the era of regional autonomy, which predicted economic conditions will grow rapidly (Salladien, 2001).

There are two factors that may explain why efforts to improve the quality of education has been little or no avail. The first strategy for education development has been more of an input oriented. The strategy thus more relies on the assumption that where all educational inputs have been met, such as the provision of books (teaching materials) and learning tool other, the provision of educational facilities then automatically educational institutions (schools) will be able to produce an output (output) qualified as which is expected. It turned out that input-output strategy introduced by the theory of education production function is not fully functional in educational institutions (schools), but occurs only in the economic and industrial institutions.

In addition, given the college as a unit implementing formal education leading to a wide range of diversity of potential students who require the services of a diverse education, environmental conditions different from each other, then the school should be dynamic and creative in carrying out its role to work on improving the quality / quality of education. This will be carried out if the school with a variety of diversity that, given the trust to organize and take care of himself in accordance with the environmental conditions and the needs of their students. In other words, should be given autonomy to the school to take care of himself, of course, through the decentralization of education.

While the article 11 paragraph 2 of Law number 22 of 1999, in which education is the privilege that must be implemented local government district/city, it is expected that the quality of education can be improved. But in homage is not easy, the area will experience problems and obstacles that are not small, some fundamental problems that could potentially hinder the achievement of quality education, especially primary education. The problems above lies behind the desire of researchers to observe and examine in more depth about the views and attitudes of students in improving the results of student achievement, involvement and participation in the campus to provide educational facilities as one of the factors to improve learning achievement results.

2. Literature Review

2.1 Motivation

According to Gagne learning is a set of cognitive processes that change the nature of environmental stimulation, pass through processing of information into new capabilities (Dimyati and Mudjiono, 2006). Learning is a complex activity and the results of the study could include new capabilities. That is, once a person learns that he will have the skills, knowledge, attitudes and values as a result of the learning process. Timbulmya these capabilities are derived from environmental stimulation and cognitive processes are carried out by people who are learning.

Motivation is something that makes a person act (Sargent, in Howard, 1999); and Uno (2007), states that motivation is the impact of the interaction of a person with the situation (Siagian, 2004). While Slameto (2003) stated learning is a process attempt by individuals to acquire a new behavior change as a whole, as a result of the individual's own experience in interaction with the environment.

Itself motivation to learn is internal drive and external students who are learning to make changes in behavior, according to Schunk and Zimmerman (2009) that the motivation to learn can be seen from the interest, independence, will, test scores, confidence in learning, orientation on results and view towards the front of the future.

Uno (2006) clarifies the indicators of motivation to learn, namely: their desires and wishes succeed, the urge and need to learn, their hopes and ideals of the future, their rewards in learning, the activities that interest in learning, the learning environment conducive. The form of motivation is often done at the school is given a number, reward, praise, body movement, gave the task, giving replay, find out the results, and punishment (Djmarah and Zain, 2002).

Besides, there is also another function of motivation is motivation is as business drivers and achievement "(Sardiman, 2001). It is clear that the function of motivation it provides a value or intensity separate from a student in improving learning motivation and academic achievement. Besides, there is also another function of motivation is motivation is as business drivers and achievement (Sardiman, 2001). It is clear that the function of motivation it provides a value or intensity separate from a student in improving learning motivation and academic achievement.

2.2 Learning Method

According to Sudjana(2005), the learning method is one way to put teachers into contact with students during the course of teaching. According to Sutikno (2009) states, learning methods are ways of presenting the subject matter is performed by educators for a process of learning to students in an effort to achieve the goal. Gerlach and Elly said learning method can be defined as a systematic plan to convey information.

According Hatimah (2000), the learning method not only serves as a way to convey the material only, but also serves to encouragement, the revealer of the growing interest in learning, the delivery of learning materials, the creator of a conducive learning climate, energy to give birth to creativity, the driving force for self-assessment in processes and learning outcomes, and driving in complementing the weaknesses of learning outcomes. According to the Word (2007), the effectiveness of the learning program is characterized by the following characteristics: a) successfully deliver students achieving instructional objectives that have been established; b) provide an attractive learning experience, involving students actively to support the achievement of instructional objectives; c) have the means to support the teaching and learning process.

According to Winarno Arikunto Surakhmad in his book (2006). Indicators of learning methods as follows:

a. Students are humans that have the potential to really require education, so the method used must be in accordance with the students' ability to be easily understood by students.
b. The purpose of learning is the intended target of any teaching and learning
c. situation learning activities created by the lecturers are not always the same from day to day at a time lecturers may create an outdoor learning
d. The facility is a completeness that supports student learning, so learning methods must adapt existing facilities.
e. Lecturers have different personalities and different abilities so that the learning methods used by different lecturers

2.3 Facility Education

Facilities and infrastructure are very important in the world of education as a driver of an educational tool. Educational facilities can be useful to support the implementation of the learning process, either directly or indirectly in an institution in order to achieve educational goals. Infrastructure and education are one of the resources that the benchmark quality of schools and the need to increase continuously along with the development of science and technology is quite advanced.

According to Bafadal (2003), education is all tools of equipment, materials, and furnishings that are directly used in the educational process in college. While Wahyuningrum (2004), argues that educational facilities are all the facilities required in the learning process, which may include chattels or immovable goods for the purpose of education achieved. Educational facilities is a whole set of tools, materials, and furnishings that are directly used in the educational process. Tables and chairs student, board, props, wardrobe, books, educational media (if required is an example of a means of education.

While understanding the educational facilities according to (Tim Drafting Guidelines for Media Education Ministry of Education and Culture) are all the facilities required in the process learning, either move, or not move, so that the achievement of educational goals can proceed smoothly, orderly, effective and efficient Means of education are all the facilities can be equipment, materials, and furnishings that are directly used in the learning process at school. Of course, all the infrastructure and educational facilities should be managed well, it's called education facilities management.

2.4 Achievement

Understanding the results achieved Achievement someone when doing certain tasks or activities (Tu'u 2004). academic achievement is the result obtained from the learning activities in schools that are cognitive and usually through measurement and assessment. Learning achievement is the mastery of the subjects were determined by the value or the number given by the lecturer.

The learning achievement is a series of sentences composed of two words, achievement and learning, which both relate to each other and between them have a different sense.

Therefore, before a deeper review of student achievement, we must first search for the words one by one to find out what it terms of learning achievement. According to Djamarah (2008) achievement is the result of an activity that has been done, created, either individually or in groups.

Achievement is not possible reached or generated by a person as long as he does not conduct activities in earnest or with persistent struggle. In fact, to get the achievement is not as easy as turning the palm of the hand, but it must be full of struggles and obstacles and barriers that must be overcome to achieve it. Only with tenacity, persistence, and optimism that feat can be achieved. The experts gave a different interpretation of student achievement, appropriate from the standpoint of where they are highlighting. But in general, they agreed that learning achievement is the "result" of an activity WJS. Poerwadarminta argues that the achievement is the results achieved, while according to Masud Hasan Abdul Qohar found achievement is what has been created, the work is pleasing to get it with the tenacity, while Nasrun Harahap argued that achievement is the assessment of the development of education and pupils' progress with regard to the mastery of learning materials presented to them and the values contained in the curriculum.

From the definition above, it can be concluded that the achievement is the result of an activity that has been done, is created, which is pleasing, which is obtained by the tenacity of work, either individually or in groups in certain areas.

Based on this, the learning achievement can be formulated:

a. The learning achievement is the result of learning achieved as follows, tasks and learning activities on campus.
b. The learning achievement especially valued the cognitive aspect because it is concerned with the ability of students in knowledge or memory, comprehension, application, analysis, synthesis, and evaluation.
c. The learning achievement of proven and demonstrated through the value or number of the results of the evaluation conducted by a lecturer.

So focusing on the learning achievement and mental attitude are achieved in the learning process in college. The value obtained in terms of the cognitive because professors often use it to see the mastery of knowledge as a student achievement.

3. Research Methods

3.1 Research Subjects

According to Arikunto (2002), and Sugiono (2002)population is the whole subject of research. where the subject is very important in conducting research. While the definition of the population, according to Hadi (2001) are all individuals for whom the facts obtained from the sample was to be generalizable.

Sampling is required if the population is taken very large, and investigators have limitations to reach the entire population, the researchers need to define the target population and the population of new affordable then determine the number of samples and sampling techniques were used. In terms of the approach used, this research is quantitative research, the population in this study is the high school students of the second semester of economics NU Gresik.

Table 1

Sample Research

No.	Department of		Semester
1.	Management	II	46
2.	Accounting	II	20
	Total		66

From the definition above, it can be concluded that the achievement is the result of an activity that has been done, is created, which is pleasing, which is obtained by the tenacity of work, both individually or a group in a particular field.

3.2 Data Collection

Instrument retrieval of data in this study using a questionnaire. Questionnaires are a number of written questions that are used to obtain information from respondents in terms of his personal report, or the things that he knew (Suharsimi Arikunto, 2002).

Sugiyono (2010) states that the answer to each instrument that uses a Likert scale has a gradation from very positive to very negative, which can form words with a given score.

3.3 Data Analysis

The data is numeric statistically analyzed by using multiple linear regression analysis is used to test the analysis the influence of learning motivation, learning methods, and education on learning achievement.

Y = 0.377 + 1,025X1 + 0,096X2 0,013X3 + 0.299 +

0.377 = value academic achievement of students consisting of indicator variables motivation (X1), as exogenous or dependent variables, are formed from the indicators, namely: Increasing Knowledge, skills and abilities, Improved attitudes, morals, and behavior, more creative in solving a problem. Learning achievement constant value of 0.377 indicates that the increasing quality of learning motivation, learning methods and means of education for the students will have an effect on student achievement.

1,025X1 value = coefficient learning motivation variable means any increase learning motivation variable equal to 1%, the achievement of students increased by 1,025, assuming other variables (teaching methods and means of education) is constant, the direction of positive regression coefficient means that the motivation to learn has a positive influence on

the value of 0096 X2 = variable coefficient learning method means any increase in the variable method of learning by 1%, the achievement of students increased by 0096 assuming other variables (learning motivation and education) is constant, the direction of positive regression coefficient means that the method of learning has a positive effect

0.013X3 value = variable coefficient education facilities means that any increase in the variable of educational facilities by 1%, the achievement of students increased by 0013 assuming other variables (motivation to learn and learning methods) is constant, the direction of positive regression coefficient means that me The method is learning has a positive effect.

The standard error of 0.299 means that all variables were calculated in SPSS has a level of 0,299 confounding variable

multiple linear regression results indicate that exogenous variables, namely: motivation to learn, study methods and means of education have a positive effect on the variable indogen ie learning achievement. Wherein each increment occurring on exogenous variables followed by a variable increment indogen. other than that of the results can be seen that the dominant exogenous variables are variables of learning motivation of 1,025

4. Results

Test coefficient of determination used as a measure of how much capacity model in explaining variations in the dependent variable, as follows.

Table 2
Results of determination coefficient test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[A]	.871 .21270		.877

regression calculation results can be seen that the value Adjust R square is 0.871. It shows that 87.1% of the achievement of students in the College of Economics NU trate Gresik affected by the variation of the three exogenous variables, namely: motivation to learn, study methods and means of education. While the remaining 22.9% is influenced by other variables that are not included in this study.

The standard error of the estimate (SEE) of the above table amounted to 0.21270. The smaller the value SEE, it will make more precise regression equation to predict the dependent variable.

Results of regression calculations simultaneously obtained in the following table:

Table
3:Simultaneous Hypothesis test results

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20 077	3	6692	147 930	.000[a]
	Residual	2,805	62	.045		
	Total	22 882	65			

a. Predictors: (Constant), Means Education, Motivation, Teaching Methods

b. Dependent Variable: Achievement

Based on statistical testing with the test method F, where significant levels obtained less that 0.000 of standard significantly, 5% and the ratio of F and F table, Fhitung 147.930 larger than Ftabel the 2,753 it can be concluded that Ha is accepted or motivation to learn, teaching methods and means of education has a significant influence on learning achievement.

Parsialdilakukan hypothesis test to see the significance of the regression coefficient of each independent variable of this research of learning motivation (X1), the learning method (X2) and education (X3) on student achievement (Y).

Table 4
Results Hypotheses Partial

Model	T	Sig.	correlations		
			Zero-order	Partial	Part
(Constant)	1.260	.212			
Motivation	7713	.000	.936	.700	.343
Learning Method	.491 .872 .088 .031				.693
Education Facility	.892 .821 .017 .006				.137

a. Dependent Variable: Learning Achievement

a. Interpretation test of significance of regression coefficient learning motivation (X1). As shown in the table above, the regression coefficient learning motivation has a number T count of 7.713 with 0.000 significance. By the numbers Ttabel at $\alpha = 5\%$ and amounted to 1.670 Df then Thitung> Ttabel (7.713> 1.670) supported by figures significance of 0.000 ($p < 0.05$) with significance values below 0.05 indicate H1, H0 is rejected or accepted. This shows evidence that learning motivation variable (X1) significantly affects student achievement variable (Y)
b. Interpretation of the significance test of regression coefficient learning method (X1). As shown in the table above, the regression coefficient learning method has a number tcount of 0.693 with 0.491 significance. By the numbers Ttabel at $\alpha = 5\%$ and amounted to 1.670 Df then Thitung <Ttabel (0.693 <1.670) supported by figures a significance of 0.491 ($p > 0.05$) with the significant value above 0.05 then H0 is not rejected or not accepted H1. This shows evidence that the variable method of learning (X2) no significant impact on student achievement variable (Y)
c. Interpretation of the significance test of regression coefficient means of education (X3). As shown in the table above, the regression coefficients education facilities have a number tcount of 0.137 with 0.892 significance. By the numbers Ttabel at $\alpha = 5\%$ and amounted to 1.670 Df then Thitung <Ttabel (0.137 <1.670) supported by figures a significance of 0.892 ($p > 0.05$) with the significant value above 0.05 then H0 is not rejected or not accepted H1. This shows evidence that the variable of educational facilities (X3) no significant impact on student achievement variable (Y)

5. Discussion

based on testing multiple linear regression equations between the variables of learning motivation, learning methods and means of education has a positive relationship with the achievement of students. This shows the direction of the relationship between several variables. This may imply that the higher the quality of learning motivation, learning methods and means of education, the increasing quality of student achievement as shown in the table above, the regression coefficient learning method has a number thitung (0.693 <1.670) supported by figures a significance of 0.491 (p> 0.05). This shows evidence that the variable method of learning (X2) had no significant effect on the variable student achievement (Y)

As shown in the table above, the regression coefficients education facilities have a number t (0.137 <1.670) supported by figures a significance of 0.892 (p> 0.05). This shows evidence that the variable of educational facilities (X3) had no significant effect on the variable student achievement (Y)

Based on the above results of the partial test each independent variable on the dependent variable indicate that the independent variable the dominant influence on learning achievement (Y) is the motivation to learn (X1), because it is based on the results of the test variable T motivation to learn has a value Thitung (7.713)> Ttabel (1,670) with significantly required

6. Conclusion

based on observation, interviews, and analysis of the above data, the conclusions obtained from this study is that together, learning motivation, learning methods and means of education towards endogenous variable that student learning achievement. It is known from result F where F count> F table that is (147.930> 2,753) with the support of significance (p) 0.000 <0.05. The results of data analysis showed multiple determination coefficients of 0.871. It shows that 87.1% of the achievement of students in the College of Economics NU Gresik affected by the variation of the three exogenous variables, namely: motivation to learn, study methods and means of education. While the remaining 22.9% is influenced by other variables that are not included in this study eg learning style, the personality of the teacher, the environment, and other factors.

Among the independent variables studied, the variables have the motivation to learn the most dominant influence on student achievement variable due to standardized coefficients of learning motivation variable of 0.850 which means in partial motivation to learn has an influence on the learning achievement of 49%.

7. Recommendations

Based on the conclusions outlined, then as for suggestions that can be given in connection with respect to the results of this conclusion are as follows:

a. motivation to learn has the greatest impact on student achievement, indicators of motivation to learn is the most dominant Must be diligent and continue to learn because that requirement in studying, for it should the faculty and parents must continue to pursue all means to continuously improve the students' learning motivation.
b. The learning method is a variable that has the second greatest effect on student achievement. Indicator learning methods are most dominant is Pleased to follow the course because of the methods used are always tailored to be easily accepted by all the students, so it's important that each lecturer, must adjust the ability of students according to the level semester in order to make students more easily receive materials from professors, thus improving power pull students to perform better.
c. Educational facilities is a variable that has the most impact low on student achievement, indicators of student achievement is the most dominant I like the class because the school environment is cool and a lot of plants that shade, so should the college try to get around the campus given plants soothing, while also able to produce enough oxygen to maintain the health of students.

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THE ROLE OF TEACHERS IN COMMUNICATION THROUGH THE PATTERN OF EARLY CHILDHOOD CARE 4-5 YEARS OLD

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Abstract

The purpose of this study was to determine the role of teacher communication in early childhood. Where the most dominant communication with children is teachers and parents. Communicating with children is a pride for anyone. The role of teachers in communication with children using verbal or non verbal language both primitive and democratic forms. This research is useful to provide additional input for all teachers and parents to be able to collaborate well on developing children aged 4-5 years.

This research is descriptive qualitative research. The methods used in this research are observation, interview, and documentation, for data analysis using: data reduction, data presentation, and data verification, in checking the data through: credibility, transfermability, and confirmability.

The results showed that the role of communication in children's parenting that occurs in early childhood Shanti Kumara: among other parents unpreparedness to the smooth communication of children aged 4-5 years. For psychosocial children's moral coaching parents are still low, because the low value of the discipline weak communication model. The solution that teachers and parents should apply is to quickly improve communication patterns using the best verbal and body language. The development of the language of the child is extended by teachers and parents through the mother tongue.

Keywords: *communication, parenting, teachers, early childhood*.

PRELIMINARY

Early childhood education institutions are one of the non-formal education institutions located in Cakranegara sub-district of Mataram City. The existence of this non-formal educational institution with the aim to help busy parents working, both in the office and private companies. The existence of this institution is none other than to make it easier for parents and teachers to communicate about the growth of their students. Because communicating between teachers and parents is very important. Communication in child care is a communication that has a human relationship between individuals with one another, both verbal and non verbal. Individually and in groups, so understand each other and create close relationships with teachers, children, caregivers, managers, and parents in the process of developing children aged 4-5 years.

The development of communication skills is the key to self-control and the success of relationships with others. Productive communication occurs when teachers, parents and children communicate effectively with each other. Between each other plan their communication strategies to give each other a sense of comfort and satisfaction in communicating. However, productive communication will be difficult or rare to achieve if teachers and parents more often display the style of communication that highlight the aspect of authority and power. Because the authoritarian patterns of communication will be absorbed by their students so that they will grow into authoritarian ones. And this will be even worse if similar patterns of communication are applied by parents in their family (Zaenab, 2008). Selection and use of language by teachers in communicating and interacting with their students is needed. How a teacher creates a safe situation in giving children the opportunity to develop their language skills. This opportunity can be done through activities; Chatting, telling stories, and questioning. Besides, the teacher must also provide a means of supporting the development of language, which is a game tool that stimulates the development of the language of children, such as dolls, cars, or tools in the center of role play in children aged 4-5 years.

The role of teachers here is to have power and even in the broader context it can be argued that teachers and parents are "language teachers" for children in everyday life. This is understandable because in interacting, 4-5 year olds use language as a means to communicate. Therefore both parents and teachers play an important role in creating a conducive situation and conditions, so that the pattern of productive communication can be created. In such cases the teacher is expected and required to use appropriate language styles and communication patterns so that communication and interaction goals can be achieved (interview results at the research, April 27, 2016).

The goal is communication can be verbal form of communication by using words or phrases, and can be non-verbal, using gestures, gestures, and certain tools and media. Both forms of communication are used interchangeably and complement each other in communicating or interacting with the child. Problems that occur in parenting, among others, is the unpreparedness of married couples to parents. For physical health care of children, they give high attention. For low psychosocial moral coaching, for low discipline planting, the "Way of Communication" turns out to be weak. The way children communicate using verbal language and body language. Language development is extended by educators through modeling. The language skills of the child are constantly encouraged to assist the child in solving his problems and relationships with others.

METHOD

One who wants to conduct research is to be able to master the method as best as possible, because the method is the path, function, and tools to achieve the goal. The method is "how to work" (Koentjaraningrat, 1998: 6). The mastery of appropriate methods in a study is very important, because the method concerns about 4-5 years child communication problems.

This research was conducted in Mataram City, with the consideration that PAUD Shanti Kumara is located in Mataram City. This school is one of the schools of Hindu nuance that is under the Ministry of Religious Affairs. So the war of teachers and parents in everyday communication determines the courage of the child himself. This research uses a qualitative approach, where qualitative research reveals how modern social science disciplines have presented their

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mission to analyze and understand children's behavior in patterned communication and social processes in school (Zaenab, 2015).

According to Bogdan and Moleong (2002: 3) can define that qualitative method as a research procedure that produces descriptive data in the form of written or oral words from informants and behavior that can be observed. Such research is descriptive and tend to use inductive approach analysis. The characteristics of qualitative research are as follows: 1) using the natural environment as a direct source of data, 2) its analytic descriptive nature, 3) the pressure on the process is non-existent, 4) its inductive, 5) giving priority to meaning. In general in the study, there are two types of data that is qualitative and quantitative data (Riduwan, 2004: 106).

The data source is the subject from which data can be obtained (Arikunto, 2006: 107). Sources of data used in this study there are two namely: Primary data is data obtained directly from respondents. Secondary data is complementary or comparison data for primary data which is used indirectly from research object. Secondary data obtained are data about the profile of non-formal institutions, others.

Magon (2003) states that humans are the subject and object of the study. Humans are directly involved in communicating with students at PAUD Shanti Kumara in Mataram City. The carefulness in selecting and collating techniques and data collection tools is very influential on the objectivity of research results Nawawi, (2005: 7). The data collection techniques used in this study are: (1) observation techniques; (2) interview technique; (3) the technique of study of lust.
Nasution in Sugiyono, (2008: 244) states that data analysis is a difficult job, requires hard work. Analysis requires creative power as well as high intellectual ability. Data analysis in this research was conducted during and after data collection by using qualitative data analysis of groove model developed by Miles and Huberman (1992: 18) consisting of the following activity stages: data reduction, data presentation, verification or drawing conclusion.

DISCUSSION AND RESULT

To know what is done by the researcher, below will explain some discussion related to this research as follows.

1. Communication

The experts Dorothy Law Nolte (1998) states that communication is the relationship between parents with their children is the most important thing in early life. Communication is very important for social relationships. By communicating the teacher can know, understand and feel the thoughts or feelings of children aged 4-5 years.

Communication is done since the child was born. The child communicates with those around him through his tears and body movements. The child can understand the communication of the people around him, from the sounds he hears especially his mother's voice and the facial expression he sees. Larger children communicate with the language. Babbling children though not understood is the beginning of the child to build communication with the mother tongue (Allo Liliweri. 1991).

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During the learning process occurs. Communication builds connections with the surroundings even with the world. By communicating can know each other, exchanging thoughts, giving each other feelings, so that growing mutual trust, mutual love and mutual understanding.

Good communication helps the child to develop self-esteem, self-esteem, and understand others. Good communication helps children grow into adults who have good feelings about themselves and others. Good communication builds harmonious relationships, collaborates and feels comfortable. Conversely poor communication can make children not like adults, the emergence of conflicts and discomfort.

Effective communication sharpens the sensitivity to the other person. Understanding the existence of the child allows us to establish closer relations with him. Children living in families who have healthy communication can be avoided from behaviors that lead to conflict. Indeed, in every communication process all the abilities of the child are being built. This means that the ability or intelligence of children are not stimulated separately, but intact are interrelated (B. Bungin. 2010).

2. Early Childhood Educators can communicate well and effectively

Early childhood education requires good planning and preparation from an educator, whether preparation of the program in writing, the preparation of the tools to be used in the learning process, as well as the preparation of the educator concerned. Preparation includes the appearance, the way educators dress, walk and how educators communicate. Effective communication, especially with students, aims to "message" that conveyed can motivate children to be able to follow all the activities that have been designed for him. Speaking in front of the child with different intonations as needed, because the monotonous intonation bores the child, and "refuses". Educators use medium-volume sounds and whisper in ordinary times, while in times of emphasis, use a larger voice, but keep the emotions in check (DeVito, Joseph A. 1997).

Trying to understand the child who was invited to communicate, and note what he expressed. Position the body in the right position, either sitting or standing so that the educator's view can reach all the children in the classroom. Educators must be dynamic, moving from one place to another. Educators have not started talking when the class is still noisy. Cause situations that invite children to focus on educators. Monitor child at any time. A good educator will not let the child be unattended. Together with the children of educators run the discipline according to the rules that have been mutually agreed upon. Never blame the child in front of his friends or other children. Quick response when there is a child who is in trouble. Subdivide, align the eye with the child's eyes (make eye contact) to motivate the child to reveal the problem. Show attention to the other person (s), and if our phrase has not been retained yet, repeat in different languages and ways, but more easily understood. Keep the intention to punish, and remove hate or the like (interview results at the research, April 27, 2016).

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3. Communication Patterns in early childhood

Initial results from these findings have been explained that there are two forms of communication verbal and non verbal communication. The importance of communication patterns in the development of a strong and independent person capable of maintaining survival in a society, has voiced the urgency of real action to realize a communicative education, the education where teachers and their students can interact in an atmosphere that Give each other pleasure and satisfaction. It is characterized by productive patterns and communication styles in which teachers not only display their authority as rulers in the classroom, but also at the right time they can act as playmates while learning. More specifically, teachers are required to help develop all potential and skills through all learning activities (Cangara. H, 2010).

The role of teachers in early childhood education as a facilitator in the use of communication patterns. As an organizer, educators should design or prepare the topic of communication through the activities of conversation, storytelling, or question and answer, as well as preparation of props supporting these activities. As a director, which explains the content and purpose of the conversation or story as well as the time and place of the story. As a moderator, lead and control the course of conversation and story. As a mentor, give input, motivate and help the child when needed. As observers, observe the child's behavior during the conversation and story activities, the liveliness and the sincerity, and the emergence of new vocabulary (interview results at the research, April 27, 2016).

4. Principles of Early Childhood Language Development

Interacting with early childhood PAUD environment by the teacher has not developed seriously, beginning with the capability of the general capabilities, such as the ability to hold, starting with holding a large object, with both hands, then holding with one hand but with Five fingers. The next development is demonstrated by the child being able to hold with several fingers, and finally using the tips of his fingers.

In the development process of differentiation or decomposition to the smaller and there is also the process of integration. In this integration some special abilities combine to form a skill or skill. The interaction of the child with the surrounding environment helps the child expand his vocabulary and obtain examples in using the vocabulary correctly. Expressing the ability to discuss, the expression of the child's language skills can be channeled through giving the child the opportunity to express his thoughts and feelings appropriately. If there is rapid development in the language skills of children, the sign is when the child can use the sentence well and correctly.

5. How Children Communicate in Early Childhood

Children learn to use oral language and mother tongue for various purposes, such as to seek and provide information, express feelings and responses, analyze and solve problems. The views of Pappas, Kiefer and Levstik (1998: 23) suggest three principles underlying communication and interaction language learning: First, children are active and constructive learners. They are constantly interpreting and interpreting their world based on what they already know.

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Second, in social life, language is the main system for communicating and expressing purposes, used for various purposes, and expressed in various ways, using patterns. Third, knowledge is stored in the minds or minds of each individual child. This knowledge is a unanimity that is organized and built through social interaction.

Thus, that knowledge continues to grow and change, influenced by the culture, environmental conditions, and events experienced by the child. And the interaction that takes place between the individual child and his or her environment takes place effectively through conversation or conversational activities. While the structure of knowledge acquired by the child through interaction and collaboration is called scheme. The scheme is constantly changing and growing, increasingly widespread and complicated, forming semantic maps as part of the child's mental function and is a means of understanding things. Example: The teacher introduces the fruit of the eggplant through the activities of interaction. This fruit is round oval shape, the color purple, the name is collaboration. Concerning the above mental functions, as well as Piaget, believes that the mental function of the child develops through social interaction with his environment. In this case the language especially conversation, is a very important means of interaction.

From the description, it will be easy to understand that language skills development effort will be easier to occur when it is in accordance with the child's knowledge structure. This means that learning the language will be more useful and successful when the language is presented intact about a meaningful thing, in accordance with its use, in the context of the social culture of the child's environment. This view is in accordance with the view that the holistic language which is the philosophy and beliefs about the nature of learning and how children can learn optimally Weaver (1990).

The view developed since the mid-80s is sustained by four basic foundations: learning theory, linguistic theory, views on learning and the role of educators, and the view of language-centered curriculum. Goodman (1986: 63) points out these foundations, including: 1) Learning communication language is easier, if the language is presented holistically, real, relevant, meaningful, functional, and presented in the context of its use, and chosen by the child to use. 2) The use of communication language is both personal and social. 3) The language of communication learned through language, and the language falter, takes place simultaneously in an authentic language use context. 4) Language ability to empower children. Likewise literacy. 5) Learning to communicate is learning how to express themselves in accordance with the context of the environment parents, relatives, and culture there is interdependence between cognitive development and language development.

Furthermore, in association with the principle of language integrity in a holistic way, Weaver (1990) states that teachers suggest language is very difficult for children, because children develop and learn more easily if they are actively involved in their own learning process. They will more quickly master the concepts and strategies in literacy preparation (preparation to read the writing) if they are actually involved in play activities with educational games that support actual literacy, however brief.

The learning of holistic language as a means to interact and communicate moves from whole to parts. In the learning process, children and teachers alike become learners, risk takers, and decision makers through their respective responsibilities. In the classroom of interaction and communication, the child is seen as someone who has a developing capability. Language learning communications holistically develops a learning community characterized by mutual respect and mutual trust. Children are not only actively involved in the process of "learning through play" but also have the opportunity to develop self-control skills, not controlled by teachers and parents. Children are also responsible for the process of their own "learning" success. Children are independent thinkers and actors, critical and creative, and able to process and assess information, not just passive recipients of information. The interaction and direct communication in the "holistic language" classroom is done through the demonstration of authentic literacy context, and micro teaching (Nurudin 2010).

It should be remembered, however, that language development, especially with regard to early childhood literacy, requires certain conditions. One important condition is that literacy skills are developed based on the child's oral language skills, the language of interaction and communication that children have. The ability of spoken language is developed along with his knowledge through interaction and communication with his environment.

Combinations in Eisele (1991: 198) also suggest seven conditions to spur the acquisition of literacy skills. Emerging: in the classroom, and everywhere the child's environment is drowned in a condition full of writings and pictures of his visualizations. Demonstration of children learn through models. Different ways of pronouncing the style of educator communicate. That's what his protege sees. Researcher's hope: children are expected to learn and work according to the stage of development. Children are responsible for the learning process. Activity: Actively engage children in learning activities that have a purpose. Approach approximation: children are at risk and feel free to try when they are encouraged and rewarded. Children receive positive feedback and responses from their teachers and peers.

6. Communication process in the family

Final findings by researchers in the process of communicating in the family education there are several. Things that affect the ability of children in communicating and interaction, the first process of education in the family plays a very important role. The educational process provided in the family for the child will determine the level of success of the education process at school. In fact, how to educate children by parents or families is more tinged with manipulations. Manipulation is done more due to business factors to overcome their confusion in educating children. The child's relationship with his family is a vertical relationship, so the family is more a mastery for his son and daughter. That's why more manipulation done by the family, and manipulation will cause "suffering" for children aged 4-5 years. The overall conclusion of this study is that teachers and parents are very influential on effective child communication.

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CONCLUSIONS AND RECOMMENDATIONS

From the results of the overall findings can researchers conclude that the role of teachers, parents with children often occur imbalances. Situation or "miscommunication" so unwittingly the negative impacts arise when the child is out of the house or at school. This condition can look into the child itself introspection, because by knowing yourself then the child will be easy to know other people.

Suggestion, it is expected to all parents that the child is a child, not an adult, give to the child to communicate as widely as possible, in order to be able and dare to express an opinion according to their age. Do not orbit the child's growth prematurely. To the teacher, do the communication according to the age of the child itself. To the government, increase the quality of human resources in accordance with the competence and qualifications of PAUD undergraduate education.

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INTEGRATION OF CRITICAL THINKING DISPOSITION IN INQUIRY LEARNING MODEL

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Abstract: The disposition of critical thinking is the ability to present clearly and in detail the problems at hand, work effectively, consider existing criteria and standards, open thinking by considering relevant factors, and communicate well to solve complex problems. These dispositions are highly recommended for integration in learning especially in inquiry learning. Simple inquiry itself can be viewed as a process of solving problems based on facts and observations. A person with a good critical thinking disposition has characteristics such as: having good information, open mindedness, flexible, fair in evaluating, being honest in dealing with bias in thinking, and wise in making decisions. Given the inquiry-oriented learning of scientific process activities it is possible to apply with the integration of critical thinking dispositions in it. Through the learning is expected learners can learn independently and precision in selecting and using the information held in solving the problem encountered (real life problem solving).

Keywords: critical thinking disposition, inquiry

INTRODUCTION

Learning Process in Universities at this time more focused on the transfer of knowledge, so pay less attention to the transfer of value, art and culture. The transfer of knowledge that occurs at this time only about knowledge about the material in the book only and less attention to how the application of knowledge in everyday life. Education today tends to be only a means of social stratification and schooling system that only transfers to learners, the so-called dead knowledge, ie, textbookish-centered knowledge. Whereas we know that, educational institutions not only as a learning center but also as a center of appreciation and cultural development, both local, national and even global culture.

One life skill that needs to be developed through the education process is the thinking skill (Depdiknas, 2003). The ability of a person to be successful in his life is determined, among other things, by his thinking skills, especially in solving the problems of life he faces. According to Garrison and Archer in Ibrahim (2007), inquiry and critical thinking skills are suggested as the main goals of science / biology education and are two things that are closely related to one another. Inquiry as a learning and critical thinking strategy as a learning process to build meaning and confirming an understanding of a subject matter emphasizes the importance of direct experience involvement in the learning process. The learning process at school plays a role in helping learners to develop into critical and creative thinkers especially if teachers can facilitate it through effective learning activities.

Critical thinking skills as a process according to Ennis (2011) is a reflective and evaluative process to determine what pa funds believe is done. The definition is when examined the critical thinking skills consist of 2 (two) important components of critical thinking cognitive skills and the disposition of critical thinking. Critical thinking has a role in fair analyzes and problem solving. Facione (2011) argues that a good critical thinker should not only possess critical cognitive thinking skills, but must also have critical thinking dispositions so that the contribution of critical thinking as a fair giver of analysis in the settlement of problems can be met.

Critical thinking is a set of cognitive skills and intellectual dispositions necessary to effectively identify, analyze, and evaluate arguments in order to discover and overcome personal prejudices, to formulate and present convincing reasons in support of conclusions, and to make rational and precise decisions about what Conducted and believed (Bassham et al., 2008).

Ennis (1996) states the disposition of thinking as a tendency to do things under certain conditions. Herlina (2013) a person's tendency to behave, act, and behave positively in an effort to identify the nature of the mindset. The definitions given by Ennis above, it can be concluded that the disposition of critical thinking is a tendency to behave, act, or behave toward specific patterns of critical thinking behavior when given a particular condition or treatment.

Provision of treatment in the learning process is generally illustrated in the practical application of learning models. One of the learning models often used in science classrooms is inquiry, which is a learning that focuses on the activity and the provision of a direct learning experience in the learner. This inquiry-based learning will bring learning impacts to the positive mental development of learners, because through this learning, learners have ample opportunity to seek and find for themselves what is needed especially in abstract learning. Bahtiar et al (2014) states through inquiry activities, learners can be actively involved in activities that are scientific. In this case the learner can have the opportunity to observe, inquire, explain, design and test the hypothesis that can involve maximally all the ability of learners to search and investigate in a systematic, critical, logical, analysis and can formulate its own invention.

According to Bailin (2002), the goals in the inquiry activities focus much on the critical thinking ability. On the other hand, active thinking can cause learners to think critically (Duron et al., 2006). The inquiry learning model is another model of teaching that has been developed for the purpose of teaching how learners think (Arends, 2012). The emphasis of this process is that learners can construct their own insights and thoughts by engaging in active activity through knowledge investigation (Wenning, 2011a: 2011b).

Inquiry is one of the learning models that can exhaust critical thinking. Dewey introduced critical thinking as reflective thinking (Fisher, 2003). Facione (2011) is critical in its essence is a detailed description of several characteristics that include the process of interpretation, analysis, evaluation, inference, explanation and self-regulation. One of the contributors in critical thinking is Ennis (1996); Hassard (2005) the concept of critical thinking is critical thinking as a sensible and reflective thinking that focuses on deciding what to believe or do. Andriani et al., (2011), Bilgin (2009), Ergul et al., (2011), McBride et al. (2004), Ozdilek et al., (2009) and Panasan (2010), show that the learning model Inquiry convincingly effective both in improving the ability to think, improve self-confidence, have a more positive attitude, have an analytical tends to think and improve learners achievement.

DISCUSSION

A. Inquiry learning model

Inquiry learning is one of the learning that can be applied in school. Inquiry itself comes from English inquiry which can be interpreted as the process of asking questions and finding answers to the scientific questions asked. Scientific questions are questions that can lead to the investigation of the question object (Amri&Ahmadi, 2012).

Inquiry learning is a series of learning activities that emphasize the critical and analytical thinking process to seek and find out for themselves the answer to a questionable problem (Sanjaya, 2011). Because inquiry involves inquiry, inquiry is sometimes referred to as a scientific investigation, defined by Eggen&Kauchak (2012) as a teaching model designed to give students the experience of a scientific method, ie a pattern of thought that emphasizes the questioning, develops a hypothesis to answer Questions and test hypotheses with data. Furthermore Eggen&Kauchak explained that the inquiry model is designed to help students gain an in-depth understanding of the scientific method while developing critical thinking, self-regulation, and their understanding of specific topics.

Sanjaya (2011) describes some of the main characteristics of inquiry learning, among others:

1. Emphasizes the student's activity to the fullest to seek and find, which means placing the student as a learning subject.
2. All activities undertaken by students are directed to find and find their own answers from something in question, so it is expected to foster self-belief (self-belief)
3. Develop thinking skills systematically, logically and critically, or develop intellectual ability as part of mental processes.

The inquiry learning model according to Arends (2012) has 6 (six) syntax in its learning activities as described in table 1.

Table 1. Inquiry Learning Model Phase (Arends, 2012)

Learning Phase	Teacher Activities
Fase 1. *Gain attention and explain the inquiry process*	• Prepare students to learn and describe the learning process.
Fase 2. *Present the inquiry problem or discrepant event*	• Present the problem situation to the students.
Fase 3. *Have students formulate hypotheses to explain the problem or event*	• Encourage students to ask questions about the situation problem and develop hypotheses that can explain what they do.

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Learning Phase	Teacher Activities
Fase 4. *Encourage students to collect data to test the hypothesis*	• Ask students how they can collect data to test their hypotheses. In some cases, experiments can be performed.
Fase 5. *Formulate explanations and/or conclusions*	• Ask students to formulate explanations and generalization.
Fase 6. *Reflect on the problem situation and the thinking processes used to inquire into it*	• Invite students to think about the process they have been through reflecting on the inquiry activities they have done.

B. Critical Thinking Disposition

Critical thinking is a set of cognitive skills and intellectual dispositions necessary to effectively identify, analyze, and evaluate arguments in order to discover and overcome personal prejudices, to formulate and present convincing reasons in support of conclusions, and to make rational and precise decisions about what Conducted and believed (Bassham et al., 2008). Facione (2011) states that ideal thinkers usually have good information, open mindedness, flexible, fair in evaluating, honest in dealing with bias in thinking, and wise in making decisions. The statement describes the dispositions of a good critical thinker. Further Facione (2006: 2011) describes how a critical thinker has a character and a disposition, namely: 1) Curiosity concerns various issues; 2) Caring to remain a good informer; 3) Alertness to opportunities to use critical thinking; 4) Trust in the process of reasoning inquiry; 5) Confidence in his own ability in reasoning; 6) Openness of the mind to different views; 7) Flexible in considering alternatives and opinions; 8) Understanding the opinions of others; 9) Reasonable thinking in assessing reasoning; 10) Honesty in the face of self-bias, prejudice, stereotypes, or egocentric tendencies; 11) Prudence in suspending, making or altering judgments; 12) Willingness to reconsider and revise the view where honest reflection indicates that change is justified.

C. Integration of Critical Thinking Disposition in Inquiry Learning

Samsuri and Fitriani (2015) explained that the obstacles that students often encounter in the learning process are difficulty in work sheet items such as defining operational variables, preparing procedures, and referencing. In that context critical thinking disposition is important for students to nurture learners' motivation. Learning that can cultivate student curiosity, active in the learning process and can make decisions in the formulation of appropriate splitting procedures closely related to inquiry learning. Through inquiry learning, students will learn how to think, increase their curiosity by integrating local wisdom to make the information more meaningful so that students' critical thinking dispositions can be trained and developed. In accordance with that statement, Ausubel in Ibrahim and Wahyusukrtiningsih (2014) states that the disposition of thinking can be learned through the contextualisation of problems in learning.

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CONCLUSION

Based on the description outlined, the relationship and integration of critical thinking dispositions with inquiry learning are presented in Table 2 below:

Table 2. Integration of critical thinking disposition in the Inquiry Learning Model Phase.

Learning Phase	Teacher Activities	Critical thinking disposition
Fase 1. *Gain attention and explain the inquiry process*	• Prepare students to learn and describe the learning process.	• Curiosity deals with issues. • Alertness to opportunities to use critical thinking
Fase 2. *Present the inquiry problem or discrepant event*	• Present the problem situation to the students.	• Curiosity deals with issues. • Alertness to opportunities to use critical thinking • Caring to remain a good informer
Fase 3. *Have students formulate hypotheses to explain the problem or event*	• Encourage students to ask questions about the situation problem and develop hypotheses that can explain what they do.	• Curiosity deals with issues. • Self-esteem in self-efficacy in reasoning
Fase 4. *Encourage students to collect data to test the hypothesis*	• Ask students how they can collect data to test their hypotheses. In some cases, experiments can be performed.	• Open mind to different views. • Flexible in considering alternatives and opinions
Fase 5. *Formulate explanations and/or conclusions*	• Ask students to formulate explanations and generalization.	• Reasonable thinking in assessing reasoning; • Honesty in the face of self-bias, prejudice, stereotypes, or egocentric tendencies • Prudence in suspending, making or changing judgments
Fase 6. *Reflect on the problem situation and the thinking processes used to inquire into it*	• Invite students to think about the process they have been through reflecting on the inquiry activities they have done.	• Willingness to reconsider and revise the view where honest reflection indicates that change is justified.

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Students' Ability in Writing Descriptive Text

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An Abstract

This study attempts to investigate students' ability in writing descriptive texts. In line with this, qualitative descriptive study was applied as the research design. Moreover, the data were taken from students' texts written by the first graders in one of private colleges in Garut. These data were analyzed using the framework fromGerot & Wignel (2002), Anderson & Anderson (2003), Knapp & Watkins (2005), Martin & Rose (2008), Thai (2009) Emilia (2011).Furthermore, the findings show that most of students have understood the generic structure of descriptive text; identification and description. However, they have problems on fulfilling the lexicogrammatical features of the texts involving present tense, conjunction, adjectives, and possession. Based on this finding, this study suggests that EFL teachers do explicit instruction in teaching writing; particularly on the genre moves of a text.

Keywords: descriptive text, lexicogrammatical features, genre moves

A. Introduction

Writing is assumed as an important skill to master. It is relevant with Alwasilah (2001) stating that writing is an absolute necessity. Additionally, confirming to the English curriculum in Indonesia, writing is a fundamental skill to master by students (see Depdiknas, 2006). Those statements are also strenghtened by Emilia (2010) that students in Indonesia are guided to write any kinds of texts. Therefore, writing needs to be taken into account as the emphasis in EFL teaching and learning.

Inspite of the urgency of writing, many students feel that writing is hard to do. More specifically, they are hard to choose what and how to write, to determine the vocabulary as well as to manage ideas (see Levine, 1993). In line with this, Harmer (2007) states that students are difficult to have enough time in making a written work, meaning that they believe in the limited time provided by teachers in classroom make them hard to do writing maximally.

As relevant with the previous statements about the problems of writing as seen from students' perspectives. It is necessary to do further analysis about students' ability in writing as seen from the students' writing product. One of them is the genre analysis which can be useful to give the clear portrait about what students should improve in their writing.

Numerous studies have been conducted, one of them is a study done by Ristianingsih (2012) analyzing students' ability in writing. The result shows that students have problems in mastering vocabulary and putting their ideas into their writing. The result of her study inspires this present research to investigate the students' ability in writing in more specific focus; particularly in genre writing. Therefore, this study aims to investigate students' ability in writing descriptive text.

B. Method

Qualitative descriptive study was choosen as the research design. This is based on the characteristics of this study in which this study was done in a small scale (see Biklen and Bogdan, 1992; Nunan, 1992). In addition, this study also happens in a natural setting or there is no manipulation of the data (Silverman, 2005; Alwasilah, 2008; Gay, Mills, & Airasian, 2011).

As the instrument, a collection of students' text taken from writing class was used. This text was selected purposively as seen from the level of students' achievements. The data were then analyzed using the rubric from Gerot & Wignel (2002), Anderson & Anderson (2003), Knapp & Watkins (2005), Martin & Rose (2008), Thai (2009), and Emilia (2011).

C. Findings and Discussions

There are some findings of this study. First, students have enough understanding on the generic structure of the text. almost all texts have fulfilled the criteria of generic structure of descriptive text involving identification and description (see Knapp & Watkins, 2005; Emilia, 2011; Derewianka & Jones, 2012). As an example, AB as a medium achiever introduces and identifies the participant in his text *" one of the most important people in my life is my father. His name is Kusnadi abd he is 47 years old."*Additionally, YT as a low achiever is also successful in showing identification part in which she explains his brother by mentioning his name, his birthday, and his carreer. In addition, all texts also consist of description part. As an instance, TM as a high achiever succesfully writes a description of her lovely bestfriend by portraying her personality and hobby in details. Another text written by RK also contains description phase in which he wrote his favorite football player, Messi; as an instance, *Lionel Messi plays for Barcelona and National Player of Argentina……..*More specifically, he wrote about Messi's carrer development as well as his achievement so far. However, LD as a low achiever can not show the clear portion of identification and description part because he starts his writing by mentioning the detail description of his house. In other words, generally, almost all texts have consisted of identification and description part.

Second, students have major problems in fulfilling lexicogrammatical features of descriptive texts. This results is seen from the absence of the linguistic aspects involving adjectives, conjunction, possession, and incorrectness in writing simple present (see Anderson & Anderson, 2003; Emilia, 2011). As an example, MN wrote few adjectives in her text, meaning that readers are quite hard to imagine the description conveyed. Moreover, the wrong tense used in the description texts are often found. RK as a medium achiever used simple past in telling the physical appearance of someone in present time. Another example is also shown by LD who still have problem in determining verbial sentences and nominal sentences.

D. Conclusion

As conclusions, students generally have understood the text organization of descriptive text consisting identification and description. However, in terms of lexicogrammatical features, students still have barriers in using present tense, positioning adjective and possession, as well as putting some conjuctions in the texts.

Therefore, students need explicit instruction from teachers in writing good descriptive texts and corrective feedback towards their written work.

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EFFORTS TO IMPROVE STUDENT LEARNING CONCENTRATION FOR ACHIEVEMENT WHICH IS FREE FROM ANXIETY THROUGH GROUP GUIDANCE SERVICE ON XII CLASS OF BIG MACHINE MAJORS STUDENTS IN SEMESTER 1 AT STATE VOCATIONAL HIGH SCHOOL 2 KARANGANYAR IN 2016/2017 ACADEMIC YEAR

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ABSTRACT

The purpose of this study is to improve the concentration of learning for achievement which is free from anxiety in the XII class of Big Machine students of semester 1 at State Vocational High School 2 Karanganyar in 2016/2017 Academic Year through group guidance services.

This study uses a classroom action research conducted in 2 (two) cycles, implemented in State Vocational High School 2 Karanganyar with the subject of the study all of XII class of Big Machine students in 2016/2017 Academic Year with the number of 35 students. The research method use Classroom Action Research. Data collection is done through observation, documentation and test. Data analysis was conducted with 3 (three) stages including: data reduction, data presentation and conclusion or verification.

The hypothesis states allegedly through group guidance services can improve the concentration of learning for achievement which is free from anxiety in the XII class of Big Machine sudents of State Vocational High School 2 Karanganyar in 2016/2017 Academic Year.

From the empirical data obtained through group guidance services can increase the concentration of learning for achievement which is free from anxiety from the initial condition with high anxiety level 57.1% to the final condition in cycle II with high level of anxiety 0% in the XII class of Big Machine students of State Vocational High School 2 Karanganyar in 2016/2017 Academic Year. So with the guidance of this group, students 'anxiety level decreased and / no anxiety so that the students' learning concentration can increase.

It is concluded that through group guidance services can improve the concentration of learning for achievement which is free from anxiety in the XII class of Big Machine students of State Vocational High School 2 Karanganyar in 2016/2017 Academic Year.

Key word: *Concentration of learning, anxiety, group guidance services*

INTRODUCTION

Learning concentration is a critical determinant of student success in order to make better behavioral changes. The concentration of learning according to Femi Olivia (2008) is the concentration of mind, or the focused attention to information obtained by a student during the learning period. The concentration of learning can be demonstrated by several things including the focus of views, the attention, the ability to answer,ask questions, and a good psychomotor welcome. Students who are able to concentrate during the lesson will have a higher memory and easy to understand what is learned, but many students are lose learning concentration when the learning process takes place.

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Students should be able to concentrate during the learning process takes place, As expressed by Slameto (2010), according to him the concentration of learning has a big influence on learning. If someone has difficulty in concentrating, obviously learning will be in vain, because it only wastes energy, time and money only. A person who can learn well is a person who can concentrate well, in other words he must have a habit to focus this mind is absolutely necessary for every student who learns. In reality a person often has difficulty in concentrating, this is because they less interested in the subjects studied, disturbed by the circumstances of the environment (noise, chaotic conditions, bad weather etc.), a confused mind with a lot of affairs / health problems (soul and body) are disturbed (weak body), bored of subjects / schools and others.

Environmental conditions that are not conducive will hinder students in paying attention to lessons in the classroom. According to Dimyati and Mudjiono (2009), attention has an important role in learning activities. From the study of learning theory of information processing revealed that without any attention it is impossible to learn.

Attention to the lesson will arise to the students if the lesson material matches their needs. If the lesson material is perceived as needed, it is necessary to learn more or be needed in everyday life, will generate motivation to learn it. If this natural attention does not exist then the students need to be raised attention so that students can face and doing learning activities well.

Students who can face and undergo the learning process well can be said as students who are able to concentrate in learning. Learning in a broad sense can be interpreted as a process of behavior which expressed in the form of mastery, use, and judgment of or concerning attitudes and values, basic knowledge and skills contained in various fields of study or, more broadly, in various aspects of life Or organized experience. Learning is an individual change caused by experience (Rifa'i and Anni, 2009).

Changes in behavior can not easily change well, it means that there are factors that prevent a person to achieve changes in the learning process. The problem of concentration habituation at the time of learning experienced by many students, especially in studying subjects that have a high level of difficulty, such as lessons related to the exact science, or subjects that include social science groups. The difficulty of learning concentration gets heavier if a student is forced to learn a lesson that is he or she does not like or is taught by a teacher whom he or she does not like.

The importance of concentration of learning on the students is very decisive achievement learning, the concentration of learning can be seen from the focus of students when learning. In order to concentrate well (to develop better concentration ability) it is necessary to do several things for example, the learner should be interested or have high motivation, there is a specific learning place with a clean and tidy study desk, prevent the happening of boredom, take care of health and pay attention of fatigue, solve problems / problems that interfere and are determined to achieve the goal / best results every time in learning.

Students who are able to concentrate during the learning process take place are students who are in a state of being noticed. This means that the student can direct the senses or perception system to receive information about something that is being received, but not all students do it well. Often the emergence of *off-task behavior* in the classroom greatly hampers the student's learning activities, that is the behaviors that arise during the learning process but do not support learning activities. It is like not doing the task, talking to yourself during the lesson, writing or drawing that is irrelevant to the study of the subject that is being followed, cheating, daydreaming when following the learning, and others (Sunawan, 2009: 6).

One causes of students unable to concentrate is the emergence of anxiety on students themselves. The anxiety that students experience in school may take the form of realistic anxiety, neurotic or moral anxiety. At school, many factors trigger anxiety in students themselves, namely(1) factors causing anxiety derived from the curriculum; (2) anxiety on self that comes from teacher factor ; (3) anxiety on the students that come from school management factor.

The most prominent source of anxiety that most students experience in school other than the relationship with the teacher is the fear of failure in the test. Based on the results of requirement analysis through the *check list* program at the beginning of the lesson year for the making of the program Conseling Guidance is known that in State Vocational High School 2 Karanganyar, the problem that many students experience is anxiety. And the highest percentage is the anxiety to face the tests or exams.

Remembering the anxiety negatively impact in the achievement of learning and physical or mental health of students, it is necessary that there are certain efforts to prevent and reduce student anxiety in school. Schools need to provide guidance services for students who experience anxiety to take a test or exam at school.

Based on the empirical data result of early observation, anxiety and decreasing of

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learning achievement experienced by XII class of Big Machine Majors students. Initial condition observation indicated that from 35 students of XII class in Big Machine Majors, only 5 students or 14.3% showed indicator not anxious or mild anxiety, 10 students showed moderate anxiety indicator, and 20 students or 57.1% showed indicator of severe anxiety

There are 2 indicator of Anxiety in this research, they are psychological symptoms and physical symptoms. Psychological symptoms include: (1) anxious and irritable; (2) tense, anxious; (3) Lethargy and lack of enthusiasm; (4) difficulty concentrating on lessons; (5) and having trouble in sleeping. The physical symptoms are: (1) frequent headaches; (2) the face is pale and feels weak; (3) easy to get sick and tired easily; (4) easy sweating and red face; And (5) decreased learning achievement.

To overcome these problems the researcher will apply group guidance services. According to Prayitno (1995: 61) that "Group guidance is the use of dynamics to achieve the goals of guidance and counseling, group guidance further emphasizes a guidance effort to individuals through groups. Thus the guidance of the group is the process of providing information and assistance provided by an expert (mentors/tutors) on a group of people by utilizing group dynamics to achieve a certain goal, the purpose in this study is to form a positive self concept.

The group guidance services are counseling and counseling services that enable a group of learners together through group dynamics to acquire materials from specific resource persons and / or discuss specific topics together which is useful to support understanding and daily life and / Or for the development of himself either as an individual or as a student and for consideration in certain decisions and / or actions.

With group guidance services expected: (1) the concentration of learning for achievement free from anxiety in the XII class of Big Macine Majors students in State Vocational High School 2 Karanganyar increased from the initial conditions to the final research conditions. (2) at least 80% students of XII class of Big Macine Majors students in State Vocational High School 2 Karanganyar achieves mild anxiety level or no symptoms of anxiety at all.

The formulation problem of this research is how the group guidance services can improve the concentration of learning for achievement that is free from anxiety in grade XII of Big Machine Majors students semester 1 at State Vocational High School 2 Karanganyar in 2016/2017 Academic Year. In line with a review of the phenomenon and literature review, the action hypothesis of This research is through group guidance services can improve the concentration of learning for achievement which is free from anxiety of XII class of Big Machine Majors students at State Vocational High School 2 Karanganyar in 2016/2017 Academic Year.

RESEARCH METHOD

The researchers use Classroom Action Research (CAR) which is considered more detail in reporting services.

Classroom Action Research is a form of review or inquiry through self-reflection by educational practitioners in social situations to improve rationality and quality: (a) the performance of their social education practice, (b) their understanding of the practice, (c) the context of the situation in which Work practices were undertaken (Carr and Kemmis in McNiff, 1991).

This classroom action research is conducted by researchers in collaboration with classroom teachers. The determination of research design is based on the need of improving the quality of students' *mind skill*. In this research, the researcher uses the meaning of personal reflection conducted by the students, researcher reflection, and field observation to find out how the group guidance service can improve the learning concentration for achievement which is free from anxiety in the XII class of Big Machine Majors students semester 1 at State Vocational High School 2 Karanganyar in 2016/2017 Academic Year.

The subject of this research is the students of XII class of Big Machine Majors students semester 1 at State Vocational High School 2 Karanganyar in 2016/2017 Academic Year with the total number of 35 students with high anxiety so that their concentration and learning achievement decreased.

In this classroom action research, the data source is derived from: (1) Data (process) is obtained from researchers in providing services, and students while following the service and situation at the time of service (2) Data (result) obtained from observation to student in the form of result of questionnaire to symptom of anxiety. This data is the result of observation with the collaborators with spread in the reflection phase at each cycle.

Data collection on the implementation of group guidance services was obtained through observation techniques and questionnaires. The observation technique is carried out by the companion observer to assess the course of group guidance services. Observations made by assistant observers are guided using instruments that have been developed by researchers, that is the observation instrument on the researchers performance. Using the guidelines, the observer

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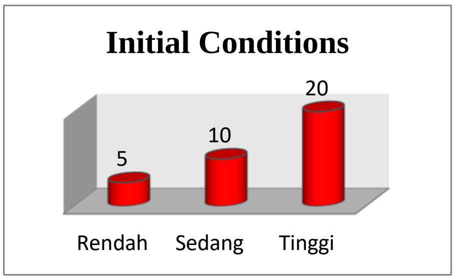
can act objectively in making observations and providing an assessment for the performance of the researcher. Instrument of observation of researcher's performance is compiled by appraisal scale and assessed quantitatively, and then be drawn meaning qualitatively.

This research uses qualitative data analysis that has a contribution to conclude the success or failure of the research. Data were collected using quantitative and qualitative methods, but the analysis was conducted qualitatively. Data were analyzed using data analysis model Miles and Huberman (Denzin & Lincolns, 1994). The steps of Miles and Huberman's model include data reduction, data presentation, and drawing conclusions (description of research findings and verification). (1) Data reduction, done to sort and selecting the data and then classifying it according to the research focus. The data which are irrelevant and not in accordance with the research focus is eliminated. (2) Presentation of data, the process of presenting the data in accordance with the focus of research after irrelevant data removed. Presentation of data is a step done by researchers to describe the research data, which is the foundation for researchers to ultimately interpret the research undertaken. (3) Withdrawal conclusion, consist of two activities that is description of research findings and verification of data that leads to the drawing of research conclusions. This stage, researchers found the results of research that is specific and ends in the drawing conclusion.

RESULT AND DISCUSSION

Initial conditions

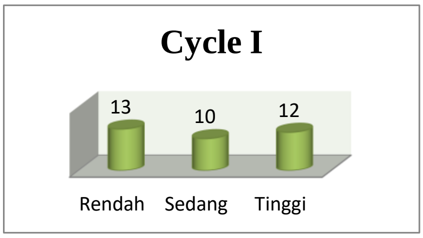
In the initial condition, students with low anxiety level (R) are 5 students or 14.3%, students with moderate anxiety level are (S) 10 students or 28.6% and students with high anxiety level (T) 20 students or 57.1% in grade XII of Big Machine Majors students.



Picture 1
Graphic of Student Anxiety Symptoms at Initial Conditions

Cycle 1

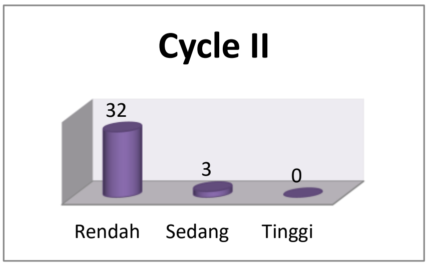
In the first cycle, students with low anxiety level (R) were 13 students or 37.9%, students with moderate anxiety level were (S) 10 students or 27.6% and students with high anxiety level (T) 12 students or 34.5% in grade XII of Big Machine Majors students.



Picture 2
Graphic of Students Anxiety Symptoms in Cycle I

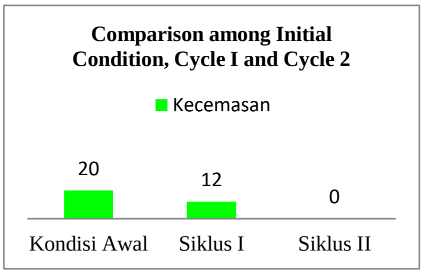
Cycle II

In cycle II, students with low anxiety level (R) were 32 students or 91.4%, students with moderate anxiety level were (S) 3 students or 8.6% and no students with High anxiety level (T) in grade XII of Big Machine Majors students.



Picture 3
Graphic of Students Anxiety Symptoms in Cycle II

Thus, through group guidance services can improve learning concentration for achievement which is free from anxiety from the initial condition of high anxiety level 57.1% to final condition in cycle II with high anxiety level 0% in grade XII of Big Machine Majors students of State Vocational High School 2 Karanganyar 2016/2017 AcademicYear. . So with the guidance of this group, students 'anxiety level decreased and / no anxiety so that the students' learning concentration can increase.



Picture 4
Comparison Graphic of High Anxiety in Initial Condition, Cycle I , and Cycle II

CONCLUSION

From the empirical data obtained through group guidance services can increase the concentration of learning to achievement which is free from anxiety from the initial condition of high anxiety level 57.1% to the final condition in cycle II with high level of anxiety 0% in XII class of Big Machine Majors students of State Vocational High School 2 Karanganyar 2016/2017 AcademicYear. So with the guidance of this group, students 'anxiety level decreased and / no anxiety so that the students' learning concentration can increase.

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AIRPORT AND TOURISM, INCREASING REGIONAL ECONOMIC IN INDONESIA

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ABSTRACT

BPS (2015), Tourism becomes an important sector in Indonesian economy, not only as a source of foreign exchange earning but also to enlarge job opportunity and release income inequality. The richness of charming nature such as the beautiful nature, treasure of heritage, cultural uniquenes from the different ethnics, and a kind of atraction, festival, and cultural performance, becomes a great tourism potential for Indonesia. Tourism development programs should be increased by expanding and utilizing potency of national tourism to become an economic activity that can be expected to increase people's welfare. In addition,tourism can also introduce Indonesia to other countries, so that they are attracted to visit Indonesia. As we know number of travellers, both foreigners and domestic tourists continuously increase every year. This increase should be anticipated by the increase of hotels and other accommodation rooms, so it will meet demand and supply side of accommodation rooms. To give a good services related to accommodation facilities, it needs a good planning in developing/increasing of hotels and other accommodation rooms, improving services quality and number of qualified accommodation workers, especially professional workers in hotels and other tourism facilities along with the increase of tourists staying in accommodation facilities. Gu and Macdonald (2009), public infrastructure provides the geographic concentration of economic resources and wider and deeper markets for output and employment, affects the markets and resources of the finished product, helps to determine the spatial patterns of development and provides an extensive network of individual users at low prices, public infrastructure is generally seen as a foundation on which to build the economy

Keywords: Airport, Tourism, travellers, economic

INTRODUCTION

BPS (2017), GDP is defined as the total value added at basic price of all production units in a country during a given period (usually one year) plus net taxes on product (taxes less subsidies on products). The production units in this publication are grouped into 17 sections of industry, namely: (A) Agriculture, Forestry and Fishing, (B) Mining and Quarrying, (C) Manufacturing, (D) Electricity and Gas, (E) Water supply, Sewerage, Waste Management and Remediation Activities, (F) Construction, (G) Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles, (H) Transportation and Storage, (I) Accommodation and Food Service Activities, (J) Information and Communication, (K) Financial and Insurance Activities, (L) Real Estate Activities, (M,N) Business Activities, (O) Public Administration and Defence; Compulsory Social Security, (P) Education, (Q) Human Health and Social Work Activities, and (R,S,T,U) Other Services Activities. GDP at current prices shows the capability of economic resources to produce products in a country. A large value of GDP reflects a strong economic capability, and reversely, describes the income received by the residents of a country.

BPS (2015), Tourism becomes an important sector in Indonesian economy, not only as a source of foreign exchange earning but also to enlarge job opportunity and release income inequality. The richness of charming nature such as the beautiful nature, treasure of heritage, cultural uniquenes from the different ethnics, and a kind of atraction, festival, and cultural performance, becomes a great tourism potential for Indonesia. Tourism development programs should be

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increased by expanding and utilizing potency of national tourism to become an economic activity that can be expected to increase people's welfare. In addition,tourism can also introduce Indonesia to other countries, so that they are attracted to visit Indonesia. As we know number of travellers, both foreigners and domestic tourists continuously increase every year. This increase should be anticipated by the increase of hotels and other accommodation rooms, so it will meet demand and supply side of accommodation rooms. To give a good services related to accommodation facilities, it needs a good planning in developing/increasing of hotels and other accommodation rooms, improving services quality and number of qualified accommodation workers, especially professional workers in hotels and other tourism facilities along with the increase of tourists staying in accommodation facilities.

LITERATURE REVIEW

Baldwin and Dixon (2008), efficient infrastructure supports economic growth, improves quality of life, and it is important for national security. Grundey (2008) have conducted an analysis of the implementation of sustainable development policies, they note the development of infrastructure as one of the most important aspects in the field of strategic planning for sustainable spatial and socio-economic development of the country. Gu and Macdonald (2009), public infrastructure provides the geographic concentration of economic resources and wider and deeper markets for output and employment, affects the markets and resources of the finished product, helps to determine the spatial patterns of development and provides an extensive network of individual users at low prices, public infrastructure is generally seen as a foundation on which to build the economy. Macdonald (2008) analyzed the impact of public infrastructure on the level of private production and found that private infrastructure is vital for the private manufacturing sector. Companies are looking at social capital as an unpaid factor of production while maximizing profits. Mamatzakis (2008), infrastructure is an important component of economic activity in Greece. His estimates show that the public infrastructure reduces costs in the most manufacturing industries, as it strengthens the growth of productivity of resources. Martinkus and Lukasevicius (2008), infrastructure services and physical infrastructure are factors that affect the investment climate at the local level and increase the attractiveness of the region. Snieska and Bruneckiene (2009), infrastructure as one of the indicators of the competitiveness of regions within the country. It refers to the physical infrastructure (consisting of road transport infrastructure, telecommunications, newly built property, external accessibility of the region by land, air and water) as an indicator of the factors of production, competitive conditions in the region. Competitiveness of the economy is determined by many different factors, and indicator of infrastructure is one of them.

Jimenez, Edgar, Claroa, João and de Sousa, Jorge Pinho (2014), According to the space available, or the ability of the airport to acquire surrounding land or partner with its tenants, the business approach may turn into the development of the airport city concept. Chung, Tae-won (2009), The particular business type such as aircraft chartering and sale, aircraft repairing and maintenance & assembling, and aircraft parts. It is needed to develop these businesses since world airport market is experiencing a consistent increase in airfreight demand, passenger demand and aircraft demand as the world agreed to open sky policy. From this point of view, if Incheon is able to attract the global firm that is doing business with aircraft chartering and sale related service, Incheon

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international airport will become a hub airport in Northeast Asia and this will stimulate activation of financial market that is related to aircraft intermediary so as to give the positive impact on the economy of Incheon. Wang, Ying, Chou, Chien-chang and Yeo, Gi-tae (2013), the development strategies for the Incheon and Taoyuan aerotropolises. It shows that the Incheon aerotropolis is primarily motivated by tourism, followed by the development of an airport-related industry zone and a residential zone. However, for the Taoyuan aerotropolis, the creation of an airport-related industry zone is the driving, followed by tourism and a residential zone

METHODOLOGY

Air transportation statistical data sources derived from airports and airline companies. Airport is a node in a transportation system, where the function is as terminal trip transfer of persons and goods between air moda to other moda conversely. These corresponds to official regulation, PP RI No. 70/2001, about airport services, landing and take-off escape airplane, debarkation, embarkation, cargo handling, mail, as well as provide flight safety facility and as exchange place among transportation moda. The data obtained from airports were flight traffic, passengers, baggage, cargo, and mails. Based on KM 44/ 2002 about national management airport, Km 7/2008 about organization and administration of Technical Executors Unit, and KM 25/2008 about airfreight managements, there are 289 available airports in Indonesia. They are 13 airports that brought off by PT (Persero) Angkasa Pura I (PAP I); 13 airports that brought off By PT (Persero) Angkasa Pura II (PAP II), and the rest were brought off by Technical Executors Unit at Directorate General of Air Transportation. In the meantime, the data obtained from Directorate General of Civil Aviation, Ministry of Transportation were aircraft-km, aircraft-hours, available seat-km, and number of passengers, loadings cargo, passenger load factor, and weight load factor. Domestic air transportation activities entirely are conducted by domestic airlines companies both state government and privates. While abroad air transportation activities are conducted by foreign and national airlines companies.

ANALYSIS AND FINDING

BPS (2015), Accommodation establishment is an establishment that provide short-term accommodation for visitors and other travelers. This establishment may include the provision of accommodation facilities only or with food and beverages facilities. It includes the provision of accommodation with furniture, kitchen, with or without the services of maids and often includes some additional services and facilities such as parking, laundry, swimming pool, gymnasium, recreational facilities, and meeting rooms. Including accommodation establishment such as short-term accommodation, especially for daily or weekly.

BPS (2015), Number of short-stay accommodation establishments in Indonesia was 18,353 units with 507,201 rooms in 2015. There was an increase of 869 establishments and 37,924 rooms or increased by 4.97 percent and 8.08 percent respectively compared to these in 2014. Among those figure, 11.97 percent or 2,197 establishments were accommodations which have been classified as star hotel with number of rooms were 217,474 units. An increase of 201 establishments of star hotel or about 10.07 percent when it compared to those in 2014. The increase was due to the changing of hotel status from non- star hotel to star hotel and the development of new star hotel as well. On the other hand, the number of non-star hotels was recorded at 16,156 establishments with 289,727 rooms. In 2015 most of star hotels were 3-star hotel, namely 739 establishments (33.64 percent) with 65,920 rooms

(30.31 percent), followed by 2-star hotel namely 496 establishments (22.58 persen), percent) with 32,332 rooms (14.87 percent).The third biggest ones was 4-star hotel as much as 422 hotels (19.21 percent) with 63,978 rooms (29,42 percent). Most of other short-stay accommodation establishments were dominated by the jasmine hotel, accounted for 10,387 establishments (64.29 percent) with 235,738 rooms (81.37 percent), and the second biggest ones was home stay, namely 2,910 establishments (18.01 percent) with 23,790 rooms (8.21 percent). Five provinces with the biggest number of rooms were still dominated by the provinces in Java and Bali Islands. In Jawa Barat those are as much as 60,571 rooms or 11.94 percent, in Bali 60,313 rooms (11.89 percent), in Jawa Timur 49,609 rooms (9.78 percent), DKI Jakarta 47,663 rooms (9.40 percent) and Jawa Tengah 42.520 rooms (8.38 percent). Highest number of rooms was in DKI Jakarta that accounted for 39,011 rooms or 17.94 percent to the total rooms of star hotel, followed by Bali 31,596 rooms (14.53 percent) and Jawa Barat 26,303 rooms (12.09 percent). Whereas, for other short-stay accomodation, the biggest number of rooms was in Jawa Barat, i.e 34,268 rooms or 11.83 percent to total rooms of non-star hotel, followed by Jawa Timur 33,819 (11.67 percent) and Bali 28,717 rooms (9.91 percent). The number of beds available in accommodation establishments was recorded as much as 744,233 beds which consisted of 322,590 beds (43.35 percent) for star hotels, 349,390 beds (46.95 percent) for jasmine hotels, and 72,253 beds (9.70 percent) for other accommodation establishments.

BPS (2015), In the last few years, the main activity of accommodation establishments not only rented the rooms but also the MICE (Meeting, Incentive, Convention, and Exhibition) rooms. In 2015 the number of function/meeting rooms recorded as much as 15,586 rooms, which divided into some capacity group. Moreover, the number of meeting/ conference that was held in hotel was 228,201 meeting. DKI Jakarta was the province with the highest number of conference held, that was 43,407, followed by Jawa Barat and Jawa Timur namely 37,067 and 20,083 meeting. Based on room capacity, most of meeting (37.34 percent) was held in the rooms with capacity less than 50 people. It figure out that meeting/conference in small scale was quite often held in hotel. Also the meeting/conference with medium scale (50–99 people) was held in hotel. Meanwhile the conference with large capacity (more than 1000 people) only held 2,248 times during 2015. Promotion using electronic media was favorable to the establishments to promote their business. Most of star hotels used internet for promotion (58.35 percent). While in other short-stay accommodation was only 12.84 percent

CONCLUSION

Airport is the most vital part of air transportation. It is different with harbor as sea transportation support, or terminal as land transportation support. Without airport, air transportation activities cannot be done, especially for aircraft which has fixed wing and need landing pads that fulfill several requirements. Airport is an area that has necessary facilities and equipment to accommodate arrivals and departures of aircraft along with their passengers and cargo carried. Five provinces with the biggest number of rooms were still dominated by the provinces in Java and Bali Islands. In Jawa Barat those are as much as 60,571 rooms or 11.94 percent, in Bali 60,313 rooms (11.89 percent), in Jawa Timur 49,609 rooms (9.78 percent), DKI Jakarta 47,663 rooms (9.40 percent) and Jawa Tengah 42.520 rooms (8.38 percent). Highest number of rooms was in DKI Jakarta that accounted for 39,011 rooms or 17.94 percent to the total rooms of star hotel, followed by Bali 31,596 rooms (14.53 percent) and Jawa

Barat 26,303 rooms (12.09 percent). Whereas, for other short-stay accomodation, the biggest number of rooms was in Jawa Barat, i.e 34,268 rooms or 11.83 percent to total rooms of non-star hotel, followed by Jawa Timur 33,819 (11.67 percent) and Bali 28,717 rooms (9.91 percent). DKI Jakarta was the province with the highest number of conference held, that was 43,407, followed by Jawa Barat and Jawa Timur namely 37,067 and 20,083 meeting

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EFFECT OF FINANCIAL AND NON FINANCIAL COMPENSATION ON EMPLOYEE PERFORMANCE OF PT. LONDON SUMATERA, PALEMBANG

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Abstract. This study aims to determine the effect of financial compensation, non-financial compensation, the influence of financial and nonfinancial compensation simultaneously on the performance of employees of PT. London Sumatra Palembang. The sample in this study amounted to 85 respondents who distributed to employees of PT. London Sumatra Palembang. Data analysis method used was quantitative analysis by using descriptive analysis test, validity test, reliability test, T test, F test, coefficient of determination (R^2) and multiple linear regression analysis using spss version 20. The result stated that the compensation of financial and non finansial Simultaneously influential and significant to the performance of employees of PT. London Sumatera Palembang,

Key words: Financial Compensation, Nonfinancial, Performance

I. INTRODUCTION

Giving appropriate compensation to the type of work and employee class, will make employees motivated so motivated to work well. Compensation plays an important role in improving employee performance because one of the main reasons a person to work more to meet the needs of his life. The ever-increasing need of human beings makes some employees feel dissatisfied with expecting only salaries but employees need additional compensation such as facilities, awards, career development and training. Indicators of compensation include salaries, bonuses, benefits, incentives, awards, facilities, career development and training. (Sahidaria 2015).

Dessler (2009) argues that Employee performance is the actual achievement of employees compared to the expected performance of employees. According to Irham (2014: 226) performance is the result of work that has a strong relationship with the strategic organization, customer satisfaction and economic contribution. Indicators of performance are job skills, job quality, responsibility, timeliness and discipline, Wirawan (2009: 166)

Provision of compensation and work motivation affect the performance of employees of PT. Buri Sonikijaya Padang, Sahidaria (2015). Meanwhile, according to research Zairina Afrida, BS, SA (2014) Provision of compensation both financially and non finansial have influence on work motivation and employee performance PT.Ekamas Fortuna Malang. So also according to Helfrin Tuki (2013) The compensation effect on the performance of employees of the Regional Water Company (PDAM) Kabupaten Gorontalo.

PT. PP. London Sumatra Indonesia Tbk, Palembang is a leading Indonesian company engaged in plantation business activities covering the cultivation, harvesting and processing of palm oil, rubber, cocoa, coffee, tea and the sale of high quality palm seeds. The London Sumatra Indonesia Tbk Plantation Company (PP London Sumatra Indonesia Tbk / Lonsum) was established on December 18, 1962 and commenced commercial operation in 1962. The head office is located at Ariobimo Sentral Lt.12, Jln. HR. Rasuna Said Block X-2 Kav. 5, Jakarta Indonesia, while the operational branches are located in Medan, Palembang, Makassar and Samarinda. (Https://www.google.com.search

This research focuses on employees of PT. London Sumatera which is located at Jl. Veteran No.335 / 76, Kuto Batu, Ilir Timur II, Palembang, South Sumatra, Indonesia. To be able to provide professional personnel, high employee performance is expected by the company. The more employees who have high performance, then the overall productivity of the company will increase so that companies will be able to survive in global competition. High employee performance is not a mere coincidence, but many factors that affect it include the provision of compensationThe expected benefits of this research will be as input to the management of PT.London Sumatera Palembang related to the effect of compensation on employee performance and can be useful as a useful reference and can be a study material for the next researcher.

Desler (2007) suggests employee compensation are all forms of payment or rewards given to employees and emerging from their jobs. According Hasibuan (2012) Compensation is all income in the form of money, goods directly or indirectly received by employees in return for services provided to the company.Wibowo (2016: 289) defines compensation as what workers receive in exchange for their contribution to the organization. Compensation can be grouped into:

1. Financial compensation is the compensation given directly, such as:

2. Salary is Something or money given to employees.

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3. Incentives are payments or provide more income and above the base salary to individual employees who meet one performance standard.

4. Bonuses are payments or provide more income and above the base salary to individual employees who meet one performance standard.

5. Benefits are any additional benefits offered to workers (Desler: 2007,46),

Non-financial compensation is the compensation given to employees indirectly, such as:
1. Reward or award is any income in the form of money or goods directly or indirectly received by employees as a reward or remuneration given to the company cited Hasibuan, (2007).

2. Facilities are Everything that can be either objects or money that can facilitate and facilitate the implementation of a particular business cited Sam (2012).
3. Career development is a staffing activity that helps employees plan their future careers in the company so that the company and its employees can develop a maximum career (Andrew J. Dubrin (1982).
4. Training is the process of teaching new or existing employees, the basic skills they need to carry out their work.

Sutrisno (2009) states that compensation consists of two parts, namely:Financial compensation is the compensation that is directly submitted by the company to its employees in the form of wages or bonuses. Non-financial compensation is a compensation that employees can not directly perceive.Arep and Tanjung (2013) suggests that the purpose of making long-term compensation (compensation) management consists of 3 parts:Gain qualified employees by attracting reliable employees into the organization.Increase passion and morale through motivating employees to achieve superior performance.The emergence of long life employment (work for life or loyalty arise in working at the place).

According Hasibuan (2013) describes the purpose of providing compensation (remuneration), among others are:Cooperation ties: With the provision of compensation established formal cooperative ties between employers and employees. Employees should do their duties properly, while employers are required to provide compensation in accordance with the agreed agreement.Job satisfaction: With remuneration, employees will be able to meet physical needs, social status, and egoistiknya so get job satisfaction from office.Motivation: If the reward given is large enough the manager will be easy to motivate subordinates.Employee stability: With a compensation program on the principles of fair and equitable and consistent externally which is kopentatif hence the stability of employees is more secure because the turn-over relativ small.Discipline: With considerable rewards, employee discipline is getting better. They will realize and obey the rules that apply.

Mangkunegara (2013: 84) argues that the factors that affect compensation are as follows:

1. Government factor

Government regulations relating to the determination of minimum salary standards, income taxes, raw material pricing, transportation costs, inflation and devaluations greatly affect companies in determining employee compensation policies.

2. Offer between company and employees

This is mainly done by companies in recruiting employees who have expertise in a particular field that is needed by the company.

3. Standards and living expenses of employees

The compensation policy needs to take into consideration the minimum standards and living costs of employees as the basic needs of employees must be met.

4. The size of the wage comparison

Policies in determining compensation are also influenced by the size of the size of the company, the level of employee education, employment period employees.

5. Demand and supplies,

In determining employee compensation policies need to consider the level of inventory and market demand. That is, market conditions at that time need to be taken into consideration in determining the level of wages of employees.

6. Ability to pay

This means not to determine the policy of compensation beyond the limits of existing capabilities in the company.

Dessler (2009) argues that Employee performance is the actual achievement of employees compared to the expected performance of employees.Irham (2014: 226) said the performance is the result of work that has a strong relationship with the strategic organization, customer satisfaction and economic contribution. Mangkunegara (2013: 67) also defines the performance is the work of quality and quantity achieved by an employee in performing their duties in accordance with the responsibilities given to him.Mangkunegara (2013: 67), suggests that factors affecting the achievement of performance are ability and motivation factors. The following is briefly explained:

Capability factorIe physically, the ability (ability) of employees consists of potential ability (IQ) and the ability of reality (knowledge + skill). That is, the employee who has an above average IQ (IQ 110-120) with adequate education for his position and skilled in doing the daily work, it is easier to achieve the performance that he expected. Employees therefore need to be placed on the job in accordance with their expertise (the right man in the right pleace).

Motivation factor Namely the motivation formed from the attitude (attitude) of an employee in the face of the situation (situation) work. Motivation is a condition that moves self directed employees to achieve organizational goals (goals of work). Mental attitude is a mental condition that encourages employees to work to achieve maximum performance. According to Wirawan (2009: 166) indicators of performance are Skills, Quality of work, Responsibility, timeliness and discipline.

Sahidaria (2015) conducted a study with the title of the influence of compensation and work motivation on employee performance. This study aims to determine the effect of compensation on employee performance, the influence of work motivation tap employee performance and to determine the effect of compensation and work motivation jointly to employee performance on PT.Buri Sonikijaya Padang. The research method used is quantitative methodology with the number of samples of 42 respondents. The results of this study indicate that the provision of compensation effect on employee performance.

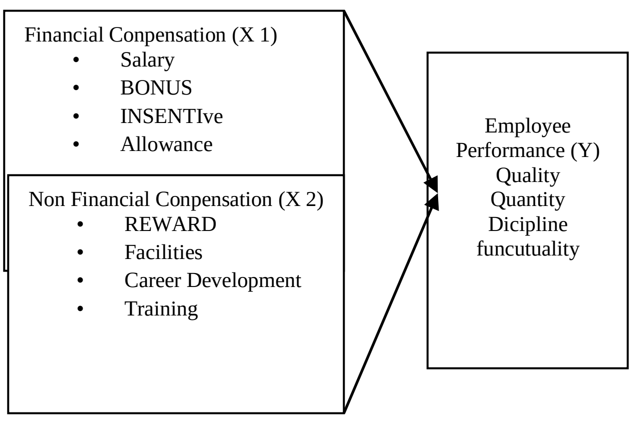
Usman Fauzi (2014) conducted a study with the title of the influence of compensation on employee performance. The research was conducted at PT. Trakindo Utama Samarinda .. The purpose of this study is to determine the effect of compensation on employee performance. Samples used are employees of PT. Trakindo Utama Samarinda where the number of samples determined in this study amounted to 70. The results stated there is a dominant influence known variable X1 (Financial Compensation) is the most dominant variable affect the performance of employees of PT. Trakindo Utama Samarinda.

Similar research was also conducted by Ekshu Hamdan and RS (2014) conducted a study with the title of the influence of financial and non financial compensation on the performance of employees of PT. Samudera Buana Persada Surabaya which amounts to 80 people. The results showed there was significant influence of financial compensation on employee performance at PT. Samudera Buana Persada Surabaya.

Zairina A, BS, SA (2014) conducted a research entitled the influence of financial and non-financial compensation to work motivation and employee performance, Based on the research objectives set to provide an overview of the existing compensation and motivation conditions and to determine the effect on employee performance. The results of this study indicate that the provision of financial and non-financial compensation effect on employee performance. The results of this study indicate that the provision of financial and non-financial compensation effect on employee performance.

Based on the above thinking, it can be described a research mindset as shown below:

Figure 1. Research Thinking Framework



I. Metodholetho

III.Methodology

II. METHODS

The scope in this study the authors discuss only about the effect of compensation on employee performance at PT. London Sumatera which is located at Jl. Veteran No.335 / 76, Kuto Batu, Ilir Timur II, Palembang, South Sumatera 30114, Indonesia. This study uses a population of all employees who work at

PT.London Sumatera, Palembang, So that research can be done in order to obtain responses from all employees about the effect of compensation on employee performance. The population in this study amounted to 85 employees consisting of 64 male employees and 21 female employees.

The sample is a number of characteristics that can represent the population. Arikunto (2003: 104) suggests that the determination of the sample as follows, if the population is less than 100, then the sample is the whole of the population, whereas if the population is more than 100 then the sample is 10% - 15% or 20 % - 25%. Because in this study the population does not exceed 100 then the researchers took samples of all employees of PT. London Sumatera Palembang which amounts to 85 employees. So in this study using saturated samples or by other terms called census, (Sugiyono: 2014).

Data analysis technique using descriptive analysis, Validity Test, Reability Test, Multiple Regression Analysis, F Test, and Determination Coefficient Test (R2), this technique of analysis is assisted by using SPSS. Independent variables are financial compensation (X1), nonfinancial compensation (X2) and dependent variable are employee performance (Y). Multiple linear regression equation as follows:

$Y = a + b1X1 + b2X2$

Information:

Y = Dependent variableX1 and X2 = independent variable
a = Constants
b = regression coefficient (value increase or decrease)
Where :Y = Employee PerformanceX1 = Financial CompensationX2 = Non Financial Compensation

Table 3.1. Operational Definition and Variable Measurement

NO	**VARIABLE**	INDICATOR	INFORMATION
1	Financial compensation (X1) Dessler(2007)	1.Salary	1. Sesuatu hal atau uang yang diberikan kepada karyawan.
		2.Bonus	2.Payments or

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			provide more income and above the base salary to individual employees who meet one performance standard2.Bonus.
		3.Incentive	3. Payments or provide more income and above the base salary to individual employees who meet a performance standard.
		4.Allowance	4.Each additional benefit is offered to the employee.
2	Non-financial compensation (X2)	1.Reward or award	1. All income in the form of money or goods directly or indirectly received by employees sebgai rewards or rewards devoted to the company cited Hasibuan,(2007)
		2. Facilities	2.Everything that can be either objects or money that can facilitate and facilitate the implementation of a particular business dikutip Sam(2012)
		3.Career development	3.Career development is a staffing activity that helps employees plan their future careers in the company so that the company and its employees can develop a career to the maximumDevelopment career (Andrew J. Dubrin (1982)
		4.Training	The process of teaching new or existing employees, the basic skills they need to carry out their work.
3	Employee Performance (Y) Dessler(2007)	1. Quality	1. Quality of work based on standards
		2. Quantity	2.More work in accordance with the existing working time.
		3.Dicipline	3.Discipline is based on three pillars, namely legislation and invitation legislation, a progressive fines system and a serious process.
		4.Punctuality	4. According to what not with the planned time

III. RESULT AND DISCUSSION

PT. PP London Sumatra Indonesia Tbk, (Lonsum) is a leading agribusiness company. The company stands on the initiative of Harrisons & Crosfield Plc, a London-based plantation and trading company since 1906. When the company was founded, the company planted rubber, tea and cocoa. Then in 1945, the beginning of Indonesia's independence, Lonsum focused more on rubber plant business. Then in 1980 turned to oil palm. At the end of this decade the commodity of palm oil became the main one. In 1994, the company that had the vision of becoming a sustainable, agribusiness-based, sustainable plant-based (3C) crop based (3C) was taken over by Indonesian businessmen from Harrison and Crossfield. In September 1995, Lonsum began to develop oil palm plantations in South Sumatra. The following year, the company is listed on the Jakarta and Surabaya Stock Exchanges.

Lonsum itself has 38 core plantations and 13 plasma plantations in Sumatra, Java, Kalimantan and Sulawesi, utilizing the company's excellence in research and development, agro-management expertise, and skilled and professional workforce. The company also developed into one of the world's leading plantation industries. Lonsum has more than 100,000 hectares of oil palm, rubber, cocoa and tea plantations on four islands in Indonesia.

The London Sumatra Plantation Company of Indonesia was established on December 18, 1962 and commenced commercial operation in 1962. The head office of LSIP is located at Ariobimo Sentral Lt. 12, Jln. HR. Rasuna Said Block X-2 Kav. 5, Jakarta 12950 - Indonesia, while the operational branch office is located in Medan, Palembang, Makassar, Surabaya and Samarinda. Variables in this study is defined as a variable by means of giving meaning, or specifying activities, or provide an operational necessary to measure research variables.

a. Profile description of respondents by sex.

Profile description of respondents by sex that is describe or explain the sex of respondents ie men and women. The description of respondents by sex can be presented through diagram 4.1 below :

Diagram 4.1.

Description of respondents by sex

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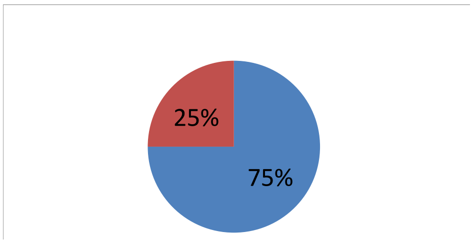
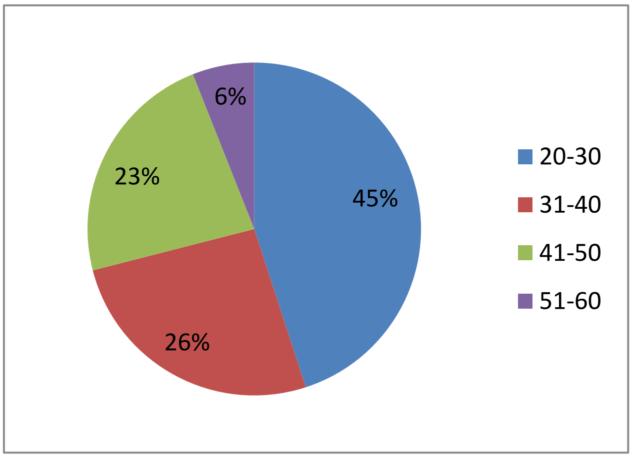


Source: Results of spss v.20

b. Profile description of respondents by age.

Profile description of respondents by age that describes or explains the age of respondents ranging from the age of 20 years to the respondents aged 60 years. The description of respondents by age can be presented through the following diagram 4.2:

Diagram 4.2
Age of respondence



Source: Results of spss v.20

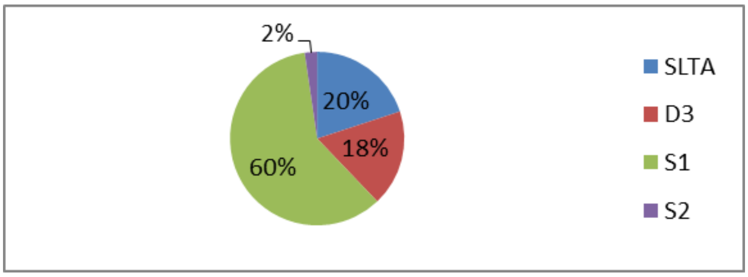
Based on the circle diagram 4.2 This shows that the respondents are more aged between 20-30 years of 45%, so it can be concluded that employees working at PT. London Sumatra Palembang is on average 20-30 years old.

c. Profile description of respondents based on education level.

Description of the respondent's profile based on the level of education is to explain or describe the respondents according to the last level of education. Therefore it will be presented description of respondent profile based on the last level of education that can be seen through diagram 4.3. Based on diagram 4.3 above description of respondent profile according to the last level of education, it turns out that respondents have more education level last stratum 1 or S1 as many as 51 respondents from 85 respondents who used as sample in research, this shows that the highest level of respondent education is starata 1 or S1 that is 60%. This can be seen through the pie diagram described as follows:

Diagram 4.3

Respondence as Education

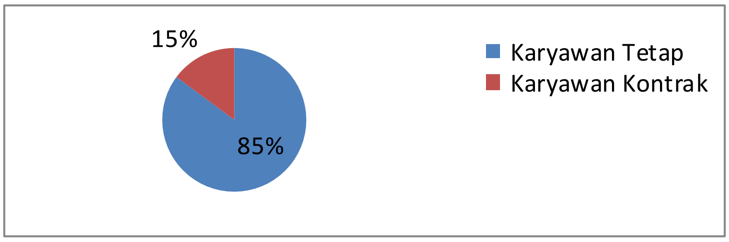


Source: Results of spss v.20

d. Description of the respondent's profile by employee status.

Description of respondent's profile based on employee's status is to explain or describe employee status at PT. London Sumatera Palembang, consisting of permanent employees and contract employees. The description of respondents according to employee status can be presented through diagram 4.4 Based on diagram 4.3 above can be concluded that the respondents who status employees remain more dominant than the respondents who status contract employees. This can be seen from the following pie diagram:

Diagram 4.4
Diagram Pie Worker Status



Source: Results of spss v.20

ProcessingTest Result t (partially) between Financial Compensation Variable (X1) with Employee Performance (Y)This test shows how big or whether there is relationship between variables partially to the dependent variable that is useful to prove the first hypothesis proposed by the researcher, the following presented partial test output of the Financial Compensation variable (X1) to the dependent variable Employee Performance *(Y).*

Table 4.1
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,372[a]	,139	,128	2,916

a.Predictors: (Constant), Total Score of Financial Compensation Variable
b. Dependent Variable: Total Score of Employee performance
Source: Results of spss v.20

Table 4.1 above is a table showing how big the relationship and contribution of financial compensation (X1) to employee performance variable (Y) by looking at R and R Square we can conclude that 13.90% financial compensation affect employee performance and the rest is other factor .

Table 4.2
Coefficients[a]

Model	Financial Compensation		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	20,276	3,861		5,252	,000
Total Score of Financial Compensation Variable	,411	,113	,372	3,656	,000

a. Dependent Variable: Total Score of Employee performance
Source: Results of spss v.20

In the first coefficient (Constant) obtained t value counted at 5.252 and At the second coefficient (financial compensation) t count value of 3.656.Test Result t (partially) between Non Financial Compensation Variable (X2) with Employee Performance (Y).This test shows how big or whether there is relationship between variables partially to the dependent variable that is useful to prove the second hypothesis proposed by the researcher, the following presented partial test output of the non-financial Compensation variable (X2) to the dependent variable Employee Performance (Y).

Table 4.3
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,422[a]	,178	,168	2,848

a.Predictors: (Constant), Total Score of Financial Compensation Variable
b. Dependent Variable: Total Score of Employee performance
Source: Results of spss v.20

Table 4.3 above is a table showing the relationship and contribution of non-financial compensation (X2) to employee performance variable (Y) by looking at the value of R and R Square we can conclude that 17.80% non-financial compensation affect employee performance and the rest is Other factors.

Table 4.4
Coefficients[a]

Model	Finacial conpensation		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	21,141	3,130		6,754	,000
Total Score of Variable Non Financial conpensation	,403	,095	,422	4,238	,000

a. Dependent Variable: Total Score of Employee performance
Source: Results of spss v.20

In the first coefficient (Constant) obtained t value counted 6.754 and At the second coefficient (financial compensation) t value counted 4.238.F test results (simultaneously) between Financial Compensation Variable (X1) and Non Financial Compensation (X2) with Employee Performance (Y).

This test shows the result of whether or not the relationship between variables simultaneously to the dependent variable is useful to prove the third hypothesis proposed by the researcher, the following is presented the output of the financial compensation variable (X1) and non-financial compensation (X2) To employee performance dependent variable (Y).A) Correlation

Table 4.5
Correlations

		Total Score of Financial Compensation Variable	Total Score of Non Financial Conpensation	Total Score of employee performance
Total Score of Varialel Financial conpensation	Pearson Correlation	1	,452**	,372**
	Sig. (2-tailed)		,000	,000
	N	85	85	85
Total Score of Non Financial Conpensation	Pearson Correlation	,452**	1	,422**
	Sig. (2-tailed)	,000		,000
	N	85	85	85
Total Score of employee performance	Pearson Correlation	,372**	,422**	1
	Sig. (2-tailed)	,000	,000	
	N	85	85	85

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Results of spss v.20

Table 4.13 above shows the R or relationship between variables based on the above results can be concluded that between the variable financial compensation (X1) with employee performance (Y) obtained R value of 0.372% with a value of 0.000 sig so that shows the level of relationship is quite low but can still be said Positive, while between the non-financial compensation variable (X2) and employee performance (Y), the value of R is 0,422% with the value of sig 0,000 so it shows moderate level of relationship, slightly higher than R value of financial compensation (X1) which can be interpreted The relationship between the non-financial compensation variable (X2) with the employee's performance (Y) being

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and still can be said positive.B). Coefficients of Determination (R2)

Table 4.6

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,468[a]	,219	,200	2,792

a. Predictors: (Constant), Total Score of Non Financial conpensationl, Total Score Varable Finansial Conpensation
b. Dependent Variable: Total Score of employee performance
Source: Results of spss v.20

Based on table 4.6 above shows how big the contribution of both variables simultaneously by looking at the value at R Square of 21.90% and the rest influenced by other variables

c) .The Partial Significant Test (t test)

Table 4.7
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	Beta	Sig. ,
	B	Std. Error	Beta		
1 (Constant)	15,751	4,011		3,927	,000
Total Sore of Financial Conpensation	,252	,121	,228	2,087	,040
Total Score of non Financial Conpensation	,305	,105	,319	2,911	,005

a.Dependent Variable: Total Score of employee Performance
Source: Results of spss v.20
At the first coefisen (constant) obtained sig value less than 0.05 that is 0,00 konstanta effect on regression model.

D). Simultaneous Significance Test (F)

Table 4.8

Uji F

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	179,677	2	89,839	11,521	,000[b]
	Residual	639,429	82	7,798		
	Total	819,106	84			

a. Dependent Variable: Total Score of Employee Performance
b. Predictors: (Constant), Total Score of Non Fiinancial Conpensation
Source: Results of spss v.20

From anova test above the value of F arithmetic is 11,521 and Signification 0,000 and required sig value is accepted if smaller than 0,05 or 0,05 <0,000.Influence simultaneously Variable Financial Compensation (X1), Non Financial Financial Compensation (X2) to Employee Performance Variables (Y).The analytical technique used in this study simultaneously is multiple linear regression using SPSS v.20. Based on table 4:14 and 4:15 obtained the regression equation as follows:

Y = a + bX1 + bX2Y = + 15,751 + 0,252 X1 +0,305 X2

Where : A: constant value
BX1: beta value of variable X1
BX2: beta value of variable X2

Based on the above equation is known constant value of 15.751 which means if the financial compensation and non financial compensation value 0 then the output (Y) value of 15.751. The regression coefficient value for the financial compensation variable is 0.252 which means if the financial compensation increases 1% then the output (Y) increases by 0, 252% and the regression coefficient value for the non-financial compensation variable is 0.305, which means that if non-financial compensation is experienced Increase of 1% then the output (Y) increased by 0.305%.

In table 4:14 R value of 0.468 which shows the amount of correlation simultaneously terhdap employee performance of 46.8% through the value of R² 0.219 means simultaneously both variables have a contribution of 21.90% In affecting employee performance variables and the rest influenced by other variables Which is not addressed in this study.

Then in table 4:16 obtained the value of F arithmetic of 11.521 and the value of sig of 0,000 where niai F table for 85 respondents with probability 0.50 is 3.10 so it can be concluded that 11.521> 3.10 ago sig 0.000 <0.05 then the result reject Ho Or in other words, financial compensation variable and non financial compensation variable together (simultaneously) have an effect on employee performance variable at PT. London Sumatra Palembang although with different contribution different, with this result hence the hypothesis put forward researcher proven.

IV. CONCLUSIONS

Based on the analysis and discussion that has been described above it can be concluded that the F test results obtained value F arithmetic on the variable financial compensation and non financial compensation of 11.521 which means F arithmetic> F table, where niai F table for 85 respondents with probability 0.50 Is 3.10. Then it can be said simultaneously independent variable has significant effect to dependent variable.The results of multiple regression obtained employee performance formula (Y) = 15.751 + 0.252 financial compensation (X1) +0.305 non-financial compensation (X2), meaning if the independent variable value 0 then the value of the dependent variable of the constant is 15.751, Then if the financial compensation rises 1% Then employee performance increased by 0.252% and if non-financial compensation increased 1% then employee performance increased by 0.305%.

Based on this test, the dominant or most affect the performance of employees at PT. London Sumatera Palembang is a non-financial compensation variable (X2). This can be said because the value of nonfinancial compensation has a regression coefficient and is greater than that of financial compensation.

As for suggestions that researchers can provide is preferably the PT. London Sumatera Palembang can improve and pay more attention to the provision of financial compensation consisting of salary, incentives, bonuses and benefits in a fair manner in accordance with employee performance contributions in order to improve, spur employee performance and retain potential employees because employees or human resources is one asset It is important that the company has to achieve its goals well.

For the provision of financial compensation, preferably PT. London Sumatera Palembang provides rewards or rewards either in the form of money or goods given to employees who excel and have contributed to the company within a certain time in order to improve employee performance. In addition, PT. London Sumatra Palembang also noticed the variables that are not included in this research model such as leadership style variables, motivation, work performance and other variables that can also improve employee performance.

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ETHNIC CONTESTATION OF TIONGHOA IN ISLAMIC MADURA CULTURE

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Abstract

The ethnic Chinese in the Madurese culture become one of the subcultures that always contest with the Islamic Madurese culture. Cultural artifacts revived through ethnic Chinese rituals into one habitus consisting of language, knowledge system, community system or social organization, technology system, livelihood system, religious system and artistry. The seven ethnic Chinese cultural systems are the result of an Islamic madura cultural acculacy. Research on ethnic Chinese contestation using descriptive qualitative research method with three respondents who are descendant of ethnic Chinese who have long resided in Bangkalan-Madura. The results obtained from the contestation of ethnic Chinese in Islamic madura culture is the acculturation of ethnic Chinese culture with Islamic madura culture. The existence of ethnic Chinese cultural relativism aims to maintain cultural identity amidst Islamic madura culture.

Keywords: Elements of Culture, Acculturation and Contestation

I. Introduction

The Chinese people have a strong sense of identity from China's long historical record. According to Mathews and Mathews, one reason behind this pride is that "the past obsessed the Chinese society." In keeping with archaeological discoveries, the prehistoric period of China has begun 5,000 years ago. The Chinese community began to collect its historical record 3,500 years ago during the Shang Dynasty that made China the oldest sustainable civilization of the world. Another continuing historical value throughout Chinese history is that the Chinese view of clans and families is more important than the state. The importance of kinship in Chinese society becomes yet another example of the ties between cultural history and its worldview to the world. As a result of China's economic growth and the desire to play a major role in the international arena, many countries have experienced increased intercultural relations with Chinese society. Chinese society then spread to various parts of the world one of them in Indonesia. In Indonesia the Chinese people then renamed themselves as ethnic Chinese. The Chinese-Indonesian ancestors immigrated in waves since thousands of years ago through commercial activities. In the interaction of trade in the southeastern coast of China, there were many people who also felt the need to sail for trade. Continuing life by marrying indigenous people. The process of cultural acculturation between ethnic Chinese and indigenous peoples, especially in Bangkalan Madura becomes a unique uniqueness to be studied, especially its cultural system consisting of: language, knowledge system, community system or social organization, technology system, livelihood system, religious system and art.

II. Discussion

I. Language

The Chinese people in Madura are actually Madurese themselves, but do not recognize how the genealogies are. People who are Madurese people use the local language itself, do not speak Mandarin. Religion shared by tionghoa is Christian Protestant and Catholic. The use of regional communication languages that distinguish tones or intonations when communicating sooner or later, but the whole is the same. Language adjustment by ethnic Chinese is a form of language interference.

The language interference is a disorder in the language, which uses the first term of this terminology in sociolinguistics is Weinrich (1970: 1) who says that language inteference is a form of language use that deviates from the rules that exist as a result of language contact because speakers are more than One language. In addition Weinrich also asserted that interference is the removal of certain language elements.

The way of ethnic Chinese language is using the original Madurese language. But if at the time of their Church there are those who use the Indonesian language but not infrequently they also use the language of everyday, but still in context or our opponents to situational or conditional. In the family environment even ethnic Chinese use Madurese language, but still interspersed with the Indonesian language, because it means to teach their children when they connect or communicate with outside communities.

II. System Knowledge

In terms of science, ethnic Chinese are very familiar with the science of traditional medicine. Traditional Chinese medicine believes that all processes in the human body relate and interact with the environment. The practice of treatment is in the form of herbal treatment, acupuncture and massage. The practice of this treatment has evolved and used for thousands of years. When ethnic Chinese migrate to Indonesia, this knowledge of traditional medicine is brought to Indonesia and has a considerable contribution to traditional medicine in Indonesia. Until now in Indonesia has a lot of development done in the method of treatment introduced by this Chinese ethnic. Along with the development of the times many tools used to perform healing for example by doing acupuncture on the nerves of the human body.

Acupuncture is a traditional practice by jabbing needles into the body to cure diseases and to relieve pain. Theories used in medicine refer to philosophical references including yin and yang theory. Matocha explains the Chinese believe that a healthy and happy life can be gained if two yin and balanced powers. The ability of this treatment was originally brought by the settlers who later settled in Indonesia. In addition, the Chinese calendar system uses a lunisolar calendar system that is a calendar that uses the moon phase as the main reference but also adds a seasonal change in the year's calculations. So the number of months in a year can reach 12 to 13 months.

In conducting an analysis of the ethnic Tionghoa of Madura Island in Bangkalan, the researchers conducted interviews with three ethnic Chinese families in three different areas in Bangkalan precisely in Arosbaya Village, Chinatown and also Gedongan. Of the three agreed that the system of knowledge and education is very important. In terms of education, they on average send their children to high school. This is so that their children can compete and also get the ease in the future. At least there is provision to continue his life in the future. Even ethnic Chinese are economically frugal, just as researchers ask one resource person in the Arosbaya area who claim that they (parents) have a principle that they work the majority of whom are trading to fulfill their children's educational needs. But in the Bangkalan area itself there is only one place dedicated to school places for Chinese or Catholics. Though the Chinese community in Bangkalan also not small. Therefore many parents who then send their children to school in the city of Surabaya that provides more facilities than in Bangkalan. When Chinese society has a principle to do something then they will be consistent in its implementation. This is aimed to achieve their goals.

But what is unfortunate is the lack of preservation of knowledge systems by the Chinese ethnic community itself. The system of knowledge about medicine, removal, and tradition is no longer embraced by most ethnic Chinese at this time. As we have asked the three Chinese families who were in Bangkalan the other day, that they did not understand these things.

This is because the existence of cultural acculturation that is a cultural mixing of ethnic Chinese community itself with local communities both the Javanese and Madurese. The existence of this cultural melting which then led to many changes in behavior patterns in society. Bangkalan Tionghoa society today is mostly the result of mixed descent so that from the previous generation they were not taught how the culture that used to make the Chinese ethnic become big. Most people in general have started to follow modern life, so the tradition that used to be done now is no longer implemented even not understand the knowledge system that was once brought by the Chinese community itself.

Berry explains in acculturation theory as "the process of cultural and psychological change that occurs as a result of the relationship of two or more cultural groups and their members". In an individual stage, it involves long poses that require a lot of knowledge through a new culture.

III. Organization

System As is known that the organizational system is an organizational structure that exists in society that signifies the existence of social order that exist in society so that a society can form a group that has the rules adopted in living community with other individuals not only to the community at Generally but in any ethnic society will also form an organizational system or social order.

Ethnic Chinese in Bangkalan area can be known that the island of Madura is known for its islamic island, but behind it all there is one ethnic that is ethnic Tionghoa. In ethnic Chinese is indeed a minority in the community that is in Bangkalan and not many people know that in this Bangkalan area there are ethnic Tionghoa. Although the ethnic Chinese belong to a minority within the Bangkalan community, the organizational system is already running well, but the reality in each village is different. As in the area of Arosbaya-Bangkalan with the name of Suwarti's who belongs to ethnic Chinese. Suwarti does know that social structure is in need in the community, but in the area there is no such thing as youth organizations. Ethnic Chinese in Arosbaya have associations with fellow ethnic Chinese that is every 3 months with regular agendas or just a meeting of miss and agenda that remains with the gathering between ethnic Chinese.

In addition there are in the Arosbaya area there are also ethnic Chinese who live in Chinatown, an area closer to the center of bustling city crowd. People in the Chinatown area have a system of tolerance that is lacking or even absent. This is because individualism is still applied in urban society circles, as explained by Oei Kok-Tejiang that in the environment it is almost difficult in social organization with the surrounding community because Oei Kok-Tejiang said that the activity in his house or that he did Very time consuming.

Oei Kok-Tejiang said that he is also very busy because from morning until noon doing activities in taking care of household needs and after activity straight off it can be said that the time from Oei Kok-Tejiang almost consumed in carrying out the needs of the household. Oei Kok-Tejiang also said that the activities of youth comrades and gathering mother group were formed and not more than one year since the founding of the organization, but Oei Kok-Tejiang is also very proud of the community because he can mingle with the surrounding community and he Also said that every 3 months there is also a collection with fellow ethnic Chinese that is with gathering activities.

There are also ethnic Chinese who live in the gedongan area (this area is a residential area where almost all of the population is an immigrant community so we can know that mixing of cultures, ethnic, and others have occurred in this environment). As is the case with the Cece Yuli family (Chinese and Javanese mulatto women) or who are usually called Cece by their neighbors, it is said that the tolerance that has occurred in this environment has been going well, but what Cece does not have is a special set of ethnic Chinese Which is in the area because there is only a collection of recitation mothers. This is because the majority of the population in the gedongan area is Islamic. The impact of ethnic Chinese that is a minority is the activity of ethnic Chinese that almost most of the religions of Christians do not have an organizational system with the same religious background. Although there are no activities in the area but also follow the collection of ethnic Chinese who once every three months conduct a gathering of ethnic fellow to conduct activities of friendship and the other and the main activity is a gathering event like that in other areas.

As a social human being requires interaction among peoples that exist around Indonesia. There are some very diverse ethnic, one of them is ethnic Chinese, ethnic Chinese in Indonesia is the result of descendants of Chinese nation who migrated to Indonesia then settled and have good offspring with fellow people Chinese as well as by marriage mix with indigenous ethnic. In the sense of social organization, it explains how people provide structures in their relationships and ways of life with those around them in order to gain an identity and sense of security with their community and culture.

As well as in ethnic Chinese where the social organization that occurs among ethnic Chinese in general is very closed because the Chinese community believes that to continue their descendants so that they make self-limitation for fellow ethnic Chinese, this is evident in every ethnic Chinese distribution cities have areas Special called Chinatown where live and open trading business is all ethnic Chinese.

IV. Livelihood System

The success of the Chinese in trade has to do with the inheritance of the ancestors passed down from one generation to another. It is like that of Suwarti said that his trading business is a trading business from downhill. The spirit of the Chinese work in conducting business in the economic sector, especially in trade, there are several work ethics that are appropriate such as:

(1) Hard work. The Chinese guard realizes that to achieve success in life it must have the ability and motivation in it. The hard work that is meant is never to give up the spirit of work that continues to flow in the soul of Chinese sword. By looking at opportunities, positive thinking and focus where it can provide jobs that is by trading. Seng (2009) in his book "The Secret of the Chinese Business" says that working hard or trying is a sacred word that encourages Chinese trades to succeed in business.

(2) Save (simple life). In the economic life of Chinese ethnic pedagogues shows that Chinese ethnic traders apply a frugal life and take into account all expenditures it earns to meet the necessities of life. Chinese ethnic traders like to save for future needs that can come unexpectedly or for the purpose of financing children's education.

Frugal attitude can also be seen from how the life of ethnic traders Tionghoa daily. Simple life is also a part of frugality. Chinese traders who are not easy to spend money and prefer to make their lives simple. It can be judged from the house, the vehicle, the clothes they wear and see how they spend their leisure time in search of entertainment.

Just as the researchers encountered during the interview, the three homes that researchers came to are still ancient and simple, still look very classic. Not only the house building is very simple but the way they dress is very simple not dressed luxurious. But there is one family that is Oei Kok Teijang said that the aspect of Chinese life is stingy.

(3) Discipline. Chinese merchants appreciate time in every activity. For ethnic Chinese traders time should be spent with useful things. The one who wastes is the one who throws away the opportunity. They greatly apply the discipline of their children to be a good personal person in which he will be the person who can appreciate every time he has.

(4) Honest. The honest nature of trading is a thing that is held if you want to succeed and succeed. Honesty is a very important thing in trading. Chinese traders have a code of conduct that prohibits using dirty methods. Dropping someone else's trade is a cursed thing (Seng, 2009; 61). As one of the informants said Yuli or commonly called Cece said:

> "Ethnic Chinese traders are in principle a healthy competition, as in the Chinatown-Bangkalan road, all of which many are trading gold, but there is no conflict with each other"

The trading experience gained by ethnic Chinese merchants was obtained through his parents where his parents were also traders. The view of successful Chinese ethnic traders is those who want to learn to trade from the bottom. In trading there is no age limit to pursue trading business.

When viewed from the nature of the Chinese have ethnic who have the characteristics of work hard and have the motto that "time is money", so their passion to move forward wherever they are still there. Research on ethnic Chinese and its work in Indonesia has been done, one of them by Puji Lestari (2007) in Journal of Communication Science entitled "Stereotype and Competence of Business Communication between Bali and China". Lestari states that ethnic and ethnic groups can generate inter-ethnic stereotypes. Stereotypes close to reality are often expressions of a sense of ethnicity, but on the other hand stereotypes that are inconsistent with certain ethnic realities can be boomerang and misunderstandings of interethnic relationships. Conversely, positive stereotypes (close to reality) will be able to increase the competence of intercultural communication, especially in business.

V. Systems Technology

Understandably, Technology itself is the development and application of tools, machines, materials and processes that help people solve the problem. While information is the result of processing and manipulation and organizing of some people in the form of data groups that have a sense of knowledge for those who use it. While the information technology itself is a tool that can facilitate people in establishing information by using a tool. Information technology in the dictionary of computer information processing and telecommunications (Haryadi, 1993: 253) information technology is limited as a technology procurement, processing, storage, and dissemination of various types of communication by utilizing computers and telecommunications are born because of strong impetus to Creating new technologies that can overcome the slowness of human information processing (Pendit 1994: 37). From the results of observations that have been done and get a theme to analyze how the cultural development that has been done by citizens of Chinese descent who have moved their home region by living in the city of Madura by doing all the first adjustment done to:

Suwarti who is 61 years old who resides in Madura in Arosbaya village which usually this place is called pecinan village. Suwarti is a Chinese descendant whose origin was born in Bangkalan. From the results of observation and interviews tells that the Chinese descent in the village Pecinan-Arosbaya on average still not media literate (those who are still limited to information technology and even its use). Suwarti is one of the Chinese descendants who argue that the technology system in Madura has developed but is still inferior to the existing technology system in the cities and technology used by Suwarti still has not used android Hand Phone and can not use the internet, which has been obtained due to the result of age . Chinese descendants in Chinatown Arosbaya still do not use online services with the development of technology as well as JNE (delivery and acceptance of goods online) and some types of technology services have not been done by some Chinese descendants in the area Arosbaya. On-line shop is now rampant used in the system of buying and selling in Indonesia is now still not implemented and also even from the interviews do not know the development of times like that. So media literacy in this village is very less for those of Chinese descent even though the lack factor comes from each individual as well as environmental factors as well.

The observation was done to the family of Chinese descent, namely the family of Oei-kok Teijiang from Sumenep whose origins are migrated to Gedongan Bangkalan village because their livelihood is trading and prefer to wander to Bangkalan. Oei Kok Teijiang is a gold broker who thinks that the existing technology system in Madura can be reached by internet and also their families have been using technology tools for information such as Hand Phone android and they also have been using the application. In the village of Gedongan, the Chinese descendants are already media literate but they are slightly limiting their use because using the system and tools of technology in Madura is not too important and wasteful of costs.

The third observation of a Chinese family named Yuli residing in Rangkap Village is one of Chinese descent mixed from mother Java and a real father of Chinese people. Cece Yuli is one of the original Chinese people of Bangkalan who believes that the Chinese people in Rangkap village have been very media literate, so the information system, technology and the use of technological tools have been very sophisticated and very follow the times.

Of the three speakers of Chinese descent and also from the observations of the three different villages that the technological system that has ethnic Chinese is having many advantages and also shortcomings. One man becomes more individualistic, if the person is too dependent on the existence of technology that is always pawning and also result in lack of familial tolerance with fellow social beings. The positive impact is to simplify in all the work for example: in the presence of technology now can easily and quickly send and receive goods.

VI. Religious System

In addition to culture, human life is also influenced by religion. Because as it is known, religion itself takes an important role in a culture of society. Religion or religion is the relationship between man and his God, in the heart as the essence of the unseen, the relationship that expressed itself in the form of cult and ritual and attitude of life based on certain doctrines. In the empirical level, religion consists of several basic elements, namely the belief system to God, the system of rules in the holy book, ritual system and the symbols of the material religion.

The religious system derives from the consciousness of a tribe of the existence of a "force" outside the human being that has infinite power when compared with human strength, as well as to seek answers to various events in the environment of his life. The Chinese / Chinese community's belief system is inherited by a strong tradition on four sources: the worship of nature and the spirits / ancestors (Spiritism, animism & Pantheism), and the religions of Taoism, Confucianism and Buddhism. Worship of nature and spirits / ancestors is the oldest tradition of belief, at least in 3000 years ago there was an I-Ching book that formulated that belief. In principle Primordial belief brings human beings to efforts to achieve the prosperity, prosperity and happiness of life achieved by living in harmony with nature and the worship of spirits and ancestors.

The ethnic Chinese migrating to Indonesia generally adhere to Confucian or Buddhist beliefs. But along with the development of the era and the process of cultural assimilation that has been going on for hundreds of years between Chinese ethnic culture and Indonesian culture, the majority of ethnic Chinese today are Buddhists, Catholics, Christians and Islamic minorities and Confucianism (Konghucu).

But the researchers will not discuss the ancient Chinese traditions and Buddhism beliefs deeply because the informant of the researchers no one adheres to or implement this tradition. This is due to the social environment and the family descendants are not pure again (mixed) so that these beliefs and traditions have gradually abandoned.

The three sources of research have different religion, the first source named Suwati and domiciled in Arosbaya village is Christian Catholic. While the second informant named Oei-Kok Tjiang who is domiciled in Gedongan village is Christian Protestant, and the third speaker named Yuli (commonly called Ce Yuli) Are Protestant Christians as well and are domiciled in Langkap village.

The results of the researcher's analysis of the three speakers are not professing Buddhism or Konghucu as is commonly adhered by most Chinese. The reason given is the same in choosing a Catholic / Protestant Christianity, that is because it has become a native of Madura and was born and raised in Madura, so the religion

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becomes automatically derived from their parents first. The Madurese neighborhood that we know is known as the city of islamic, is not very influential in many religions adhered to by the Chinese community in Bangkalan. This is because of their strong religion and because of the influence of the Chinese family environment that is known very closely even the boxes in the family clan became the trigger of religion is maintained in the family of the speakers.

Though not embracing Buddhism or Konghucu, but the Lunar tradition is very difficult to disappear for Chinese society even if it has been mixed and impure again Chinese New Year culture still run every year. Habits that are often performed in Chinese New Year celebrations are still done although not all of these habits are done because of the influence of mixed Chinese marriage and minority environments, but they still maintain some traditions that they still consider important to preserve. Tradition that is still done by Bangkalan-Tionghoa society is to visit the parent's residence and do ritual "nyekar" when parents have died (this tradition usually also exist in "Cheng Ben").

Big meals also become one of the Chinese people in celebrating the Chinese New Year and usually the food that is served will be served with a lot of sweetness, it is intended that throughout the year things "sweet" always happen in the family. When discussing all kinds of abstinence that usually exist in Imlek (Chinese new year) tradition in general, this is not encountered in Bangkalan Chinese community. This happens because of the influence of the environment in which they are a minority so that the abstinence which is usually a ban at the Chinese New Year celebration began to shift and is considered not too important anymore. The abstinence here is like do not sweep or throw garbage at the beginning of Imlek which is believed to be throwing sustenance, or avoid child crying during the first day of Imlek because it will bring misfortune for the whole house at all year, because it is no wonder parents will do anything for her child At the beginning of Chinese New Year.

VII. Art

Art for Chinese or Chinese is very important. All art is strongly influenced by the beliefs held by the Chinese, although in reality in modern times today Chinese culture has begun to be modified. Chinese art is very diverse, and the most famous is the art of dance lion dance. Lioness itself is a Chinese art that has been worldwide including Indonesia. Lioness itself is a dance using artificial lions are decorated with beautiful and festive which is usually identical with red, gold and yellow. Lioness is known for its lungwu dances while in China devoted to tanning for lion dances. Meanwhile, the lion dance itself is not a Chinese term, barong is taken from the Malay language which is similar to Javanese barong art while sai means lion in hokkian dialect. Art lion dance began to exist in 420-589 AD precisely in the era of Southern-North dynasty (Nan Bei). This began when the elephant troops of King Fan Yang attacked the king Song Wen Di, who then a commander named Zhong Que made a lion-like imitation doll to drive the elephant troop. It turns out that it works to the legendary Lioness dance. Lioness dance consists of two parts, the first is the northern part which is a lion with curly and four-legged mane. While the south is a lion that has scales and the number of legs that vary between two or four. How to play this lion dance is primarily self-defense martial arts which is the key to dance that we often know as kungfu or wushu. The lion dance itself has special features of dance such as leaping, and rolling.

Chinese ethnic art is Lioness, researchers have made observations on ethnic Chinese in Bangkalan, Madura. Precisely in three different villages where each of these villages there are citizens with ethnic Chinese descent. The first village visited to obtain information about the ethnic art of Tioghoa is Arosbaya village in Bangkalan sub district named Suwarti. Art that is found in this Chinese descent is an art in the construction of a house. Building houses from the speakers are still very classic and also traditional. The ethnic Chinese in the village of Arosbaya still retain a classic accent for house buildings on the walls, which still use old walls that are not renovated. It's just that the wall is still solid and also still deserve to be occupied and not willing to renovate. A classic accent is also visible from the door that still uses two traditional door leaf, in contrast to modern home design today that has been using a minimalist design. The floor used was still tiled and not ceramic. If viewed in terms of material they are categorized as a society capable because they are able to send their children to lecture level at private universities in Surabaya. Not only the design of the house, but also has an old furniture. Starting from chairs, tables, cabinets even to the television though still using any object that if still can be used even though it is old fashioned or outdated.

The next interview was an interview with the Oei Kok Tejiang family (a Chinese descendant of the original Sumenep district of Madura). Oei Kok Tejiang moved to the village of Gadongan, Bangkalan because it considers looking for work here more easily. Art in the can of the family of Mr. Oei Kok Tejiang is the same as Suwarti, still retain the classic house design that impressed the classic for their home. The speakers also still neatly arranged the chair-kursu or an old sofa, except that the family still uses items that are considered damaged to be used, like a broken sofa. Walls with old paint and peeling. This is similar to the science of arranging a feng shui home is a science that is incorporated with the interior design of the house. Art science that has a close relationship with the home stay.

Then came to the third source of Yuli is usually called Cece Yuli is a resident of tioghoa who have experienced many modernization. Yuli lives in a residential area in Langkap village, Bangkalan. Ce Yuli is a mixed Chinese madura who is currently undergoing culinary business of dumpling noodles at his residence. Ce Yuli calling art is an important thing especially Chinese art that is Lioness that only exist once a year when Lunar New Year arrive. As a Chinese descendant he claimed to have a role to preserve the Chinese culture that is the art of Lioness dance. He also touched on the matter of Chinese-dressed art, that the red shirt is shown for happiness. Whereas the color of gold is shown for the symbol of glory where the two colors are used for Chinese big days such as Lunar New Year. While the black color is intended to show sadness such as death or death warning. However, to show the loss of the dead there are two, the first is if the deceased person is very old will use red as a symbol of happiness. This is because ethnic Chinese are happy because the person died with the burden of life that has been over with his children. The second is that if one considers death is a sadness ethnic Chinese will wear a black shirt. But both depend on how the family responded to the departure of his family.

III. Conclusion

The seven cultural systems that exist in Chinese ethnicity are part of the ethnic contestation of Madura which produces a mixed ethnic Chinese culture. The existence of cultural acculturation and cultural relativism produced two impacts. The first impact that ethnic Chinese can be accepted in ethnic Madurese with the identities of ethnic Chinese as a minority culture and the second impact that ethnic Chinese culture has lost the originality of culture derived from China and even missing from the ritual of indigenous culture in the country of China. As a result the Chinese ethnic culture in Bangkalan-madura becomes very flexible and loses its sacred.

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ANTECEDENT OF COMPETITIVE ADVANTAGE TO MARKET PERFORMANCE IN ARTIFICIAL TRAVEL DESTINATION EAST JAVA, INDONESIA

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The study analyzes the effect of the Market Orientation , Entrepreneur Orientation towards Organizational Learning and Competitive Advantage to Market Performance in Artificial travel Destination in East Java. The population of this study is the place of Artificial travel Destination all over East Java, Indonesia is amount 197 places. Sample technique by purposive sampling method. The sample size is 24 Artificial travel Destination units which is led by owner, HRD Manager, Marketing Manager and Public Relations Manager, in every destination. Hypothesis testing using SEM analysis with SmartPLS. Based on hypothesis test can be concluded that (1) Market Orientation has positive and significant effect to organizational Learning and Competitive Advantage. (2) Organizational Learning have positive and significant effect to Competitive Advantage (4) Organizational Learning have negative and n have ot significant effect on Market Performance (5) Entrepreneur Orientation have positive And significant effect to Market Orientation and Organizational Learning (6) Entrepreneur orientation have positive and significant effect to Market Performance (7) Entrepreneur Orientation have negative and not significant effect to Market Performance, (8) Competitive Advantage

Keywords: Market Orientation, Entrepreneur Orientation, Competitive Advantage,
Market Performance, Artificial travel Destination East Java, Indonesia

INTRODUCTION

Tourism is one of the sectors that contribute to boost economic growth, in Indonesia tourism is treated as an industry is expected to function as a catalyst of development and can support sustainable development. The development of the tourism industry besides increasing foreign exchange earnings, but also can provide prosperity and improve the welfare of the people so that tourism can be relied upon in increasing the foreign exchange earnings, but it's also able to increase employment opportunities, tax revenue, national income and also strengthen the balance of payments (Yoeti, 2008: 1.4).

The development of national tourism is carried out by involving various elements in an integratedly between the government, local government according to their authority, business world and society. Among the 50 destinations in Indonesia, there are 3 (three) Tourism destinations in East Java that are categorized in DPN (National Tourism Destination) and KSPN (National Tourism Strategy Area), namely: 1) Bromo-Malang and surrounding areas (Volcano in the Desert), 2) Surabaya - Madura and surrounding areas (Fascinating Madura Culture) and 3) Ijen-Alas Purwo and surrounding areas. Taking into account the potential of East Java tourist destinations that have been included in the

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category of DPN and KSPN become a strong reason to maintain the performance of tourism marketing in East Java.

The achievement of foreign tourist visits to East Java shows a trend that continues to increase from year to year. The achievement of National tourist arrivals compared to foreign tourists to East Java showed a ratio of 1.4% to 2.9%. The achievement of East Java has given the highest contribution among other sectors in economic growth in East Java which is 2.8% as mentioned in Musrenbang East Java 2015. High marketing performance will indicate that tourism business in East Java grow and develop this give Positive influence for economic growth of society and government. The multiplier effect of the tourism industry for the community will open business opportunities and job opportunities to reduce the unemployment rate while for the government the tourism business will have a potency to generate foreign exchange.

Efforts to maintain or improve the performance of East Java Tourism marketing is important. Through the strategy is expected to improve the competitiveness of tourism in East Java and impact on marketing performance. Strategy is seen as the key success of achieving corporate goals. The importance of strategy is a tool for achieving long-term of corporate objectives and it’s done continuously based on the viewpoint of what are competitors faced in the future as an effort to achieve competitive advantage. Prior research conducted by Matear, Osbone, Garret and Gray (2002) on service companies in Engin Deniz Eris, Omur N.T. Ozmen (2012) shows that marketing performance in service companies is significantly influenced by market orientation variables, research conducted by Calantone, Cavusgil, Zhao (2002) at Research and Development services company in Engin Deniz Eris, Omur N.T. Ozmen (2012) states that learning orientation influences innovation, organizational learning and innovation together have a big effect on company performance.

The increasing of marketing performance of Tourism Destination made in East Java will give influence to the effort of the society tourism and also the absorption of manpower especially those who live around the tourist destination area so the final result is the increase of tourism business profit and the increase of foreign exchange and economic growth in long term .

Based on the description of the phenomenon that occurs researchers explain gap in this study are as follows:

1. The position of bargaining tourism in East Java is in a less than optimal position of tourism in East Java now is only as a transit of tourists before going to Bali, West Nusa Tenggara and Yogyakarta, the number achievements of tourists to tourist destinations in East Java period 2011 to 2015 ranged from 1.4% to 2.9% only compared to the national achievement scale
2. It is important to maintain the performance of tourism destination marketing in East Java or even to improve existing performance because Tourism sector gives the biggest contribution in supporting economic growth in East Java.
3. Tourism Business Management in East Java requires adequate human resources support with a variety of better management strategies in order that the offered tourism services have competitiveness and are able to create marketing performance optimally

LITERATURE REVIEW

Market Orientation (MO)

Nerver and Slater (1990: 34) define market orientation as the most effective and efficient organizational culture to create the behaviors needed to create superior value for buyers and deliver superior performance for the company. Company that has made market orientation as organizational culture will be based on external basic needs, market wants and demands as a basis for arranging the strategy for each business unit within the organization, will determine the company's success. Kohli and Jaworski (1990, 1993): It is a mix of three activities: "Organizational of market intelligence pertaining to current and future needs of customers, dissemination of intelligence within the organization and responsiveness to it", Deng and Dart (1994): “ Market Intelligence pertaining to current and future needs of customers,and competetors for their satisfaction, integration and dessemination of market intelligence and co-ordinated design and execution of the strategic organization response to market opprtunities" The emphasis of market orientation on competitiveness is based on identifying customer needs To be able to respond to customers' needs both through creating of new products, or the developing of existing products in order to create superior value for customers sustainably and can be the main capital for organizations to win the competition.

Entrepreneurship Orientation (EO)

According to frees (2002: 276) entrepreneurship orientation is the key to improving marketing performance. The Company whose leaders are entrepreneur-oriented have a clear and courageous vision to face risks so he is able to create good performance. Lumpkin & Dess (1996), Matsuno et al (2002), Griffith et al (2006) in Hendar (2010: 232-233) mentions entrepreneurship orientation as 5 (five) dimensions: Innovativeness, Proactiveness, Managing Risk, Autonomy and Competitive Aggressiveness . Weerawardena (2003: 424) states that the company that has engaged in entrepreneurial activities will automatically encourage high performance or shows the height of organizational spirit in facing various business challenges.

Organizational Learning (LO)

Sudharatna & Li (2004: 163-178) states that the characteristics of learning orientation are closely related to organizational change, learning orientation can build and strengthen organizations in business environments changes to become a competitive advantage. According to Baker and Sulaula (1999), organizations must learn when organizations want to keep competing in long term (Slater & Narver 1995). Supported by (DeGeus 1988; Dickson 1992; Slater & Narver 1995) suggests that organizational learning is probably the only source in shaping sustainable competitive advantage and organizational learning is likely to be the key to success for future organizations (Luke, Hult & Ferrell 1996) . Organizational learning as a continuous learning process through capacity building to innovate and cultivate and improve learning as one of the strategic components in achieving long-term organizational success (Senge, 1990; Harung 1996; Cunningham and Gerrad, 2000).

Competitive Advantage (CA)

The ability of an enterprise to achieve an economic profit above that of a competitor in the market in the same industry is called a competitive advantage, Porter (1993: 399-404). Companies that have a competitive advantage always have the ability to understand changes in market structure and are able to choose effective marketing strategies. The competitive advantage in an organization can be obtained by taking into account the superior value for the customer, the concept of competitive advantage from the core competence that emphasizes the coordination between production skills and technology (Porter, 1986: 167). Bharadwaj et al., (1993, p83-84) explains that competitive advantage is the result of implementing strategies that utilize the resources of the company. Unique expertise and assets are seen as the source of competitive advantage. . "Competitive strategy is generally defined as an integrated set of actions taken by a firm that produces a sustainable advantage over competitors "(Varadarajan, et al, 1990: 98). Bharadwaj et al. (1993), Barney (1991), Grant (1991) where research was conducted on service companies. The dimensions used are: Valuable ,: Imitability, Durability, Transferability,

Market Performance (MO)

Marketing performance is important from company performance Marketing performance is a concept to measure marketing achievement of a company. Slater and Narver (1995: 61) describes the results of the implementation of corporate strategy such as customer satisfaction, new product success, sales increase, and profitability of the company, these elements are part of marketing performance. According to Ferdinand, (1999) in Ferdinand, (2002: 152) performance is something that can be seen in marketing is used to measure the impact of strategies implemented by a company. Company strategy is always directed to generate marketing performance (such as sales volume, market share, sales growth rate) and financial performance . The accounting ratios and the measurement of marketing performance is also said as organizational ability to transform itself in facing environmental challenges in long-term perspectives (Keats et al., 1998: 576).

CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Referring to research objectives to know the effect of Market Orientation, Orientation , Entrepreneurship to Organizational Learning, Competitive Advantage and Marketing Performance of the conceptual framework is arranged as follows:

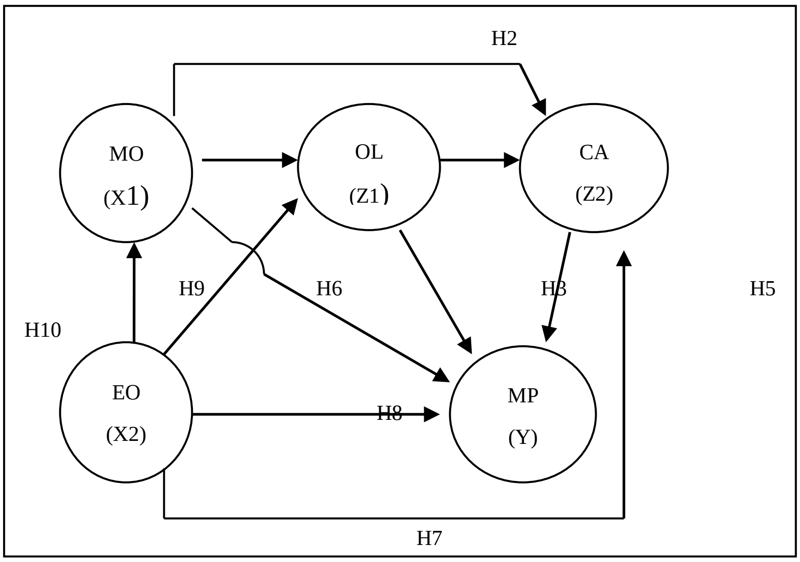

Figure 1 Conceptual Frame work

Based on the background of the problem, problem formulation, literature review and Conceptual framework, then the hypothesis is structured as follows:

H1 : Market Orientation has significant effect to Organizational learning of artfial Tourism Destination in East Java

H2 : Market Orientation has significant effect to competitive advantage of Tourism Destination in East Java

H3 : Market Orientation has a significant effect on the Marketing Performance of tourism Destination in East Java

H4 : Organizational Learning has a significant effect on competitive advantage Artificial Destination in East Java

H5 : Organizational Learning has a significant effect on Marketing Performance of Artifial Tourism Destination in East Java

H6 : Entrepreneurship Orientation has a significant effect on Learning Organizational of artificial Tourism Destination in East Java

H7 : The Entrepreneurship Orientation has a significant effect on competitive advantage Artificial Destination in East Java

H8 : The Entrepreneurship Orientation has a significant effect on Marketing Performance of Artificial Destination in East Java

H9 :The Entrepreneurship Orientation has a significant effect on Market Orientation of Artificial Destination in East Java

H10 : Competitive Advantage has a significant effect on Marketing Performance of Artificial Destination in East Java

RESEARCH METHODS

This research is classified into Descriptive Explanatory research, digging information from current facts problem from a population, research done by survey method in getting data in field. The research population of artificial tourism destinations residing in East Java Regency region Reached 193 destinations.

The sample of this study using non probability sampling approach, the population element selected on the basis of its availability and with purposive sampling technique. The criteria specified as the research sample are as follows:

1. Artificial Tourism Destinations that have applied aspects of market orientation, entrepreneurship orientation and Organizational Learning in the management practice of tourism objects.
2. Artificial Tourism Destination that in the period of 1 (one) year minimum has been visited on average over 30,000 tourists both domestic tourists and foreign Tourists.
3. Type of Tourism Destination Made in the area of East Java Province and managed by private parties and private and government cooperation

Based on the sample that has been determined description of research respondents described as follows:

1. Artificial tourist destination chosen as the most respondents are in the city of Batu 25%, Malang 12.5%, Surabaya 20.8%, Pasuruan 16.7%, Sidoarjo, Lamongan, Probolinggo respectively 8.3%.
2. The highest number of research samples are Tour Attraction 33.33%, Tourism Attractions and Educational Tourism respectively 16.67%, City Tourism 8.33%, Agro Tourism 4.37% while marine tourism 20.83%. Tourism City 8.33%, Tourism Agro 4.37% while marine tourism 20.83%.
3. The market segment of each destination of 24 artificial tourist destinations in East Java shows 45.8%% is included in the lower segment category with ticket prices worth between Rp. 10,000, - up to Rp. 15.000, -. The ticket price of the middle segment is 16.7% with ticket price between 20,000 - 35,000 rupiah while the upper segment reaches 37.5% with ticket price between 50.000 - 70.000 rupiah.

4. The highest number of tourist visitors per year from 24 artificial tourist destinations in this study sample is Surabaya Zoo with the number of visitors per year are 1,073,239 people while the second highest is Marine Tourism Lamongan
5. Profile of artificial tourism managers based on their level of education are mostly S1,that is 61people (63,54%), while the time period in managing ranged from 6 to 10 years that is 60 people (62,5%). This shows that the management of artificial tourism destination in East Java is quite competent in their field. And has had enough experience in managing the tourism business.

MODELS AND TECHNIQUES OF DATA ANALYSIS

The presentation of data analysis begins with the average respondent's answer to each indicator of all latent variables through test Validity and reliability of construct variables. Test the validity and reliability of small samples done first with SPSS test instrument. To display data descriptively through frequency and percentage. The next stage shows the results of PLS testing which is divided into two stages: that is measurement stage(Measurement model) by using outer models analysis and structural stage(Structural model) with inner models.The results of the description analysis of each variable in this study can be seen in the following table.

Table 1

Description variables

Variable	Mean	Category
Market Orientation (MO)	4,03	High
Entrepreneurship Orientation (EO)	4.11	Very High
Organizational Learning (OL)	3.98	High
Competitive Advantage (CA)	3.90	High
Marketing Performance (MP)	3,98	High

Source:Primery Data

In this research do analysis measurement model by using PLS method as prediction model. Evaluation of PLS model is done by evaluating outer model and inner model.

Outer Models

Outer model to assess the validity and reliability of the model, through the algorithm iteration process, the parameters of the measurement model are obtained: Test Validity consists of convergent validity and discriminant validity; Test Reliability consists of:. Composite reliability and cronbach's alpha and R^2 values as predictor model prediction parameters. Each measurement result is described as follows:

1. Convergent validity test results in PLS with reflective indicator are said to be valid by loading factor indicator that measures construct value> 50. remaining indicators get Critical Ratio (CR) value greater than 2 x Standard Error (SE) and probability value Each indicator shows a number smaller than 0.05 then it is said all the indicators that make up the research variables have met the requirements of convergent validity. In each research variables obtained results:
   a. Convergent value of convergence validity The market orientation shows the numbers between 0.539 - 0.755
   b. Value of convergent convergence validity The entrepreneurship orientation shows a number between 0.530 - 0.803
   c. The value of loading the convergent validity of Organizational Learning shows a number

between 0.523 - 0.770

d. Convergent convergence loading values Competitive advantage shows the numbers between 0.572 - 0.771

e. Convergent value of convergence validity The market orientation shows the numbers between 0.545 - 0.777

2. Discriminant Validity Test results are assessed on the basis of cross loading measurements with their constructs. Crossloading should be greater than the correlation between indicators with other constructs. Crossloading value of each variable and its indicator seen in each variable as follows:
   a. The value of the cross loading indicator of the market orientation variable shows a higher value compared to the other cross loading variables indicated with the lowest value 0, 539 up to the highest value of 0, 755 when compared with the other lowest cross loading variable is 0.240 and the highest is 0.486 so the This shows that the result of measuring discriminant validity on market orientation variables is valid.
   b. The cross loading value of the indicator of the entrepreneurship orientation variable shows a higher value compared to the other cross loading variables indicated with the lowest value of 0,530 to the highest value of 0, 803 when compared with the other lowest cross loading variable is 0.131 and the highest is 0.484 so that This shows that the result of measuring discriminant validity on entrepreneurship orientation variable is valid.
   c. The value of cross loading indicator of organizational learning variable shows higher value compared with cross loading of other variables indicated with the lowest value 0, 523 up to the highest value 0, 770 when compared with cross loading of other variable the lowest is 0.150 and the highest is 0.456 so that This indicates that the result of measuring discriminant validity on organizational learning variable is valid.
   d. The value of cross loading indicator of competitive advantage of the organization shows a higher value compared to the other cross loading variables shown with the lowest value of 0, 572 up to the highest value of 0, 771 when compared with the cross loading of the other four other variables is the lowest 0.215 and The highest is 0.484 so this shows that the result of measuring discriminant validity on competitive advantage variable is valid.
   e. The value of cross-loading of market peformance inddicator shows higher value than the other variable loading which is shown with the lowest value 0, 545 up to the highest value 0, 777 if it’s compared with the other four variables crossing the lowest is 0.036 and the highest Is 0.446 so this indicates that the result of measuring discriminant validity on competitive advantage variable is valid
3. The Fornell-Larcker criterion test is performed by comparing squareroot of average variance extracted (AVE) with latent variable correlations. The calculation result of validity of each construct is said valid with latent variable value correlations> AVE

Tabel 2. Result of AVE, $\sqrt{\mathrm{AVE}}$

Construct	AVE	$\sqrt{\mathrm{AVE}}$
Market Orientation (MO)	0.443	0.6657
Entrepreneurship Orientation (EO)	0,402	0,6342
Organizational Learning (OL)	0,485	0,6967

Construct	AVE	$\sqrt{\text{AVE}}$
Competitive Advantage (CA)	0,455	0,6748
Marketing Performance (MP)	0,457	0,6757

Source : Data processing

Table 3

Latent Variable Correlations

No	Variable	MO	EO	OL	CA	MP
1	MO	1.000	0.524	-	0.552	0.431
2	EO	-	1.000	-	0.475	0.338
3	LO	0.493	0,495	1.000	0.481	0,431
4	CA	-	-	-	1,000	-
5	MP	-	-	-	0,542	1,000

Source Data processing

The comparision of value resusl from the process of data shows that the correlations latent value of all research variables is 1,000 so when compared with the AVE root value of each variable is greater than the AVE root value, this indicates that all the latent variables used in this study is valid .

Test Reliability

Conducted to show the accuracy, consistency and accuracy of a measuring instrument in measuring (Hartono: 2008a in Jogianto 2014: 61). In PLS uses two methods: Composite Reliability and Cronbach's alpha.

1). Composite Reliability

The output of Composite Reliability measures the true value of a construct's reliability. Each variable construct has given results greater than 0.7 meaning that the construct has good reliability where the valid construct is a reliable construct.

Table 4. *Composite Reliability*

Variable Construct	Composite Reliability
Market Orientation (MO)	0.896
Entrepreneurship Orientation (EO)	0.907
Organizational Learning (OL)	0.911
Competitive Advantage (CA)	0.915
Market Performance (MP)	0.853

Source : Data processing

2) Cronbach's alpha.

Cronbach's Alpha output results to measure the lower limit of the reliability value of a construct as shown in the following table.

Table 5. Cronbach's Alpha

Variable Construct	Cronbachs Alpha
Market Orientation (MO)	0.872
Entrepreneurship Orientation (EO)	0.894

Variable Construct	Cronbachs Alpha
Organizational Learning (OL)	0.892
Competitive Advantage (CA)	0.899
Market Performance (MP)	0.801

Source : Data processing

Relialibelty test is strengthened by cronbach's alpha value.. The value suggested is >0,6. The value of cronbach's alpha for all collisions according to the table above each latent variable is above 0.6 this indicates that the test results of all variables are reliable.

Inner Model (Structural Model)

1. **Test the Goodness Fit Model**

Tests on the structural model is done by looking at the value of R-square which is a goodness fit test model. R^2 is used to measure the level of variation of the independent variable changes to the dependent variable. The higher R^2 means the better the prediction model of the proposed research model.

.Tabel 6. R Square Variabel

Variable Construct	R Square (R^2)
Market Orientation (MO)	0.274
Entrepreneurship Orientation (EO)	-
Organizational Learning (OL)	0.320
Competitive Advantage (CA)	0.385
Market Performance (MP)	0.327

Source : Data processing

The result of R square calculation above shows that variation of dependent variable variables can be explained by independent variable for competitive advantage 39%, 33% Marketing Performance, Marketing Orientation 27%, Organizational Learning 32% while the rest is explained by other variables outside the proposed model. For the p Oreintation variable of Entrepreneurship in accordance with the SEM requirement because it does not get influence from other variables in the model so the R^2 value is not possible to observe.

2. **The Estimation of Path Coefficient**

In this study, measurements on estimation values for path relationships in the structural model (f^2) are presented in the following table:

Tabel 7. Tabel f^2

The effect of Latent Variable predictor

Hipotesis		F effect Size (f^2)	Category
H1	MO -> PO	0,111	Middle
H2	MO->CA	0,129	Middle
H3	MO -> MP	0,019	Low
H4	OL -> CA	0,052	Low
H5	OL -> MP	0,010	Low
H6	EO -> MO	0,114	Middle

H7	**EO -> CA**	**0,037**	**Low**
H8	**CA -> MP**	**0,000**	**Low**
H9	**EO-> MO**	**0,378**	**High**
H10	**CA -> MP**	**0,147**	**Middle**

Source: Data process

The F square output (f^2) indicates that there is only one predictor of exogenous latent variables of entrepreneurship orientation (X2) that exerts a high influence on exogenous latent orientation of Market (X2) variables with f^2 values above 0.35 in hypothesis 9 (H9).

There are 4 (four) hypotheses that have predictors of latent variables with moderate influence in the structural model that is marked with the value of f^2 above 0.15 ie in H1 (Effect of MO on OL), H2 (Medium Effect of MO on CA), H6 (Medium Effect EO to OL), and H10 (medium influence of CA to MP) so that indicate there is direct influence among exogenous latent variable, endogen intervention variable and endogenous dependent variable are described as follows:

1) Market orientation variables (X1) to Organizational Learning variables (Z1)
2) Market orientation variables (X1) on the variable of Competitive Advantage (Z2)
3) Entrepreneurship orientation variables (X2) to Organizational Learning variables (Z1)
4) Variable of competitive advantage (Z1) to Marketing Performance variable (Z1)

While 5 (five) other hypotheses in the study have predictors of weak latent variables in the structural model characterized by the value of f^2 below 0.15 ie the hypothesis H3 (weak influence between MO to MP), H4 (weak influence between variables OL to CA), H5 (Weak influence between PO variables against KP), H7 (weak influence of variable of EO to CA) and H8 (weak influence of EO to MP) is explained as follows:

1) Market orientation variables (X1) on Marketing Performance (Y)
2) Organizational learning variable (Z1) to competitive advantage (Z2)
3) Organizational learning variable (Z1) to marketing performance variable (Y)
4) Variables of entrepreneurship orientation (X2) to competitiveness variable (Z2)
5) Variables of entrepreneurship orientation (X2) to marketing performance variable (Y)

3. **Path Coefficient Score (Path Analysis)**

To see the results of the significance test of the construct in the structural model is shown by the score of coefficient of path or inner model marked with T-statistic value should be above 1,96, for hypothesis testing at alpha 5 percent (0.05) and power 80 percent (Hair et al. 2006 In Jogianto & Abdillah, 2014: 63). Output Path Analysis result in this research resulted in Path Coefficient Total Effect and Indirect Effect (indirect effect). Output Path analysis is used to measure hypothetical support / significance (Hartono, 2008a in Jogianto & Abdillah, 2014: 87).

Tabel 5.8

Path Coefficient Total Effect **(Mean, STDEV, T-Values, P-Values)**

Hipotesis		**Original Sampel (O)**	**Sample Mean (M)**	**Standard Error (STERR)**	**T Statistic (O/ STERR)**	**P Values**	
MO - OL	H1	0.294	0.308	0.088	3.358	0.001	significant
MO – CA	H2	0.333	0.331	0.090	3.692	0.000	significant
MO – MP	H3	0.149	0.148	0.109	1.371	0.171	un significant

Hipotesis		Original Sampel (O)	Sample Mean (M)	Standard Error (STERR)	T Statistic (O/ STERR)	P Values	
OL – CA	H4	0.235	0.242	0.090	2.597	0.001	significant
OL – MP	H5	0.108	0.108	0.104	1.037	0.300	Un significant
EO - OL	H6	0.343	0.348	0.090	3.382	0.000	significant
EO - CA	H7	0.185	0.180	0,082	2.257	0.002	significant
EO - MP	H8	0.015	0.021	0.114	0.130	0.897	Un significant
EO- MO	H9	0.505	0.519	0.060	8.409	0.000	Significant
CA - MP	H10	0.403	0.410	0.102	3.955	0.000	significant

Source : Data process

In Table 8 indicates that the result of influence test using Path Analysis on each hypothesis shows that from 10 (ten) hypothesis there are 3 (three) hypothesis rejected that is:

Hypothesis 3 The influence of Marketing Orientation to Marketing Performance

Hypothesis 5 The influence of Organisation Learning to Marketing Performance

Hypothesis 8 The imfluence of Entrepreneurship to Marketing Peformance

While other 7(seven) hypothesis show significance and hypothesis are accepted. Those are:

Hypothesis 1 The Influence of Marketing Orientation to Organisational Learning

Hypothesis 2 The influence of Marketing Orientation to Competitive Advantage

Hypothesis 4 The Influence of Organisational Learning to Competetive advantage

Hypothesis 6 The Influence of Entrepreneurship to Organisational Learning

Hypothesis 7 The Influence of Entrepreneurship to Competetive Advantage

Hypothesis 9 The Influence of Entrepreneurship to Marketing Orientation

Hypothesis 10 The Influence of Competetive Advantage to Marketing Performance

Significant direct relationship occurs between exogenous latent variables (X1) and (X2) with variable Mediation Organizational learning (Z1) and competitive advantage (Z2) and endogenous variables Marketing performance (Y) is presented in the following table:

Table 9. The Diret Effect of Variable

Direct Effect	Hipo thesis	Exsogen ous Variables	endogenou s variables		
		MO (X1)	OL (Z1)	CA (Z2)	MP (Y)
Market Orientation (X1)	H1		0,29		-
Market Orientation (X1	H2			0,33	-
Entrepreneur Orientation (X2)	H9	0,51			
Entrepreneur Orientation (X2)	H6		0,34		
Entrepreneur Orientation (X2)	H7			0,19	-
Orgenizational Learning (Z1)	H4	-	-	0,23	-
Competitive Advantage (Z2)	H10	-	-	-	0,40

Source : Data process

The result of direct influence test between variables in this study based on the value of orginal samples where the greatest value is in hypothesis 9 that is 0,505 or 0,51 this indicates that entrepreneurship orientation variable give biggest contribution directly in forming market orientation. The structural model of this study can be presented as follows:

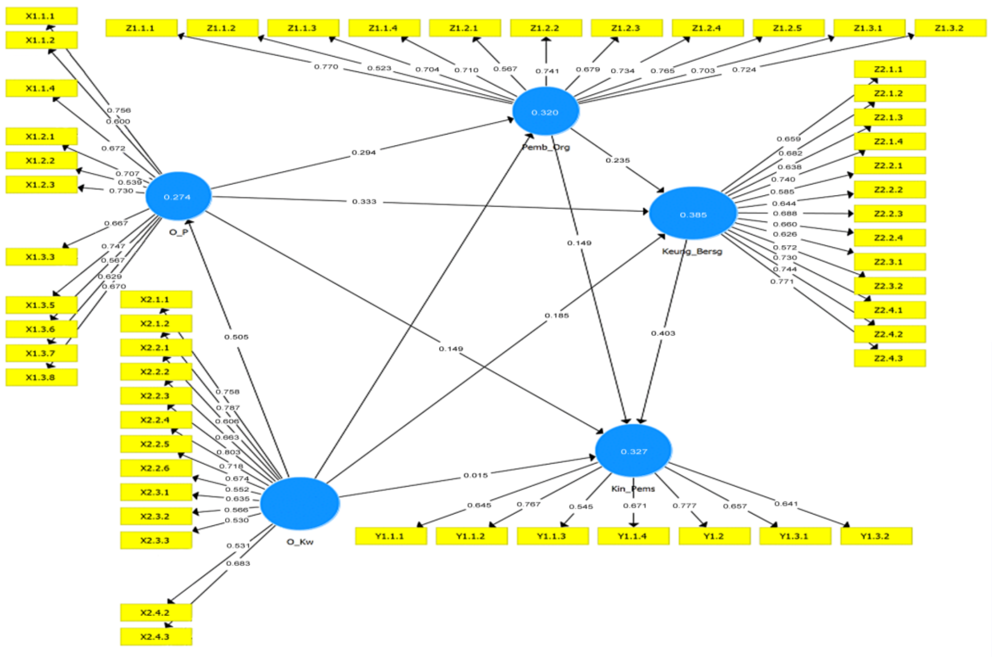

Figure 2. Structural Model the result of study

In statistical tests using Partial Least Square (PLS) in addition to generating an out put direct link also generates a mediation output. The effect of mediation is to test the direct effect of the exogenous variable to the endogenous variable, as well as the indirect effect between the exogenous variable and the endogenous variable through the mediation variable. Total effect is used to see the effect of total prediction (direct and indirect effect). If T statistic> 1.96 then the variable proved in full mediation so that the hypothesis for the mediation effect is supported. Test Results of mediation effect in this study are presented in the table below.

Table 10

Indirect Effects (Mean, STDEV, T-Values, P-Values)

Hipothesis		Original Sampel (O)	Sample Mean (M)	Standard Error (STERR)	T Statistic (O/STERR)	P Values	Mediation
MO - OL	H1	-	-	-	-	-	Un significant
MO – CA	H2	0.609	0.077	0.040	2.707	0.809	Un significant
MO – MP	**H3**	0.194	0.202	0.056	3.442	0.001	**significant**
OL - CA	H4	-	-	-	-	-	Un significant
OL – MP	H5	0.095	0.098	0.043	2.199	0.028	Un significant

Hipothesis		**Original Sampel (O)**	**Sample Mean (M)**	**Standard Error (STERR)**	**T Statistic (O/STERR)**	**P Values**	**Mediation**
EO - OL	H6	0.148	0.160	0.049	3.036	0.030	Un significant
EO - CA	**H7**	0.284	0.295	0.062	4.562	0.000	**significant**
EO - MP	**H8**	0.317	0.328	0.065	4.897	0.000	**Significant**
EO - MO	H9	-	-	-	-	-	Un significant
CA - MP	H10	-	-	-	-	-	Un significant

Sumber lampiran 6

In Table 10. Indicates that there is a significant indirect correlation between latent variables of exogenous market orientation and entrepreneurial orientation (X2), latent variables of endogen mediating organizational learning (Z1), latent variables of endogen mediating competitive advantage (Z2) against endogenous variables (Y) thus it is known that significant mediation pathway has an influence on this research. The results of the mediation effect test indicate that the hypothesis H3, H7 and H8 has satisfied the strong mediation effect is indicated by a statistic T value above 1, 96, but some of the hypotheses of the mediation effect can not be continued as referring to the Baron and Kenney (1986) rules. The significance value of direct influence on H5 and H6 indicates insignificant (> 0.005) then the test of mediation effect can not be continued so that in this study the effect of mediation is on 3 (three) hypotheses are:

Based on the output of indirect influence between exogenous variables and endogenous variables that can be known. The indirect effect is obtained through the test results of the paths passed, if all the paths are significant then indirect influence is also significant. Described in the following table:

Table 11

Indirect influence of study variable

Indirect Effect	Hipothesis	Endogenous Variable		
		Organizational Learning (Z1)	Competitive Advantage (Z2)	Marketing Performance (Y)
Market Orientation (X1)	H 3 MO - MP	-	-	0,20
Entrepreneur Orientation (X2)	H7 EO-CA	-	0,28	-
Entrepreneur Orientation (X2)	H8 EO-MP	-	-	0,32

RESEARCH FINDINGS

Based on the overall output of test results using path analysis, the research findings on each hypothesis are presented in the following table:

Table 5.12
The summary of reseach result

Hipotesis		**Direct Effect**	**+/-**	**Signifikan**	**Indirect Effect**	**+/-**	**Signifikan**
H1	MO - OL	v	+	v	-	-	-
H2	MO – CA	v	+	v	-	-	-
H3	MO - MP	v	-	-	v	+	v
H4	OL – CA	v	+	v	-	-	-
H5	OL – MP	v	-	-	v	+	v
H6	EO – OL	v	+	v	-	-	-
H7	EO –CA	v	+	-	-	-	-
H8	EO -MP	v	-	-	v	+	v
H9	EO - MO	v	+	v	-	-	-
H10	CA - MP	v	+	v	-	-	-

This research yields some important findings, as follows:

1. The higher the market orientation the higher the organizational learning which impact on the competitive advantage of East Java-made tourist destinations (H2, H4, H7) although in some previous studies stated there is an effect of organizational learning on competitive advantage but in this research the influence is not significant
2. From the three Orientations such as Market Orientation, Orientation of Entrepreneurship and Organizational Learning are equally negative and insignificant to marketing performance (H3, H5, H8). Marketing performance is significantly influenced by Competitive Advantages (H10).
3. The orientation of entrepreneurship has a significant positive effect on the market orientation, the higher the entrepreneurship orientation will encourage high market orientation (H9)
4. Market Orientation and Entrepreneurship Orientation have positive and significant impact on Organizational Learning, higher market orientation and entrepreneurship orientation hence organizational learning is also higher (H1, H6)
5. Market orientation is a strategy used to provide superior value for consumers and superior performance for tourism business managers Market orientation will encourage the organization of artificial tourism destinations to organizational learning in understanding the consumer and competitors so that this encourages the organization has the core competencies and capabilities to improve competitiveness As well as marketing performance in the artificial tourist destination in East Java.
6. The Entrepreneurship Orientation encourages organizations to organize organizational learning on innovation indicators. Through the innovation of tourist destinations made in East Java will be able to present differentiation of tourism services offered. This makes tourist destinations have the advantage of competing tourist services and improve Marketing Performance.
7. Organizational Learning plays an important role in shaping organizational commitment as a

learning organization, opening insights and fostering shared vision. Organizational learning encourages tourism destination managers to increase core competencies and capabilities as organizational resources in shaping competitive advantage.

8. Competitive advantage positively and significantly influence to marketing performance. If the competitive advantage of tourist destinations made in East Java is low then the marketing performance is also low. Competitive advantage has a direct influence on Performance Marketing of artificial tourist destinations In East Java.
9. Market Orientation, Orientation of Entrepreneurship and Organizational Learning has a positive and significant impact on competitive advantage although in organizational learning and orientation of entrepreneurship its influence is not significant but it can be said that the three variables above as antecedents of competitive advantage.
10. In hypothesis 4 and hypothesis 5 the influence of Organizational Learning to competitive advantage is positive and significant, while research (Marquardt 1996: 15, Chaston and Badger 1999, Wang and Lo, 2003) has a difference in the object studied at the manufacturing company. Researchers use service companies while the hypothesis 5 the influence of organizational learning on marketing performance has a negative and insignificant effect, researchers have not get the findings of reference research results

CONCLUSION

This study examines the influence of antecedents of Competitive Advantages consisting of Market Orientation, Organizational Learning Entrepreneur Orientation, Against Marketing Performance. Based on the results of research and discussion that has been done then the findings of research can

1. Market Orientation has positive and significant effect on Organizational Learning. Thus the results of this study prove that Hypothesis 1 is proven or accepted, The results of this study support research Kara (2005), Bhuain (1998).
2. Market Orientation has a positive and significant impact on Competitive Advantage. The results of this study proves that Hypothesis 2 is proven / accepted. The results of this study support the research of Aristin Nikmah (2013), Aris Mardiyanto (2013), Renita Helia (2015)
3. Market Orientation has negative and insignificant effect on Marketing Performance. The results of this study prove that hypothesis 3 is not proven true or rejected, so this study does not support the results of research Deng and Dart, 1994; Fritz, 1996; Greenley, 1995; Greenley and Foxall, 1997,1998; Jaworski and Kohli, 1993; Nerver and Slater 1990; Pitt et al, 1996; Ruekert, 1992; Selnes et al, 1996; Slater and Nerver, 1994), Olivers and Lado, 2003 in Wachjuni (2014), Puledran et.al (2003); Zhou, Brown and Dev (2009), Morgan et.al (2009), Mahmoud (2011). In indirect effect path analysis the market orientation is mediated by the variables of competitive advantage with strong mediation 2,707> 1,96 to influence Marketing Performance. Thus to influence Marketing Performance must be through mediation Competitive advantage.
4. Organizational Learning has a positive and significant impact on Competitive Advantage. Thus the results of this study prove that hypothesis 4 is proven / accepted. The results of this study support the research of Marquardt (1996: 15), Chaston and Badger (1999), Wang and Lo (2003) but there are differences in the object of research, have not found reference research results in Indonesia and the results of this study can be said new findings

5. Organizational Learning has a negative and insignificant effect on Marketing Performance Thus the results of this study prove that hypothesis 5 is rejected, the findings of this study are new findings have not found empirical studies.
6. Orientation of Entrepreneurship has a positive and significant impact on Organizational Learning Thus the result of this research proves that hypothesis 6 is proven / accepted, the findings of this research developed Zahra and Covin, 1995, Reswanda (2011),
7. The entrepreneurship orientation has a positive and significant impact on the Competitive Advantage. Thus the results of this study prove that hypothesis 7 is proven / accepted, the findings of this study support the results of research conducted by Zahra and Covin, 1995; Bharadwaj, 1993; Renita helia et al (2015), Reswanda (2011).
8. The Orientation of Entrepreneurship has a negative and insignificant effect on Marketing Performance. Thus the results of this study prove that hypothesis 8 is not proved or rejected, the findings of this study support the results of Reswanda research (2011) and do not support the research by Covin and Slevin (1989), Jaworski Kohli (1993), Lumpkin and Dess (1996) Man et al. (1997), Naman and Slevin (1993), Miller (1983), Covin and Slevin (1988), Hult & Ketchen (2001), Matsuno et.al (2002), Miles et al. (2003),, Zhou et al. (2005). In indirect effect path analysis the Orientation of Entrepreneurship is mediated by the competitive advantage variables with strong mediation 2,707> 1,96 to influence Marketing Performance. Thus, to influence marketing performance, the entrepreneurship orientation must be through mediation competitive advantage
9. The Orientation of Entrepreneurship has a positive and significant impact on Market Orientation. Thus the results of this study proves that hypothesis 9 is proven or accepted, the findings of this study support the results of research Rahab & Sudjono (2011), Mukhammad K. Mawardi (2007).
10. Competitive Advantage has a significant effect on Marketing Performance. Thus the results of this study prove that hypothesis 10 is proven or accepted, the findings of this study support the research of Zhou et al. (2005), Aris Mardiyono (2011), Reswanda (2011), Mulato Santosa & M. Natsir (2015).

In general it can be concluded that there is a positive and significant influence between Market Orientation and Entrepreneurship Orientation toward Organizational Learning, Competitive Advantage and Marketing Performance, thus H1, H2, H4, H6, H7, H9, H10 are acceptable while H3, H5, H8 provides rejected and insignificant findings

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THE IMPLEMENTATION OF FULL DAY SCHOOL PROGRAM AT THE SENIOR HIGH SCHOOL
(Case Studyin SMA Al-Hikmah Surabaya)

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Abstract,*the purpose of this study is to know and describe about the understanding of the implementer, the accuracy of the target, the timeliness, the achievement of the goals, and the real changes produced by the Full Day School program at Al-Hikmah Senior High School Surabaya.*

The research approach used is qualitative approach with case study method. Data collection techniques used in this study is structured interviews, non-participant observation and documentation study. Data analysis technique used is qualitative analysis through 3 paths namely, condensation data, display data, and withdrawal of conclusion / verification.

Based on the results of the study can be concluded that (1) understanding of the implementer of the Full Day School program at Al-Hikmah Senior High School Surabaya has largely understood the intent and purpose; (2) Full Day School program at Al-Hikmah Senior High School Surabaya has been implemented on target; (3) Full Day School program at Al-Hikmah Senior High School Surabaya has been conducted on time in accordance with the schedule already designed; (4) Full Day School Program at Al-Hikmah Senior High School Surabaya has achieved the goal to be achieved; (5) Full Day School program at Al-Hikmah Senior High School Surabaya has brought positive change to the students.

Keywords: Effectiveness Program, Full Day School Program

INTRODUCTION

Educational institutions are industries that can run services, namely education services. Through education people expect that all the talents, abilities and possibilities possessed can be developed maximally and can be independent in the process of building his personality. The success of education lies in the curriculum. The superiority of a school is determined by the school's management. For example, education in a school is successful if what is given to the student suits the needs of the student. In addition, it is also designed to provide a definite hope for the community as well as creating quality human beings in thermal in the National Education System Law no. 20 Year 2003. Lots of efforts made by government agencies and private companies to realize these goals. Implementation of curriculum system that feels right to realize that goal is one of them is fullday school system.

Implementation of Full Day School program is an educational program that all learning activities and other activities are in school all day (from morning until afternoon). Meaning throughout the day is essentially not just an effort to add time and reproduce the subject matter. However, more than that, Full Day School is intended to improve the achievement of educational goals and learning targets. Quality education is the education the child earns by paying high tuition fees to obtain various extra-curricular activities packages with all the facilities. Quality education is education that can answer the challenges and problems that will be faced now and future. The conclusion is that the quality of education is the ability of school institutions and the educational system in empowering educational resources to improve the quality in accordance with the expectations and goals of education through an effective education process.

Education is considered as the most valuable investment in the form of improving the quality of human resources to build a nation. Often the dignity of a nation is measured by the extent to which the community is educated. The higher the education, the more advanced the nation. The quality of education is not only seen from the grandeur of educational facilities owned, but the extent to which the output of an education can build themselves as human beings who can be independent in living their lives properly.

Currently, it is starting to appear Full Day School, a learning program that is held a full day at school. This concept is not much different from the pesantren or boarding school system. Most people think the Full Day School education system is a new model or educational system. Though it has been no model of education like this for a long time, namely in boarding school. Generally, pesantren cottage students will study a full day even late into the night to study Islam other than general knowledge. Full Day School actually has the same core curriculum as the general school. However, it has a local curriculum. Thus, the condition of students is expected to be more mature both in terms of academic and non academic materials.

An Islamic educational institution that was born in the late 80's under the auspices of Al Hikmah Islamic Educational Institute Foundation. It is located at Jl. Gayungsari IV / 25 Surabaya with phone number 0318290140 Fax. 0318281173 (www.Al-HikmahSurabaya.com). It is one of the educational institutions of Islam in the city of Surabaya which has a level of high school education that implements Full Day School program. SMA Al Hikmah Surabaya which was established in 2005 until now still holds accreditation A. Although private status and benchmark registration fee and spp which is quite expensive, it belongs to favorite school category that become the target of prospective learners and guardians.

Some of the above advantages possessed by SMA Al-Hikmah is able to attract the trust of parents to send their children to school in this. Even if parents have to spend a lot of money but look at educational programs conducted by this school is very convincing. Plus this institution never lacks registration quota. Registration must be closed when other schools have not opened new student enrollment. It also attracts researchers to conduct scientific research on the effectiveness of the Full Day School program at this institution.

Assessment of the effectiveness of the Full Day School program implemented by SMA Al-Hikmah refers to the effectiveness theory of the program proposed by Sutrisno (2007: 125-126) using several measures of program effectiveness consisting of: (1) program understanding; (2) targeting accuracy; (3) timeliness; (4) achievement of objectives; (5) real change.

The purpose of this study is to know and describe about the understanding of the implementer, the accuracy of the target, the timeliness, the achievement of the goals, and the real changes produced by the Full Day School program in SMA Al-Hikmah Surabaya.

LITERATURE REVIEW

The Concept of Effectiveness

The effective word comes from English that is effective. It means successful or something done successfully. H. Emerson's opinion cited by Soewarno Handayaningrat S. (1994) states that "Effectiveness is a measure in the sense of achieving a predetermined goal."

Furthermore, according to Agung Kurniawan in his book Public Service Transformation defines effectiveness, as follows: "Effectiveness is the ability to perform the task, function (operation of program or mission activities) rather than an organization or the like in the absence of pressure or tension between its implementation" (Kurniawan, 2005).

From some of the above opinions on effectiveness, it can be concluded that effectiveness is a measure that states how far the target (quantity, quality and time) that has been achieved by management, whose targets are predetermined.

In this case, effectiveness is the achievement of organizational goals through the utilization of resources owned efficiently diitinjau from input, process, and output. Resources include the availability of personnel, facilities and infrastructure and methods and models used.

Full Day School

History of*Full Day School*

Full Day School was born in the early 1980s in the United States. It is applied to kindergarten schools. Then, it extends to elementary to senior high school (Newspaper Education, 2009). The full day school is a model of a public school that integrates the Islamic teaching system intensively, by providing additional time for the deepening of religious students. Usually the additional hours are allocated to the hours after the dhuhur prayer to the ashar prayer. This school entered at 07.00 pm and came home at 15:15 pm. While in public schools, students usually come home from school at 13.00 WIB.

According to etymology, the word fullday school comes from English. Full contains full meaning, and day means day. So it will contain a full day's meaning. While school has a meaning of school (Peter salim, Advanced English-Indonesia Dictionary, (Jakarta: Modern English Press 1988) Full Day School is a learning system that is done in teaching and learning activities conducted a full day by combining incentive learning system that is by giving Additional special time for deepening for five days and saturday filled with relaxation and creativity. (Http: //www.Sekolah Indonesia.com Accessed April 5, 2012).

In its implementation, Education fullday school is considered there are still a few weaknesses. First, a lesson taught by a teacher to students. From morning to evening they only get the material intlektual course. The left brain students are always trained, but their right brain is left alone. This is one of Indonesia's education shortcomings. Second, the problem of time is so long. From morning until afternoon the students just sit in the classroom. They listened to the explanation of the slightly saturated teacher. Third, when they play and socialize with their friends.

Actually the education of Full Day School in Indonesia, is considered superior at first appeared in 1990. At that time known as excellent school which suddenly flourish like "mushroom sembagi" in rainy season. At that time, schools that developed this system pioneered by private and Islamic schools with high cost rates. Of course they offer facilities, elite, exclusive and professional teachers. The concept of education Full Day School is very popular because it is considered capable of developing creativity and scholarship of students. The concept of full-day learning in this school can improve the creativity of students more quickly, because their time in school longer. Besides being taught science, they are also educated religious knowledge so that it is balanced. Full Day School teaching pattern is very good to maximize the potential of character building of students. The school is expected to be able to guide and nurture the children well so that the learning process can be accepted by students well.

Implementation of Full Day School will not be a burden, because some of the time is used for informal times. In this system, there are many patterns and methods in the learning and teaching process, the system is not top down or monologue because with this method, the teacher teaches and the students are taught, the teacher knows everything and the pupil knows nothing, the teacher reads and the students listen, Or concept like that according to Paulo Freire is banking concept education. Teachers are as subjects and pupils are as objects.

Learning process

Big Indonesian dictionary (2007) defines the word learning comes from the word ajar which means the instructions given to people to be known or obeyed. While learning means the process, the way of making people or living creatures learn. Muhaimin (2002) says that Learning is related to how to membelajarkan students or how to make students to learn easily and driven by its own ability to learn what needs actualized in the curriculum as the needs of students.

Understanding learning according to Miarso (1993), states that "learning is a deliberate educational effort, with goals that have been set before the process is executed, and the implementation is controlled. Meanwhile, according to Kimble and Garmezy (Pringgawidagda, 2002), learning is a relatively fixed behavior change and is the result of repeated practice.

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Thinking Framework

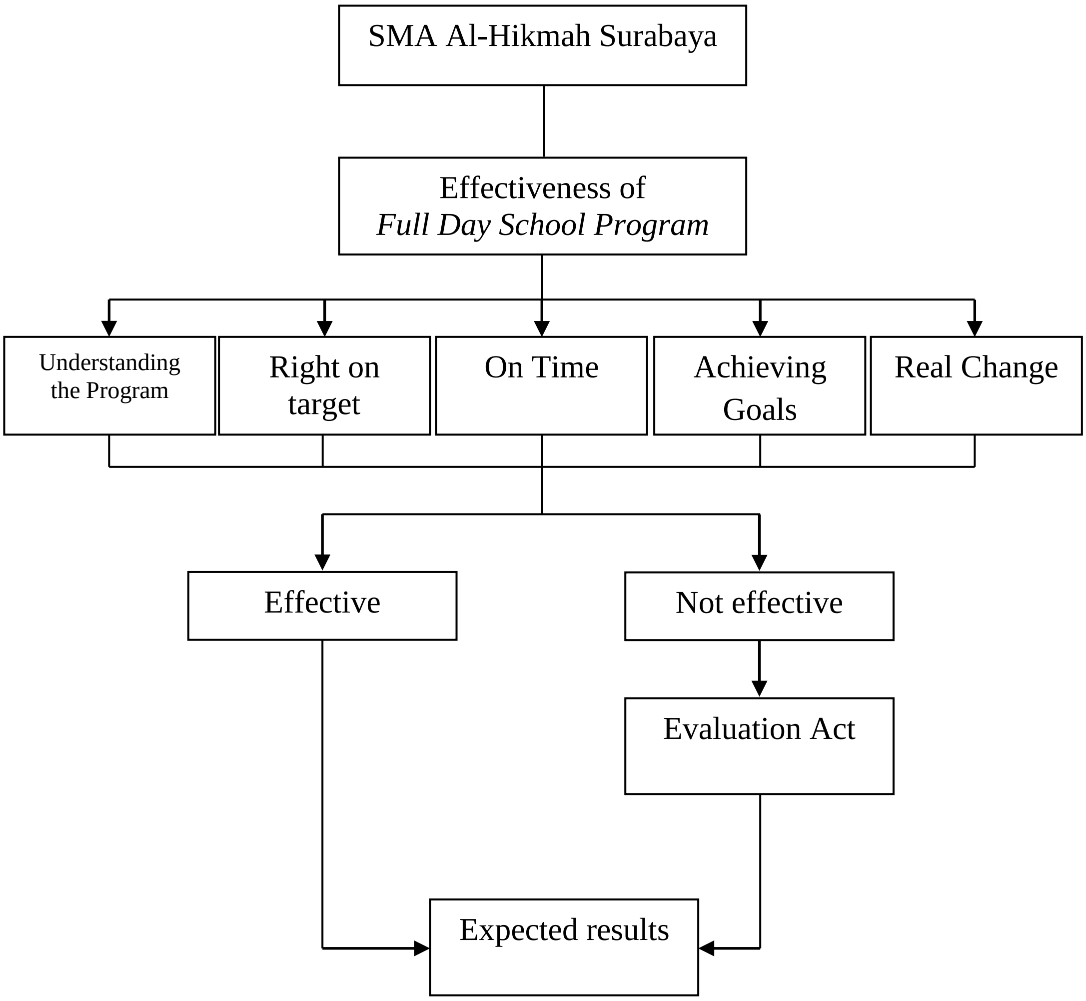

Figure 1 Thinking Framework

METHOD

Research Approach

This research uses qualitative or naturalistic approach, that is research done in natural or natural setting (Sugiyono, 2010). According to Prastowo (2012: 45) qualitative research emphasizes on inductive analysis, not deductive analysis.

Types of research

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This research uses qualitative research type with case study method. According to Bogdan and Biklen cited by Martler (2011), the case study is formally defined as a detailed study of a single setting, single subject, or event. Case studies can vary in terms of complexity, depth and breadth.

The case study design is used because this research has a condition that matches the condition of the suitability of the type of case study research that is case study oriented to the discipline, examines in depth about a unit so as to produce complete and detailed results and the problem of this research concerning the problem of effectiveness of Program Implementation Full Day School.

Subject of Research

Moleong (2008) describes the subject of research as an informant, meaning that people in the background research are used to provide information about the situation and condition of the research background. According Moeliono (2003) describes the subject of research as observed as the target of research. Subjects in this study are principals, vice principals curriculum, teachers, parents and chairman of the OSIS that exist in the environment of SMA Al-Hikmah Surabaya. List of research subjects are as follows:

Table 1 Subject of Research

No	Name	Position
1	Andik Sugeng Wahyudi, ST, M.Pd	Head master
2	Ahmad Faiz, S.Si, M.Pd	vice principals curriculum
3	Kurnia Juniasih, SE, M.Ak	Teacher
4	Deny Megawati, S.Si, M.Pd	Teacher
5	Bambang Misdianto, S.Pd	Parent
6	Amirshah Muhammad Ghiffary	Chairman of Students' Organization

Data collection technique

1. Structured Interview

Structured interviews are interviews using pre-prepared questionnaires. The same question is addressed to all respondents, in sentences and in a uniform order (Sulistyo-Basuki, 2006: 110). Sugiyono (2014: 233) explains that structured interviews are used as data collection techniques, if the researcher or data collector knows exactly what information has been obtained..

2. Observasi Non Partisipan

Observation is a technique of collecting data by way of observing the ongoing activities (Sukmadinata, 2010: 220). According to Hasan (2002: 86) observation is the selection, alteration, recording, and coding of a series of behaviors and moods pertaining to the organization, in accordance with the empirical goals.

3. Studi Dokumentasi

Documentation study is a review of references related to the focus of research problems. The documents in question are personal documents, official documents, references, photographs, recordings (Iskandar, 2010). In this study, researchers collect data through notes made by researchers obtained from observations and interviews. In addition, researchers also collect data from official documents in the school. The official documents referred to by researchers are (a) school profiles, (b) vision-missions, (c) school work programs and others. Documentation study guide can be seen in appendix 3.

Analisa Data Penelitian

Data analysis is the process of systematically searching and organizing all interview transcripts, field notes and experiences about the data and communicating what has been discovered. Data analysis in qualitative research is done at the time of collecting data and after completion of data collection in certain period. At the time of the interview, the researcher had done an analysis on the answer of the informant who was interviewed. If the informant's answer, once analyzed is considered incomplete, then the researcher will continue to provide the next questions to some extent obtained more credible data (Sugiyono, 2010).

According to Miles et al (2014) data analysis can follow 3 paths simultaneously as shown in the following figure.

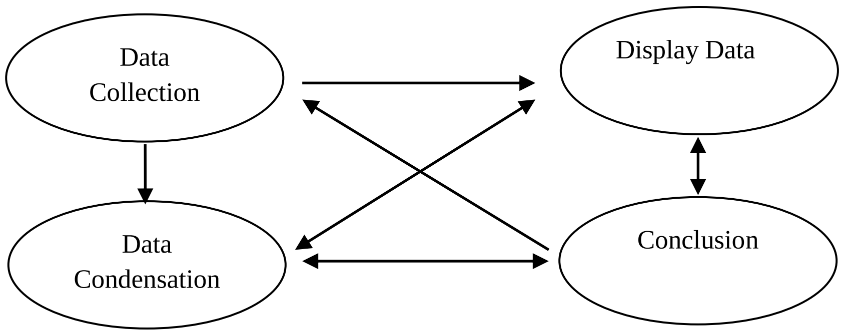

Figure 2
Interactive Data Model Components
Source: Miles et al (2014)

1. Data Condensation

   The condensation data refers to the process of selecting, focusing, simplifying, abstracting, and / or altering data arising from written records, interview transcripts, documents, and other empirical materials.

2. Display Data

Data presentation is an organizing, unification of information that enables inferences and actions. Data presentation helps in understanding what's happening and doing something, including more in-depth analysis or taking action based on understanding.

3. Verification

The third important analysis activity is drawing conclusions and verification. From the beginning of data collection, a qualitative analyzer starts searching for the meaning of things, noting the regularity of explanations, possible configurations, causal paths, and propositions. Final conclusions may not appear until the data collection ends, depending on the size of the collection of field notes, coding, storage, and retrieval methods used, the researcher's skills, and the time limits required to be met.

RESULT AND DISCUSSION

Understanding the Implementation of Full Day School Program in SMA Al-Hikmah Surabaya

Seeing the urgency of quality education, it is necessary to improve the quality of education through continuous improvement as with the Full Day School program which has the same core curriculum as the general schools. However it has a local curriculum, as is the case with Al HikmahHigh School which refers to the curriculum of the Ministry of National Education, the curriculum typical of Al Hikmah, and the matriculation curriculum.

Based on the results of the interviews, several informants indicated that most program implementers such as Principals, Waka Curriculum and Teachers clearly understood the purpose and objectives of the Full Day School program. This program can provide assistance to students more optimally by helping students to manage time and ensure positive student activities in order to be more productive and can also increase the character of students who characterize karimah character. Given the understanding that executives have, it can achieve more effective program implementation, such as the theory put forward by Sutrisno (2007) which states that the program can be said to be effective if the implementers have a high understanding of the program.

Accuracy of Full Day School Program Objectives in SMA Al-Hikmah Surabaya

Based on the results of interviews to several informants indicate that the implementation of Full Day School program is in accordance with what has been designed from the beginning by the manager to the target group. Implementation of Full Day School program looks effective because it can meet the needs of students in learning in which students can improve their abilities so as to bring positive changes such as increasing the value and character formation of students. This shows that most of the targets to be achieved from the Full Day School program have been well realized.

This is supported by the results of research conducted by Solicha (2015) who found that the influence of the Full Day School system on social development is low but student output remains good because of the role of parents and friends who are mutually sustainable with the school. In addition, Full Day School program has also succeeded in realizing the goals to be achieved that can help improve student achievement with a more maximal value. The results of this study are supported by the findings of Negoro (2014) who found that students' perceptions during the Full Day School system are that students feel the benefits such as repeating lessons, can increase knowledge in terms of subjects are also experiencing benefits and from learning results have increased even though the increase is not drastic.

Based on the results of interviews to several informants indicated that so far the implementation of Full Day School programs has been running on time in accordance with the previously planned. The learning time of the Full Day School program is conducted for 9 hours at 07.00 - 16.00. Other activities such as the cottage romadhon are also carried out on time in accordance with the designed in the design activities. To ensure the implementation of the program in accordance with the time specified, SMA Al Hikmah has various efforts in anticipating such as with monitoring conducted daily and weekly.

This is supported by Makmur (2011) which states that the effectiveness of a program can be viewed through the timeliness that can determine the success of an activity undertaken in the program. In this case the proper use of time will create the effectiveness of achieving the predetermined objectives.

Achieving Full Day School Program Objectives in SMA Al-Hikmah Surabaya

Effective program of Full Day School is seen with the achievement of goals that have been predetermined. Full Day School program implemented Al Hikmah High School can be said to be effective because the goals to be achieved in the program Full Day School has been achieved in accordance with what is desired. One of them is to build positive character of students as well as students who have more time to learn. Students can make better use of time including following positive activities at school such as extra curricular. Based on this it shows that Full Day School program looks effective because of the purpose that can be achieved. Hidayat (in Danfar, 2009: 47) which explains that effectiveness is also effective, if the achievement of goals or targets that have been predetermined.

Real Changes Produced Full Day School Program in SMA Al-Hikmah Surabaya

The program can be said to be effective if it brings about real changes such as positive changes in students. Full Day School programs of Al Hikmah High School have several advantages that can bring positive change to the students. For example, students are accustomed to worship more optimally and can deepen the model of religious material. This can help to instill a more positive student character. Then, it can have an impact on the quality of students as achievement is more pronounced. This result is supported by Soapatty (2004) who examines the influence of Full Day School on student academic achievement. The results prove that there is a significant influence between the Full Day School systems on student achievement. This can be seen from the students' increased academic achievement.

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Conclusion

1. Understanding the implementation of the Full Day School program at Al-Hikmah Senior High School Surabaya has largely understood the intent and purpose of the Full Day School program. The program can help to optimize mentoring to students by exercising control over student activities so that they spend their time with positive activities as well as it can help to instill student character
2. Full Day School program at Al-Hikmah Senior High School Surabaya has been implemented in the right direction visible from the implementation of the Full Day School program that is run at this time. It is in accordance with the designed by the manager. It can meet the needs of the target group or students. The accuracy of the target is also evident from the success of the program in realizing the goals to be achieved.
3. Full Day School program at SMA Al-Hikmah Surabaya has been conducted on time in accordance with the schedule that has been designed. The learning time of the Full Day School program is conducted for 9 hours at 07.00 - 16.00. Other activities such as the cottage romadhon are also carried out on time as planned in the design activities.
4. Full Day School program at Al-Hikmah High School Surabaya has achieved the goal to be achieved. The goal is to form a positive character of learners as well as it can spend their time with positive activities such as extracurricular.
5. Full Day School program at Al-Hikmah Senior High School Surabaya has provided a real positive change to the students. Students are accustomed to worship more optimally and can deepen religious material. Schools can help in building more positive student characters. Then, it can have an impact on the quality of students as achievement of a better achievement.

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EFFECT OF TYPE OF LEADERSHIP, MOTIVATION OF WORK AND EDUCATION TO PERFORMANCE WORK IN KOREM 031 / WIRA BIMA PEKANBARU

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Abstract: Korem 031 / WB is a Strategic Sub compartment directly under the I / BB command. In the execution of his duties assisted by the agency in Pekanbaru. In carrying out his duties fully responsible to Kodam I / BB located in Medan. The purpose of this study is to know the Influence of Leadership Types, Work Motivation and Education to Soldiers Performance at Korem 031 / Wirabima Pekanbaru. The type of research is quantitative. Research methods are as follows Field Research (Field Research) and Library Research (Library Research). The types and sources of data are primary and secondary data. The population of this study is all Soldiers at Korem 031 / Wirabima Pekanbaru as many as 177 people. The sample to be targeted didala this research amounted to 56 people Soldiers at orem 031 / Wirabima Pekanbaru. The data analysis used is multiple linear regression analysis. Based on these findings the variables of leadership, work motivation and education have a significant effect on the performance of soldiers at Korem 031 / Wirabima Pekanbaru. Types of leadership, work motivation have a direct effect on performance due to the path coefficient is significant, so also the type of leadership and motivation through education influence directly to the performance of the coefficient of the path significantly (<0.05). Leadership in Korem031 / Wirabima Pekanbaru is expected to provide motivation or encouragement to subordinate aga rlebih giat in working in an effort to improve performance. Leadership is expected to pay attention to subordinates in work and a conducive working environment and the relationship between superiors and subordinates harmoniously improve performance with efficient results and selective according to the expectations of Korem 031 / Wira Bima Pekanbaru unit.

Keywords: Leadership Type, Work Motivation, Education and Performance

I. INTRODUCTION

Institutional Vision and Mission of Korem 031 / Wira Bima (WB) is to make Korem 031 / WB "As the Best Korem Se-Indonesia". While his mission is "Organizational Development, coaching Personnel material coaching, base building, software coaching, training coaching, territorial coaching and treasury coaching. The achievement of the vision of the mission will be the performance of the organization as well as impact on the performance of personnel members of the organization.

The Korem 031 / Wira Bima personnel were partly taken from members who had been assigned in the Joint Operation Command, abbreviated as "TEGAS" and combat units, gradually placed in Korem 031 / Wira Bima (Korem Ridar) plus members - former members of the PRRI who surrendered and were willing to join and have been screened personnel strictly.

Korem 031 / WB is the Executing Agency of the Regional Military Command as a sub-territorial strategic sub-unit which is territorial and domiciled directly under the Pangdam. Korem's main duty is to provide capacity building, strength and degree of strength, organize territorial development to prepare the defense area on land and maintain the security of its territory in order to support the main task of Kodam. Korem performs the main duties in accordance with the authority set forth in the Military Regulation.

According to Robin (2014) that the leadership is instrumental in the success of an organization, the leader who spearheads in the successful achievement of the vision of the mission of the organization. In the context of Korem, Danremlah is very instrumental in maximizing organizational performance. In addition, employee motivation also dominant factors will affect the performance of the organization (Robin 2015, Agussalim 2016, Darmi, T. 2016).

According to Gibson (2008) the factors that affect a person's performance are factors of individual variables consisting of abilities and skills, background, and demographics. Factors that affect performance is a factor of psychological variables consisting of perceptions, attitudes, work discipline, personality, motivation, job satisfaction and job stress. While the third factor that affects the performance of organizational factors consisting of leadership, compensation, conflict, organizational climate, power, organizational structure, compensation, job design, organizational design, and career. Performance is a factor that determines the achievement of an agency or the success of its human resources in running the vision and mission of the organization.

In general, this study aims to determine the effect of various crucial factors that originate from the organization to the performance of soldiers at Korem 031 / Wira Bima last one year in 2016. Indicators of concern are 1) leadership style; 2) motivation; 3) education; 4) performance. The research will be conducted at Korem 031 / Wirabima Pekanbaru in May 2017. The population of this research is all Soldiers in Korem 031 / Wirabima Pekanbaru as many as 177 people and sample 56 people. Sources of data in this study are primary and secondary data. Analysis methods include instrument test, descriptive analysis, classical assumption test and path analysis.

Performance Concepts

According to Prawonosentono (1999) in Wibowo (2012) disclose performance is the result of work that can be achieved by a person or group of people within an organization in accordance with the authority and responsibility of each in achieving the relevant organizational goals legally, not violating the law in accordance with the moral And ethics. Performance is a description of the level of achievement of the implementation of an activity / program / policy in realizing the goals, objectives, vision and mission of the organization contained in strategic planning, according to Mahsum (2009) as followed by Sembiring (2012). Performance has several dimensions as follows: 1) Perform, execute and execute; 2) Fulfill, perform the obligations of a votive; 3) Running a character in a game; 4) Illustrates with sound or musical instruments; 5) Implement or refine a responsibility; 6) Conducting an activity in a game; 7) Doing something expected by a person or machine (Nawawi, 2012).

According to Suntoro (1999) in Nawawi (2012) performance is the work achieved by a person or group in an organization in accordance with the authority and responsibility of each in order to achieve the objectives of the organization concerned legally, not violating the law and in accordance with the moral and ethics. Performance is the result of an employee's work over a certain period of time compared to possible possibilities, such as predefined standards, targets / targets / criteria and agreed upon (Rivai, 2010).

Factors Affecting Performance

Accurate identification of the causes of an employee's performance is fundamental to good oversight and more effective decision making in performance improvement strategies. In order for the performance appraisal to proceed smoothly it is necessary to base the assessment that can be used as a guideline (standard), such as the existence of job descriptions that must be done by the employees and the determination of their duties and responsibilities. According Hasibuan (2010: 99), in providing an overview of performance appraisal it can be seen from two points of view, namely: 1) Tangible standart, which is a goal that can be set of measuring instruments or standards consisting of standards in physical form, such as quantity standards, quality standards, and time standards. And the standard in the form of money that consists of standard earnings and achievement standards; 1) Intangble standards, ie targets that can not be established by the measuring instrument or standards, such as standards of behavior, loyalty, participation, loyalty, and soldier dedication to the organization.

Meanwhile, according to Nawawi (2012) the factors that affect one's performance include internal and external factors. Internal factors include attitudes, abilities, commitments, interests, discipline, organizational culture, intelligence, motivation and personality. While that includes external factors include facilities and infrastructure, intensive or salary, commitment, working atmosphere and work environment, organizational climate and leadership style.

Steers (1990) in Mulyadi (2011) argues that performance is influenced by ability, motivation, attitude, morale, work environment and interests and commitment to the task. Meanwhile, according to Gallerman, (1984) in Mulyadi (2007), the factors that affect the performance is started from the individual itself, such as; Talent, nature, interests, age and gender, education and experience, motivation and so on.

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Performance Indicators

The performance of the soldier is the quantity and quality achieved by a soldier assigned to Korem 031 / Wira Bima in performing his duties in accordance with the responsibilities given to him. From the study of performance theory above, it can be concluded that to measure the performance of soldiers can be determined through indicators as according to Flippo (1990) and Fuad Mas'ud (2010) : 1)Quality of work is the work done by soldiers; 2) Quantity of work is the number of jobs that can be resolved by the soldiers well; 3) Reliability is the ability of the soldier to complete the tasks assigned to him; 4) Initiatives are the steps that soldiers perform in difficult tasks; 5) Craft is the activity of soldiers in the work.

Leadership Type

According to Saydam (1996) in Articleong (2010) the definition of Leadership type is very much conveyed by the experts, which in the end there is a definition that resembles and there are others depending on which angle we look or judge. With a good leadership and fun directly employees will feel satisfied with the satisfaction achieved by employees will arise high motivation in doing the job. Leadership is also the core of management because leadership is the driving force for human and other natural resources. The theory proposed by Fallen (1996) which is dictated by Mas'ud (2010) indicator of leadership is empathy, explains an interesting mission, self-confidence, enhances image, believes in the ability of followers and provides opportunities for success.

Work Motivation

Motivation is the drive or drive from within the individual itself. Motivation in management is only aimed at the general human resources and subordinates in particular. The importance of motivation because of motivation is the thing that causes, channel and support human behavior, in order to work hard and enthusiastic to achieve optimal results. Motivation is increasingly important because leaders or management divide the work to their subordinates or employees to do well and integrated to the desired goals. According to Maslow in Robbins (2012) the indicators of work motivation are: 1) Faali (Physiological): among other things hunger, thirst, protection (clothing, and housing), sex, and other physical needs; 2) Security: including safety and protection against physical and emotional losses; 3) Social: includes affection, belonging, acceptance, and friendship; 4) Awards: includes self-respect factors such as self-esteem, autonomy, and achievement; As well as external respect factors such as status, recognition and attention; 5) Self-actualization: the urge to be someone / something according to his ambition that includes growth, achievement of potential, and self-fulfillment.

Education

Education is a formal education that has been taken by respondents. The basic concept of a meaningful learning process in education takes place in the process of growth, development or change in a more mature, better and more mature direction than the individual, group or society. This concept is derived from an assumption that man as a social being in his life. To achieve the values of life in society always requires the help of others who have advantages. An individual, group or society can not be separated from learning activities (Notoatmodjo, 2012). Indicators of education are (Moeheriono, 2010) namely: 1) Position of employee is showing the position of the employee; 2) Quality of work is the quality of work produced by employees; 3) Skill improvement is indicative of skill progress; 4) Benefits to employees are the benefits employees receive; 5) Proficiency is a wise course of action; 6) Alignment is where the level of education corresponds to the work; 7) The spirit of work is the high desire of work shown; 8) Work discipline is the accuracy and accuracy of work; 9) The ability of employees is the effort to do the work; 10) An appropriate educational ability is an appropriate effort of education.

II. RESULTS AND DISCUSSION

Based on the observation of the researcher found several problems of soldier in carrying out his duty, the problem is seen from some of the events that researchers observed during the research. The problem is based on the researcher's assumptions, as in table 1 below.

Table 1. Performance Problems of Korem Warriors 031 (Wira Bima)

Num	Problems	Number of people	(%)
1	The completion of the work seemed to be of origin	33 people	18,6
2	Reporting the results of the work has not been timely	25 people	14,1
3	Ability in work completion is still low	15 people	8,4
4	The extra urgent task mastery is still low	33 people	18,6
5	Cooperation among soldiers is still low	25 people	14, 1
6	Adaptation in climate change work is still low	15 people	8,4
7	The soldier's initiative at work	33 people	18,6
8	Army obedience in compliance with regulations	25 people	14,1

Sumber : Data Primer hasil observasi, 2016.

Table 1 shows how the performance of Korem 031 / Wira Bima soldiers, from 77 soldiers, still many soldiers who completed their work were impressed, low adjustment in climate change or new work atmosphere, inadequate job deliveries and low initiative of soldiers in work.

Test Instruments

1. All items of leadership type 1 to item type 18 leadership are valid where correlated item total correlation > 0.3640.
2. All work motivation items 1 to work motivation item 10 is valid where correlated item total correlation value > 0.364.
3. All items of education 1 to educational item 10 are valid where the correlated item value is total correlation > 0.3640.
4. All items performance 1 to item 10 performance is valid where correlated item total correlation value > 0.3640.
5. All items are realibel questions. All realibel variables are due to correlated total large corelation items of 0.3640 (for n = 30 r table = 0.3640).

Descriptive Analysis

1. Average score of variable quality of the average variable of leadership type in Korem 031 / Wirabima Pekanbaru consisting of 18 questions, where the average value of 3.06 with the Respondents Achievement Level (TCR) of 61.27%. This shows that the variable of leadership type in Korem 031 / Wirabima Pekanbaru in Good category.
2. Average score of work motivation variable at Korem 031 / Wirabima Pekanbaru consisting of 10 questions, where the average value of 2.92 with the Respondents Achievement Level (TCR) of 58.48%. This shows that the variable of work motivation in Korem 031 / Wirabima Pekanbaru in the category of Good Enough.
3. Average score of education variable at Korem 031 / Wirabima Pekanbaru consisting of 10 questions, where the average value of 3.37 with the Respondents Achievement Level (TCR) of 67.41%. This shows that the education variable in Korem 031 / Wirabima Pekanbaru in the Good category.
4. Average score of performance variable of soldier at Korem 031 / Wirabima Pekanbaru.yang consists of 8 questions, where the average value of 3.49 with the Level of Respondents Achievement (TCR) of 69.71%. This shows that the performance variable of soldiers in Korem 031 / Wirabima Pekanbaru in the Good category.

Prerequisite Testing (Classical Assumption Test)

1. 1. Asym.Sig (2-tailed) value for performance variable (Y) 0,335 variable of leadership type (X1) is 0,055, work motivation variable (X2) equal to 0,558 and education (X3) equal to 0,141, so, it can be concluded that Asym .Sig (2-tailed) of the performance variable, leadership type and work motivation is greater than the significant level used in this study (= 0.05). It can be concluded that performance

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variables, leadership type, work motivation and education are normally distributed. Thus multiple linear regression analysis can be performed because the data has been normally distributed.

2. Asym.Sig (2-tailed) value for leadership type (X1) variable is 0,000, work motivation variable (X2) is 0,000 and education (X3) is 0.000, so it can be concluded that Asym.Sig (2-tailed) Of all research variables small value of significant level used in this study (= 0.05). Thus it can be concluded that the variables of performance, type of leadership, work motivation and education have a linearity relationship.
3. the tolerance value of Collinearity Statistics approaches 1 (one) and VIF (Variance Inflation Factor) value for all independent variables below 10 (ten). This shows that there is no meaningful relation between fellow independent variables. Therefore it can be concluded that the data of this study did not experience multicolinearity cases so that data processing with multiple linear regression can be because there is no case multicollinearity between free variables.
4. the spread of irregular data, it is seen in the plot that spread or dispersed and does not form a particular pattern, it can be concluded there is no case of heterokedastisitas, it can be concluded there is no heterokedastisitas occur then research can be continued.

Table 2. Multiple Linear Regression Analysis

Analisis Regresi Linear Berganda
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.896	.714		12.452	.000
	tipe kepemimpinan	.041	.015	.083	2.752	.008
	motivasi kerja	.080	.032	.103	2.461	.017
	pendidikan	.615	.031	.716	19.817	.000

a. Dependent Variable: kinerja

Sumber : Pengolahan data primer, 2017

Based on table 4:17 can be formulated multiple linear regression equation as follows: Y = 8.896 + 0.041X1 + 0.080 X2 + 0.615X3. Multiple linear regression equation can be interpreted as follows:

1. Constant value of 8.896, meaning that if no (X1 = X2 = X3 = 0) then the magnitude of the effect of performance is the constant of 8.896 unity.
2. If the leadership has a regression coefficient of 0.041 means that if leadership is raised one unit then the performance of soldiers will increase by 0.041 units. This coefficient is marked positive which means leadership has a positive effect on performance.
3. If the work motivation has a regression coefficient of 0.080 means that if the work motivation is increased one unit then the performance of soldiers will increase by 0.080 units. This coefficient is marked positive which means work motivation has a positive effect on performance.

If education has a regression coefficient of 0.615 means if education is raised one unit then the performance of soldiers will increase by 0.615 units. This coefficient is marked positive which means work education has a positive effect on performance.

Coefficient of Determinant

Table 3. R-square test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994[a]	.987	.987	.520

a. Predictors: (Constant), pendidikan, tipe kepemimpinan, motivasi kerja

R2 (R-Square) Value Result is used to measure how big the proportion of variation of independent variables together in affect the dependent variable. Based on the result of R2 (Adjust R-Square) test is 0.978 this means that the influence of leadership type, work motivation and education influence to the performance of soldiers at Korem 031 / Wirabima Pekanbaru is 97.8% the rest is explained by other variables that do not go into In the research model.

Path Analysis

Table 4. Analysis of Sub Line Structure 1

Koefisien Jalur Sub Struktur I
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.316	2.358		6.494	.000
	tipe kepemimpinan	.280	.053	.346	5.329	.000
	motivasi kerja	.848	.083	.661	10.191	.000

a. Dependent Variable: pendidikan
Sumber : Pengolahan Data Primer, 2017

Table 4 shows that the significant value of leadership type and work motivation is <0.05. This shows that the path coefficient is significant so that the paths of X1 and X2 are connected to X3. At this stage the authors do the calculation of other variables that are not included in the model by using the formula proposed by Sitepu (1994) is as follows:

Pye = $\sqrt{1-R^2}$

Pye = $\sqrt{1-0{,}905}$

Pye = 0,095

So, the magnitude of influence from other variables on the education of soldiers in Korem 031 / Wirabima Pekanbaru based on the calculation with path analysis is 9.5%.

Table 5. Sub Structure 2

Koefisien Jalur Sub Struktur 2
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.896	.714		12.452	.000
	tipe kepemimpinan	.041	.015	.083	2.752	.008
	motivasi kerja	.080	.032	.103	2.461	.017
	pendidikan	.615	.031	.716	19.817	.000

a. Dependent Variable: kinerja
Sumber : Pengolahan data primer, 2017

Table 5 shows the significant values of leadership type, work motivation and education <0.05. This shows that the path coefficient is significant so that the paths of X1, X2 and X3 are connected to Y. At this stage the authors do the calculations of other variables not included in the model by using the formula proposed by Sitepu (1994) are as follows:

Pye = $\sqrt{1-R^2}$

Pye = $\sqrt{1-0{,}987}$

Pye = 0,025

So, the magnitude of influence from other variables on the performance of soldiers soldiers performance at Korem 031 / Wirabima Pekanbaru based on the calculation with path analysis is 2.5%. The chart of the data analysis for sub-structures 1 and 2 is as follows:

Hasil Analisis Jalur

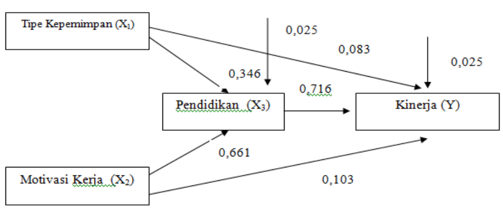

Figure 1. Path analysis results
Source: Results of the study, SPSS 14

Based on figure 1 can be interpreted as follows:

1. The coefficient of path X1 of 0.083 means that leadership type has a direct influence on performance of 0.083.
2. The coefficient of path X2 of 0.103 means that work motivation has a direct influence on the performance of 0.103.
3. Path coefficient X3 of 0.716 means education has a direct influence on the performance of 0.716.

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Hypothesis testing

Table 6. Test T

Uji T

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.896	.714		12.452	.000
	tipe kepemimpinan	.041	.015	.083	2.752	.008
	motivasikerja	.080	.032	.103	2.461	.017
	pendidikan	.615	.031	.716	19.817	.000

a. Dependent Variable: kinerja

Sumber : Pengolahan data primer, 2017

Based on the T test above, the results of the study can be explained as follows:

1. The Influence of Leadership Toward Performance, T value 2.752 and value (sig = 0.008 <0.05). With df equal = 56-3-1 = 52 obtained ttable of 1.675, from the above results can be seen that thitung> ttable or 2.752> 1.675, then the leadership type variables significantly influence the performance of soldiers at Korem 031 / Wira Bima Pekanbaru.
2. Influence of Work Motivation on Performance, T value of 2.806 and value (sig = 0.007 <0.05). With df = 56-3-1 = 52 obtained ttable of 1.675, from the results above can be seen that thitung> ttable or 2.461> 1.675, then the variable of work motivation affect the performance of soldiers at Korem 031 / Wira Bima Pekanbaru.
3. Effect of Education on Performance, Value t arithmetic of education variable is 19.817 and value (sig = 0,820> 0,05). With df = 56-3-1 = 52 obtained ttable of 1675, from the above results can be seen that t count <ttabel or 19.817 <1.675, then the educational variables significantly influence the performance of soldiers in Korem 031 / Wira Bima Pekanbaru.

TEST F

Table 7. Anova

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1103.376	3	367.792	1360.999	.000[a]
	Residual	14.052	52	.270		
	Total	1117.429	55			

a. Predictors: (Constant), pendidikan, tipe kepemimpinan, motivasi kerja

b. Dependent Variable: kinerja

Source: Results of the study, SPSS 14.

Based on the F test, it is known that the value of F arithmetic is 1360.999 with significant value 0.000 (p <0,05). This means that together variables of leadership type, work motivation and education significantly influence the performance of soldiers at Korem 031 / Wira Bima Pekanbaru.

III.CONCLUSION

The results showed, First, the type of leadership in Korem 031 / Wirabima Pekanbaru has been done quite well. The predominantly dominant indicator of leadership-type variance is an indicator explaining the mission by drawing with TCR of 79.52%. Therefore, if the institution wants to improve the performance of employees in terms of leadership that needs to be improved how the way leaders explain the mission with interesting. Second, the work motivation of soldiers at Korem 031 / Wirabima Pekanbaru is good enough. In the variable of work motivation indicator which give biggest contribution is indicator of need of security that is 81,79%, it can be concluded that indicator which have big influence to employee performance is requirement of security. In the agency if you want to improve employee performance then what needs to be done is to provide security to the soldiers. Third, the indicator education variable that gives the biggest contribution is the indicator Education officers can determine the position of the employee is 88.21%, it can be concluded that the indicator that has a big influence on employee performance is the employee education can determine the position of the employee. In the agency if you want to improve employee performance then what needs to be done is the member of the soldier continue his education to a higher level. Fourth, the performance of soldiers at Korem 031 / Wira Bima Pekanbaru is good enough. In the performance variable of the indicator that gives the biggest contribution is the quality of the soldier's work. Fifth, Together variables of leadership type, work motivation and education significantly influence the performance of soldiers at Korem 031 / Wirabima Pekanbaru. Sixth, leadership type, work motivation has direct influence on performance due to significant path coefficient, so also type of leadership and motivation through education influence directly to the performance of its path coefficient significantly (<0,05).

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IDENTIFICATION OF SMALL AND MEDIUM HIGHLIGHTED FUEL DEVELOPER FACTORS

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ABSTRACT

Development and growth of Small and Medium Enterprises (SMEs) is one of the motor of economic growth. The development of SMEs in West Sumatera until 2014 is 1.2 million people and the most engaged in services, especially types of food and beverage products. Most of these SMEs are generally unsustainable. The purpose of this research is to know the inhibiting factor of small and medium enterprise development in West Sumatera. The research method uses a qualitative approach, primary data source (interview, observation and observation), secondary data (relevant agency reports, laws, documents, literature and records related to the research topic). Data analysis through data collection, data condensation, data presentation and decision making or data verification. The results showed that the problems faced by small and medium enterprises in West Sumatra include: 1) marketing; 2) capital and funding; 3) innovation and utilization of information technology; 4) employment absorption and empowerment; 5) business development plan; And 6) readiness to face external environmental challenges.

Keywords: Small and Medium Enterprises, Inhibiting Factors and West Sumatra

I. INTRODUCTION

In Indonesia, SME has historically been a major player in domestic economic activities. Micro, Small and Medium Enterprises (SMEs) is a business built by the community and until now SMEs continue to grow and begin to strengthen the economy in Indonesia. Even the SME sector has been promoted and made as the main agenda of Indonesia's economic development. During the economic crisis of 1998, the SME sector has proved resilient and able to survive amid the collapse of the economy, while the larger industries are actually being hit by the crisis.

Small and Medium Enterprises play a major role as employment and primary resource generators or secondary income generators for households. On the other hand, as a group that has become an important driving force for economic development and local communities (Tambunan, 2009). Mudradjad Kuncoro in Bisnis Indonesia Daily on October 21, 2008 suggested that Small and Medium Enterprises proved resilient to the crisis and able to survive because, firstly, no foreign debt. Secondly, there is not much debt to the banks because they are considered unbankable. Third, use local input. Fourth, export-oriented. The rapid development of Small and Medium Enterprises has become the focus for the government to empower the people's economy, and at the same time become the source of income of most people in improving their welfare. Mulyanto (2008) argues that Indonesia's economic wheels can move little by little because of its existence. According to Radhi (2008) in the populist economic system, the development of rural industries through micro, small and medium enterprises (SMEs) is a strategic step in the nation's economic development. Not only central government, even local governments continue to improve economic development in the small and Medium as well as West Sumatra.

The experience during the economic crisis has signaled that small and medium enterprises supported by local (mainly) local resources, especially in agriculture and small industries that have resistance to the effects of the economic crisis, are relatively able to survive compared to large-scale enterprises using material components The head of West Sumatera Industry and Trade Office Afriyadi Laudin in Minangkabau News (2014) said that small and medium businesses in West Sumatra each year

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continue to increase with most of the services. The number of SMEs that grow today is around 1.2 million people and most engaged in services, especially types of food and beverage products.

Small-scale business is a business field that becomes a source of income from most of West Sumatra, which reaches about 80% of households in this area. The majority of the population from the past is well known for being very independent and trying to make ends meet by trading or by developing local resources. In the development of business sometimes there are problems encountered such as limited capital, technology mastery, marketing and so forth. Most of these small-scale enterprises have not been able to raise the income of the perpetrators to a more appropriate level to meet their life needs. Sometimes Small Medium Enterprises often alternate types of business and only a small part that can still exist. The development of small and medium enterprises in West Sumatra is only a small part that can exist. However, when compared with other areas, the development of Small and Medium Enterprises in West Sumatra including better.

Some Small and Medium Enterprises that produce food / beverage and handicraft products can penetrate export market although its volume is still in limited quantity or just to fulfill order periodically. Small and Medium Enterprises give a big meaning in the economic growth of West Sumatra, therefore the West Sumatera Provincial Government continues to improve the coaching and encourage Small and Medium Enterprises to grow sustainably.

In order for SMEs to grow sustainably, it is important to know the inhibiting factors of business enterprise to address the need for appropriate strategies, according to McCarthy (2003) describes a less formal strategy in small companies from owner / manager as key decision makers. Schindehutte and Morris (2001) explain that small firms usually do not have a written statement in strategy-making, their strategies conclude from the pattern of behavioral development of owner / manager and resource allocation. They concluded the strategy is only seen from the pattern of behavioral development of the owner / manager and the allocation of resources. Generally, according to Glueck & Jauch (1992) in a small business or business focusing on a single product or type of service, the "enterprise-level" strategy serves the entire company. This strategy is implemented at a lower level, a functional strategy. Siagian (2000) argues that there is no other choice for management except to develop functional strategies by focusing on key functional areas such as marketing, finance, production, research, and human resource development strategies. According to (Miles & Snow 1978), followed by (Darmawan, 2004) that small and medium enterprises (SMEs) are important to understand the inhibiting factors for growth of small and medium enterprises to be able to determine the right strategy so that Small and Medium Enterprises can improve business performance In the face of an uncertain situation.

Based on several studies abroad, there are many factors that can connect the success of Small and Medium Enterprises with Miles and Snow Strategy Types, which consists of four types of strategies, including: prospector strategy, defender, analyzer, and reactor. The next four types of strategies can be grouped into two: reactive and proactive strategies.

This study aims to identify factors inhibiting the growth of small and medium enterprises. The research method used qualitative approach. Data source ie primary data source of information obtained from officials and perpetrators of Small and Medium Enterprises. Secondary data is obtained from literarur, documents, regulations, reports related to the development of Small and Medium Enterprises. The determination of informants was done by purposive sampling. Data analysis through data collection, data condensation, data presentation and decision making or data verification.

II. RESULTS AND DISCUSSION

Small and Medium Enterprises (SMEs) in Indonesia is a source of income for most Indonesian people, not least in West Sumatra Small and Medium Enterprises is an average source of community in West Sumatra. Small and Medium Enterprises provide great meaning in the economic growth of the region in western Sumatra. Based on data in 2015, the number of SMEs in the Office of Cooperatives and Micro, Small and Medium Enterprises (SMEs) of West Sumatra Province, which entered the category of small and medium enterprises and has licenses amounted to 46,149. Read table 1.

Table 1. Number of Small and Medium Enterprises in West Sumatera

District / City	Amount	District / City	Amount
District Lima Puluh Kota	1.593	District Agam	13.928
District Solok	91	District Sijunjung	119
District Pasaman	4.629	District Dharmasraya	354
District Tanah Datar	2.909	City Sawahlunto	228

District Pasaman Barat	1.271	City Padang Panjang	5.328
District Pesisir Selatan	4.440	City Payakumbuh	283
District Solok Selatan	5.615	City Solok	120
District Padang Pariaman	1.032	City Pariaman	4.209
Total SMEs in West Sumatra		**46.149**	

Source: Department of Cooperatives and SMEs of West Sumatra, 2015

The table above describes the most districts that have Small Medium Enterprises is Agam District consists of 13 928 Small and Medium Enterprises, followed by Padang Panjang District consists of 5,328 Small and Medium Enterprises. Out of 46,149 Small Medium Enterprises identified many obstacles in the development of their business. During the development of 2013 - 2015, the constraints faced by Small and Medium Enterprises can be seen in the table below 2 below:

Table 2. Constraints faced by SMEs West Sumatra in 2013

Num	Obstacles encountered	Amount	(%)
1	Raw material	7.507	11,38
2	Marketing	12.102	18,34
3	Capital	22.942	34,76
4	Fuel / Energy	772	1,17
5	Transportation	378	0,57
6	Skills	1.840	2,79
7	Labor costs	186	0,28
8	Others	4.607	6,98

Source: BPS West Sumatra, 2015

The table above shows that the biggest constraint faced by Small and Medium Enterprises in West Sumatera is capital constraint that is equal to 34,76%, followed by marketing difficulties (18,34%), Raw material (11,38%), others (6.98%) and skill or skill of 2.79%. As for obstacles such as fuel, transportation and labor wages are not too big a constraint in the management of Small and Medium Enterprises.

Capital is the most perceived inhibiting factor by business actors, approximately 45% say public ignorance about financing from other parties (banks with KUR program), and 55% say lazy to deal with the Bank due to too many requirements. Approximately 11, 38% are constrained by marketing, small and medium business entrepreneurs are not ready for competitive pressures, both in the local market and outside markets of West Sumatra, plus similar products made by large and imported entrepreneurs, Local market of West Sumatra. Other inhibiting factors are raw materials, raw materials contribute 11, 38% becomes an obstacle in the growth of Small and Medium Enterprises in West Sumatra. Skill / skill contributes 2.78% to an obstacle in the development of Small and Medium Enterprises, although the presentation goes in a small category, but it needs to be a concern for policy actors. Human Resource Skills (HR) needs to be improved so that business actors can innovate in improving their business.

According to Nur Rahmat (practitioners and observers of Small and Medium Enterprises Sumatra) said that entrepreneurs Small and Medium Enterprises in West Sumatra most have not been able to independently and less creative as well as entrepreneurs in Java. Reliance and creativity that should be imparted to Small and Medium Enterprises and APINDO (Employers' Association of Indonesia). An independent Small Medium Enterprise is assuredly able to survive any attacks so that it will gradually grow into a big business. Independence of Small and Medium Enterprises must be assisted by various parties, especially the government. Assistance can include in the form of soft loans, help with training in quality improvement, promotion of a way of packaging up the resulting product Small and Medium Enterprises. Under the conditions of small and medium enterprises which have been described above, it is to strengthen the local economy and also increase people's income, it is important to conduct further research on the "Strategy of development of Small and Medium Enterprises in West Sumatra to improve people's economy".

SMEs (Small and Medium Enterprises) have a very big role to the national economy. The functions and roles of Small and Medium Enterprises are: providers of goods and services, employment absorbers, income distribution, added value for local products, and improvement of living standards of the community.

Given its enormous role, the fostering and development of small industries is not only important as a pathway to equitable development outcomes but also as a key element of the entire industrial structure in Indonesia, since small investments can produce effectively and can absorb a lot of manpower . Tambunan (1998) discloses some of the weaknesses and strengths of small businesses, although these strengths and barriers can develop from time to time. Strengths possessed by Small and Medium Enterprises such as:

1. Have Freedom To Act. For small businesses usually will not be vulnerable to economic changes because it is easy to coordinate and fortify and if you want to develop should be able to quickly adjust to what changes again to support business operations. If there are changes, such as changes in consumer tastes then small businesses should increase creativity to meet consumer demand because it will be faster than large companies.
2. Flexible. In general, small companies very quickly adjust to changes. This can be done because small businesses usually provide Polibisnis factor, production factor is still local. Small businesses can quickly adapt to local needs.
3. Not Easy to Shake. Since the raw materials and other resources are mostly local, small firms are not vulnerable to fluctuations in imported raw materials. Even if imported raw materials are very expensive as a result of high foreign exchange rates, then the increase in foreign currency can be made possible by small companies that use local materials by producing goods for export purposes.

In addition to having the power of small businesses also have weaknesses in building their business (Tambunan, 1998), including:

1. Structural Weakness Aspects, in the weaknesses in the field of management, mastery of technology, local labor and limited market access.
2. Aspects of Cultural Weakness. Cultural weakness leads to structural weaknesses, cultural weakness resulting in lack of access to information and weakness of various other requirements to gain access to capital, marketing and raw materials, such as: information opportunities and procedures to market products, information to get good raw materials, cheap, and easily obtained, Information to obtain facilities and assistance of large entrepreneurs in establishing partnership relationships to obtain capital and marketing assistance, information on product development procedures, whether design, quality, or packaging, information to supplement capital resources with affordable requirements.

According to Tambunan (1998), the strategy of developing Small and Medium Enterprises there are several strategies that can be done, namely: improving the quality of Human Resources (HR), Mastery of technology, market domination, mastery of raw materials and business management development and strengthen cooperation and partnership between Small Enterprises Medium. Mudradjad Kuncoro said that two strategic steps that can be proposed for the development of the sector of Small and Medium Enterprises, namely demand pull strategy and supply push strategy. Demand pull strategy includes a demand-side reinforcement strategy, which can be done with improved business climate, facilitation of IPR (patent), facilitation of domestic and overseas marketing, and providing market opportunities. Another strategic step is the supply push strategy that includes a bid-side push strategy. This can be done with the availability of raw materials, capital support, technological assistance / machine / tool, and the enhancement of Human Resource (HR) as a business actor.

Furthermore, according to David Hunger and Thomas L. Wheelen (2001) to overcome barriers to growth and development of Small and Medium Enterprises, it is important to do strategic management. The basis of strategy formulation is SWOT analysis. When done well, it will lead to the identification of the company's competencies, skills and resources the company has and the superior way to use them. The SWOT matrix involves internal and external strategic factors (EFAS & IFAS) that have not been discovered during the environmental observation period. In the matrix, a combination of opportunities and threats with strengths and weaknesses can result in four sets of alternative strategies, both for single and multinational businesses.

III. CONCLUSION

In general, every Small and Medium Business has an inhibiting factor in running its business. However, these obstacles are expected to be challenges and opportunities for business actors in order to continue the business can grow sustainably. Based on the results of the study identified the factors that constrained growth of Small and Medium Enterprises in West Sumatra. These obstacles are among others :

1) marketing; 2) capital and funding; 3) innovation and utilization of information technology; 4) employment absorption and empowerment; 5) business development plan; And 6) readiness to face external environmental challenges. It needs an integrated cooperation between government, entrepreneurs (large) and Small and Medium Enterprises and involving the universities. Important business actors are given something eg facilitator or guidance by entrepreneurs who are qualified, both from the technical side and strategies to improve business development. The government provides convenience in the form of regulations to business actors.

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THE IMPLEMENTATION OF THE AGREEMENT TRIPS IN THE COPY RIGHT LAWS OF INDONESIA

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Abstract: The enactement of copy Right Law 1997 No. 12 has been the effortof Indonesia to harmonize intellectual property rights laws ,rith the agreement on Trade Related Aspecfts of Intellectual property Rights(TRIPs). The law embodies some substantial changes so that they have relevan and significant as the implementation Of TRIPs. The changes have oriented toward new ooms, higher standards ad strict law cnfocement. The most important thing, however, has been the social significant of the law in order to be effective.

Keywords: Agreement TRIPS, Copy Right, Law

I. INTRODUCTION

The approval about aspects of Intellectual Property Rights (IPR) which related with trade *(agreement on Trade Related Aspects of Intellectual Property Rights;TRIPs)* which is the part not separated from (*Agreement Establising the World Trade Organisation)* have clarification based on Laws 1994 No. 7. The implication that Indonesian must to do harmonize with certains in it. Although certains new TRIPs will obtain for Indonesian, as country to develop for 2000. However, the effort harmonize have early done. One of the shape it's effort harmonize is with the issuance of Laws 1978 No. 12 about change laws 1982 No. 6 about copy right as have change with Laws 1987 No. 7, in problem is the extent to which the relevance of TRIPs in Laws that.

II. BACKGROUND OF THE PROBLEM TRIPS

TRIPS actually is new issue in general agreement on Tariffs and *Trade (general Agreement on tariffs and Trade; GATT)* it is assumed by Putara Uruguay on walk from 1986 until 1994. Previously, it matter IPR be in under the setting of a total of multilateral agreements in administrations by other forums, like World Intelctual Property Orgaisation (WIPO), UNESCO dan UNCED.[1] WIPO at center office in Jenewa administration as many as 25 of multilateral agreement about IPR, but IPR is one of the aspect arrange, that is Biodiversity Convention?

The input of the problem IPR, in the GATT, actually suggestion from industry countries in order to IPR more protection secure in globalisation trade with reason that law maintenance through International Court of Law to attentive in agreements in opinion not effective. The countries industry of view solution mechanism lawsuit it GASTT will effective. because maybe for doing (retaliation) and (cross retaliation) it sanctions trade wear about export items do it infraction of TRIPs.

It should in developed countries to do it perfectly mechanism law maintenance in WIPO design, but they don't remember system take decision to institution the basiclly voice adoption it clear will beat, because it amount they are far more little for develop countries. While in GATT, which basis is negotiation it maybe existence another accepted and gives access in member countries, industry countries consider that importance more proven, because they give playing position (*bargaining power)* it's strong.

The input of problem IPR to GATT get paper challenge in develop countries. They're view that not relationship between IPR with trade, and therefore GATT it's not forum exact

for negotiate IPR to GATT exactly will damage system trade thatself because to be kind protectionism and will brace monopolistic in industry international countries trade.

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The result far is obstruction, develop and spreading science and technology for countries a develop. Although very strengthen, yet it countries a develop belong an Indonesia, finally agreed TRIPs, bargaining power they very low.

III. TRIPs; Complex, Comprehensive, Extensive: Comprehensif Complex, Extensive.

TRIPs is one first agreement it's result in crank Uruguay means for substract disturb and obstruction about trade international, to increase protect effective and suffice about IPR along with ensure that problem and steps law maintenance IPR thatself not be obstruction about legal trade. Although it's aim want to fast alia along with spreading technology, with constant to attention importance produsen and user knowledge about technology and to doing with way to increase social prosperity and economy, and balance between right and obigation.

To apply determinates about IPR, TRIPs also refer to general principles GATT, such as National Treatment and Most Favoured nation TRIPs is agreement in character very complex, comprehensive and extensive. The things get see for some main thing to be scope TRIPs, that is:

1. Certainty about kind Intellectual Property Rights to scope in agreement.
2. Minimum standard to protect or details of determinate must doing by participant countries.
3. The determinate conferment implementation obigation to protected IPR:
4. The determinate institute; and
5. The determinate lawsuit solution.

IV. KINDS OF IPR PROTECTION

As reiterate 1 section (2) verse TRIPs, in some kind IPR to scope in agreement, that it; copyrights and related rights another (*copyrights and related rights), (trademarks), (geographical indications), (industrial design), (patenr),* (layout), (topografis), of integrsed Circuit), (Protection on Undisclosed information).

Special about kinds copyright and right related another, 9 section (1) verse TRIPs, refer to kinds copyright arrange in 2 section convention Bern 1971 to scope all of them creation in literature sector, science and art, whatever ways or shape (exspressiori). Next to (2) section clarify that protect copyrights existence creation have exspression and not only ideas, procedure, work method or kinds concept mathematical.

Computer in program, good still form of early formulation although already certain codes formulation, in the input as kinds of copyright to protection that's as literature creation According to Bern (1971) (10 section (1) verse TRIPs). Thus, data compilation or material other belong to protection creation copyright (10 section (2) verse TRIPs). Besides that, 11 section and 14 section (4) verse TRIPs give right to creator program recording music and hold right other on recording music for give permit or interdict rentals copyright on result creation they *(rental right).* While 14 section give to protection about agent show, producer, (Recording Music) and Broadcast Organization.

V. THE STANDARD MINIMUM PROTECTION

If the interest carefully, can see that standard protection various area IPR in TRIPs refer to standard minimum in the verious convensition already there is previously, especially there is administration by WIPO such as The Paris Convention,The Berne Convention, The Rome Convention, The Treaty on Intellectual Property in Respect of Integrated Circuits (Washington Jrca). TRIPs certains norms and standard substantive minimum about far which protection in give and how to protection in the application. The long not be in contradiction with TRIPs, members country can apply norms and standard substantive exceed from to must by TRIPs in laws nasional.

In sector copyright, TRIPs use standard minimum The Berne Convention 1971 in principle to give protection of the same age to creation more 50 years after it died, with except imitate kinds copyright to protection.

VI. LAW ENFORCEMENT

In sector law enforcement, TRIPs make member country for certify that procedure law enforcement IPR available in law nasional. Each member country until allow it does accusition in affective that law infraction IPR must proper and fair, allow not to be obstruction that trade legal, wind or expensive, or lasts too long.

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Althaugh such in TRIPs not make members for form system judicature special is different in judicature system in obtain order law enforcement general. Next to, in law enforcement IPR this, TRIPs also set the sepcial requirements associated with the action on the boundary states. In this thing member country required to prevent the occurrence of the import or export of goods violating the IPR by way of a delay of the abandonment of such goods by the customs authorities. Law enforcement system that obtain for all sector IPR, include copyright.

VII. Institutional

To remind the scope vey larger, implementation TRIPs needed certain new institute in called Trade Related Aspect of Intellectual Property Coun$ (Board IPR). Board IPR in function supervisor realization TRIPs and the fulfillment of the obligations olct, to members. Other hand Board it's also function as forum for discuss problems related with TRIPs, for implement responbility other set by member with give helped in framework to dispute resolution. This Board can benefit by all sector IPR, that is copyright, to be object settings TRIPs.

VIII. DIPSUTE SETTLEMENT

Dispute settlement system all sector IPR, that is copyright, include TRIPs refer to *(integrated dispute settlement system)* in skeleton WTO. In the framework dispute settlement IPR between member countries and as eforts for ensure loyality that TRIPs, integrated settlement system to correct existence (croos retaliation in chareceter in sector). A certain side can delay concession to given or obigation other in sector other hand rom TRIPs in the occurrance of erasing and or profit obtained from agreement consequence discretion from county required.

IX. THE IMPLEMENTASION TRIPS IN LEGISLATION COPYRIGHT.

The output in Legislation Copyright 2002 years is eforts goverment Indonesian it doing law harmonization IPR in Indonesian, in sector copyright, with agreement TRIPs. It's clearly with preamble in Legislation that adaptation Legislation copyright is consistency logical from participation in Indonesian agreement TRIPs. There is Legislation copyright it means for given law protection more effective that IPR, especially in sector copyright. The target directed to realization of climate better for growing and develop spirit creation in sector science, art and literature, it needed in implement development nasional.

The Legislation Copyright 2002 have load some change insubstantial until relevam and significance as implementasion TRIPs. The changed that orientation to load new norms, standard more high and certain law maintenance is tight. New norms in here can that for example increasing meaning about agent, produser recording, broadcast institute and office copyright; rental rights to creation sinematografi, movie, movie video, and obigation broadcast agencies. Besides it also that increasing certainty indict compensation on infraction morality right, increasing certainty new about rights related with copyright.

Standard more high can see from protection program computer must continue at least se time 50 years. While law maintenance tight could seen from available mechanism law maintenance enable doing accustion effective that infraction IPR. For to support law maintenance effective except investigating it means in Law Event Criminal Legislation No. 8 1981 Years for doing investigating action Criminal in sector Copyright.

Furthermore, in law maintenance copyright, TRIPs set the special requirements associated with the action on the boundary state. In the member country should for avoid the occurrence of import or export materials result infraction IPR (counterfeit goods) with the way deferment release materials by customs office. However, of the set this kinds could'nt in Legislation Copyright 2002, but in Legislation No. 10 1995 years about customs office, especially 54 section until with 63 section the set restraint Import and Export Material The Result Infraction IPR.

Based on the certainty of Official Customs in give competence, that be based on written order Leader Country The Court made on request owner haft copyright although such Ex-offlcio, for put off disimissal material import or export from Area Customs Office if based prove the enough guess is the rsult infraction copyright

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in protection Indonesian. In order to support implementation TRIPs in Legislation Copyright, Indonesia have ratify conventions IPR in 1997 years, include about convention Copyright. Conventions that is:

1. Paris convention for the Protection of Industrial Property and Convention Establising the Word Intellectual Property Organisation in ratify with Kepres No. 15 1997 Years.
2. Patent Cooperation Treaty (PCT) and Regulayion under the PCT, in ratify with Kepres No. 16 1997 Years.
3. Trademarks Law Treaty in ratify with Kepres No. 171997.
4. Bern Convention for the Protection of Liteary and Artistic Work, in ratify with Kepres No. 18 1997 Years.
5. WIPO Copyright Treary, in ratify with Kepres No. 19 1997 Years.

X. SOCIAL SIGNIFICANCE

The assuming that isn't Legislation in perfect rights, without refuse there is revision suggestion, TRIPs Implementation in structure Legislation Copyright have enough available. It means, norms the occur contains Legislation a part large have been part TRIPs. But didn't defeated importance is how to Legislation social significance high in our society, with some aim in achievement. First, if Legislation Copyright have social significance high, the realization by society will efective. Other that, presence sosialiszation[2] and education have effective to remind potention for not respect IPR, include creative, exactly for society.

In system association International our society as less society to respect IPR, include copyright.

The maintenance copyright have a good or hold citizen Indonesian country itself. However, side foreign by society Indonesian already until for worriedly. On other hand, the result of research to doing by business Software Alliance launch for 1997 years to show data spectacular, that 93' software computer circulated in indonesian for years is the result illegal. The consequence of maintenance copyright software computer, especially have people or legal entities and regist in Amerika serikat, already to occur loss the amount US$ 226,8 during 1997.[3] years according to Report Media Indonesian, since in the fall kurs Rupiahs about Dollar, there is inclination that maintenances IPR to raising significance.

In 1998 years early during 1999 years, Customs Office II at the Airport Soekarno Hatta have failed to amount unit 67.527 Compact Disc (CD) illegal with loss country to amount Rp. 799 Billion. The maintenances other like plowing book, VCD etc, already is the news everyday. The maintenances in sector copyright general, other occur by presence opportunity in order by develop technology information and comunication, also loss understand and law awareness society.

Second, social significance Legislation also will bring the impact for law enforcement for to doing duty in effective. The infractions copyright during also little much to cause by low of law maintenance, include coordination and understanding copyright between law apparatus. For that, available human resources law maintenance qualifield, with facilities and infrastructure satisfy is necessary not ray order.

Third, with social significance high so Legislation will function as tool social engineer until target TRIPs and Legislation Copyright 1997 achieve, that is grow and develop spirit to create in sector science, art and literature. But to achievement target third this, Indonesian will not prayed actor in truth International Trade. In the material trade base copyright and license copyright trade Indonesian only will be import. It means, devisa will four countries other, especially countries other world IPR have go. The things clear will threat serious for balance neraca to pay Indonesian. Other hand, the culture IPR must to be continue in develop.

XI. CONCLUSION

If the third aim above in achieve that our country rights can feel benefit to participations in TRIPs. Although in a place fora International, Legislation Copyright have to must in form and Implemenatation with way the most can to full importancenasional[4]. But to attention importance nasional the Legislation Copyright only will

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acomodation to importances country other and other hand will to benefit for peoples foreign.

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