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On

SOCIAL



LEVEL OF COMPLIANCE UPN "VETERAN" EAST JAVA ON IMPLEMENTATION OF LAW NUMBER 25 OF 2009 CONCERNING THE PUBLIC SERVICE

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ABSTRACT

The purpose of this study to see the extent to which the policy UPN "Veteran" East Java as the college of compliance in the application of Law No. 25 Year 2009 on Public Service, Variables used to assess compliance this is to compare the provisions of Law No. 25 in 2009, consisting of service Standards, edict services, Information Systems services Facility Assessment of Human Resources, Means for service users with special needs/disability, Vision, Mission and motto, ISO 9000: 2008, Attribute service Officers, Systems Integrated services, Complaints, method used in this study is a survey research methods that research conducted in the population, but the data is the data studied samples taken from the population and using questionnaires as a data collection tool to obtain a generalization of observations that are not deep. From the level of their explanations of this study used a descriptive approach to evaluation methods. Definition of descriptive research method according Sugiono (2006: 11) is "The research conducted to determine the value of an independent variable, either one or more variables (independent) without making comparisons or connections between variables and the other variables". While Irawan (2004: 49) states that descriptive research is "Research aimed to describe or explain things as they are". Evaluation methods researchers use to judge something by comparing the activity or products with the standards that have been set.

The results based on variables and indicators that have been assigned the obtained maximum value/ total by 1000 and divided into three (3) zoning compliance with the implementation of Law No. 25 of 2009 on public service, the red zone or low adherence (0-500), yellow zone or moderate adherence (501-800), the green zone or high adherence (801-1000), the National Development University "Veteran" East Java, the total value of 870.14 or green zones or high adherence (801-1000), which needs attention is the unavailability of intimation/appointments services mounted in the bulletin board, not the availability of specific services/disabled, the attributes of service personnel do not use an ID card, and a complaint management is still centralized.

Keywords: Compliance, Law No. 25 of 2009 on Public Service, UPN "Veteran" East Java

INTRODUCTION

National Development University "Veteran" East Java is the new State Universities should serve students as well as possible, because the students are the core of society and is essential in the new paradigm of new public. Changes in the position of students who are the people who used to be known as "clients and constituents" become "customers" and then to "citizens". Students or community service not just as an object but must be placed as the subject. Service to students and the community is integral to efforts to create a public university that is good, clean, and efficient in order to improve the quality of graduate students who are intelligent, for all citizens as stipulated in the preamble to the Constitution of the Republic of Indonesia Year 1945. As the implementation of the mandate that, in 2009 promulgated Law No. 25 of 2009 on Public Service. In order to accommodate the aspirations of students and communities on the importance and urgency of improving the quality of public services, public service providers need to build the trust of students or people with implementing the Act consequently and consistently.

State of public services in Indonesia is still far from the expectations of society. Many diagnostic survey conducted by several agencies report also showed a poor public services in Indonesia (World Bank, International Finance Corporation (IFC), Transparency International Indonesia (TII).

As an effort to improve the quality and ensure the provision of public services in accordance with the general principles of good governance as well as to provide protection for every citizen and resident of abuse of authority in administering public services, and to realize the responsibility of public service providers for UPN "Veteran" Java the State Universities.

Based on the above background, this study wanted to see the extent to which compliance UPN "Veteran" East Java to the application of Law No. 25 Year 2009 on Public Service, Variables used to assess compliance this is to compare the provisions of Law No. 25 of 2009 the implementation consisting of Standard service, edict services, Public service Information Systems, Human Resources, Complaint Unit, Means for service users with special needs, vision, mission and motto, ISO 9000: 2008, Attributes, and Integrated services System.

Based on the variables and indicators that have been assigned the obtained maximum value / total of 1,000 and is divided into three (3) zoning compliance with the implementation of the Act - Act No. 25 of 2009 on Public Service, namely:

1. The red zone or low adherence (0-500).
2. The yellow zone or moderate adherence (501-800).
3. The green zone or high adherence (801-1000).

The results of the compliance assessment is delivered as an input to UPN "Veteran" East Java is to improve public services so that the future of public services in the UPN "Veteran" East Java getting better and in accordance with the expectations of students and society.

Problem Formulation

How compliance UPN "Veteran" East Java in the implementation of Law No. 25 of 2009 on Public Service in particular the processing of diploma and transcripts?

- 1. General Purpose**, general aim of this study was to determine the compliance of UPN "Veteran" East Java in organizing public services based on Law No. 25 of 2009 on Public Services
- 2. Special Purpose**, The specific objectives of this study are:
 - a). Identification of the level of compliance UPN "Veteran" East Java in performing public services pursuant to Act No. 25 of 2009 on public service
 - b). Identification of aspects that need to be repaired by UPN "Veteran" East Java in the administration of public services

Benefits of research

1. Theoretical Benefits
 - a) Provide opportunities for researchers to apply knowledge and theory, but it is expected to broaden knowledge.
 - b) This research is expected to contribute to the university that spurred researchers and students to write scientific papers.
2. Practical Benefits
This research is expected to provide information to the public on the implementation of Law No. 25 of 2009 on Public Services in UPN "Veteran" East Java in order to improve the quality of public services.

RESEARCH METHODOLOGY

Location and Object Research

This study takes a locus on UPN "Veteran" East Java. The reason for choosing these locations is UPN "Veteran" East Java is the New State Universities, the shelter under the State agency that Kementarian Ritek and Higher Education.

Approach and Types of Research

According to Irawan (2004: 49) states that descriptive research is "Research aimed to describe or explain things as they are". Evaluation methods researchers use to judge something by comparing the activity or products with the standards that have been set. This research uses quantitative data is by prioritizing information through the numbers so that the symptoms the study measured using scales.

Method of collecting data

Data collection techniques used in this research is the method of observation, interview and questionnaire. Observation method is a method of data collection is done by observing and recording systematically investigated symptoms (Supardi, 2006: 88). Observations carried out according to the procedures and specific rules so that it can be repeated by researchers and observations provide the possibility to interpret scientifically

Data collection technique

In this study, data collection techniques that are used to complement each other in this study are: Interview Techniques, Engineering Observation and Study Documentation.

Mechanical Data Processing and Data Analysis

In the data processing includes the step of editing and coding, simplification of data and encodes the data. Inspection Data (editing) This step is performed to determine whether the data collected are complete, so it can be prepared for the next stage.

Coding is done to simplify the data, ie by giving the symbol numbers on each answer or a way of classifying respondents according to kinds, by marking the answer to a specific code. It can facilitate the reduction of data, analysis, storage and dissemination of data.

Simplifying the data so that the data is analyzed, then the answer of the respondent should be summarized into a limited number of categories.

Encodes data next step is to encode the data based on the book that has been compiled code, the tool used is a sheet code (code sheet) for processing using a computer.

RESULTS AND DISCUSSION

National Development University "Veteran" East Java as providers of public services required to implement components of service standards as stipulated in Law No. 25 of 2009 on Public Service so that users of the service (the public) to know about how the implementation of the tasks and activities of public services, since the the process of policy, planning, implementation and supervision or control. All of these activities should be informed and easily accessible to students, especially the processing of diploma and transcripts. To that end,

in line with a recent study aims to determine how compliance with the National Development University "Veteran" East Java on the implementation of Law No. 25 of 2009 on Public Service, especially the service processing of diplomas and transcripts, this research is trying to see whether the National Development University "Veteran "East Java is already carrying out its obligations to make and announce / display indicators become a standard component in the service of Act No. 25 of 2009.

Table 1. Recapitulation Level Compliance Questionnaire Results UPN "Veteran" East Java implementation of Law No. 25 of 2009 on Public Services Particularly In processing diploma and transcripts

No	Variabel	STDR	Questioner Processing Results								
		Value	Admik	FEB	FP	FT	FISIP	FAD	FH	UPN	Results
I	Standard Service										
	1) Legal basis/ Faculty/ Bureau	5	5	5	5	5	5	5	5	35	5.00
	2). Terms of Service certificate and Transcript	5	5	5	5	5	5	5	5	35	5.00
	3) Mechanism Systems and Procedures service certificate and Transcript										
	a. SOP Availability Services, certificate and Transcript	5	5	5	5	5	5	5	5	35	5.00
	b. Flow Chart Services certificate and Transcript	5	5	5	5	5	5	5	5	35	5.00
	4). Truth Certainty Products Services certificate and Transcript	5	5	5	5	5	5	5	5	35	5.00
	5). Certainty of Completion Time Services certificate and Transcript	10	10	10	10	10	10	10	10	70	10.00
	6). Certainty Cost / Rates payment certificate and Transcript	10	10	10	10	10	10	10	10	70	10.00
	7). Means, Infrastructure, Service Facilities										
	a. waiting room	2	2	2	2	2	2	2	2	14	2.00
	b. Air Conditioning	1	1	1	1	1	1	1	1	7	1.00
	c. Area to sit	2	2	2	2	2	2	2	2	14	2.00
	d. Means Queue	1	1	0	0	0	0	0	0	1	0.14
	e. Toilet	1	1	1	1	1	1	1	1	7	1.00
	f. Television	1	0	0	0	0	1	0	0	1	0.14
	g. Service table	1	1	1	1	1	1	1	1	7	1.00
	h. Adequate parking place	1	1	1	0	1	1	1	1	6	0.86
	8). Implementing the number of airport	2	2	2	2	2	2	2	2	14	2.00
	9). a. Disipliner service	1	1	1	1	1	1	1	1	7	1.00
b. Code of conduct service	1	1	1	1	1	1	1	1	7	1.00	
II	Notices/Appointments Service	5	0	0	0	0	0	0	0	0	0.00
III	Service Information System manual, elektronik (Booklet/ Pamflet/Banner/Website)	10	10	10	10	10	10	10	10	70	10.00
IV	Facilities Assessment Service Performance certificate and Transcript	2	2	2	2	2	2	2	2	14	2.00
V	Services Special Needs / Disability										
	a. Ram	0.5	0	0	0	0	0	0	0	0	0.00
	b. Hiking guides	0.5	0	0	0	0	0	0	0	0	0.00
	c. Grip rambatan	0.5	0	0	0	0	0	0	0	0	0.00

	d.Elevator buttons signage and sound	0	0	0	0	0	0	0	0	0.00
	e. Special toilet	0.5	0	0	0	0	0	0	0	0.00
	f. Special room nursing mothers and children	0.5	0	0	0	0	0	0	0	0.00
	g. Special counters	0.5	0	0	0	0	0	0	0	0.00
VI	Vision, Mission Faculty/ Bureau	2	2	2	2	2	2	2	14	2.00
	Motto Faculty / Bureau	1	1	1	1	1	1	1	7	1.00
VII	Adopsi ISO 9001:2008 Faculty/ Bureau	2	2	2	2	2	2	2	14	2.00
VIII	Attributes Service									
	a. Concierge service providers using uniform	1	1	1	1	1	1	1	7	1.00
	b. Concierge service providers use the ID card	1	0	0	0	0	0	0	0	0.00
IX	Integrated Service System	6	6	6	6	6	6	6	42	6.00
X	Complaint Management									
	1. Having a special complaint unit that manages the complaints unit	1	1	1	1	1	1	1	7	1.00
	2. Acting Manager of Complaints	2	2	2	2	2	2	2	14	2.00
	3. Counters Complaint / room Complaints	1	0	0	0	0	0	0	0	0.00
	4. Complain facility (SMS / Phone / Fax / email / etc) complaint	2	2	2	2	2	2	2	14	2.00
	5. Information procedure / procedures for complaints	1	1	1	1	1	1	1	7	1.00
	6. Informasi complaints management are on display in the room or in the management of complaints and service spaces	1	0	0	0	0	0	0	0	0.00
	TOTAL	100	88	87	86	87	88	87	610	87.14

Explanation Table

1. The Bureau of the Administrative and Academic score score 88 of the 100 that should, while 12 scor which has not been implemented is the availability of intimation or pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, care workers not using ID Card, not their booth / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces
2. Faculty of Economics and Business score of 87 out of 100 score that should, while 13 scor which has not been implemented is the availability of intimation or pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, care workers not using ID Card, absence booth / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces
3. Faculty of Agriculture score 86 out of 100 score that should, while 14 scor which has not been implemented is the availability of intimation or

pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, care workers not using ID Card, the absence of counter / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces, the parking lot is not memadahi.

4. Faculty of Engineering scores 87 out of 100 score that should, while 13 scor which has not been implemented is the availability of intimation or pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, care workers not using ID Card, the absence of counter / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces
5. Faculty of Social and Political Sciences score 88 out of 100 score that should, while 12 scor which has not been implemented is the availability of intimation or pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, service personnel do not use an ID Card, the

absence of counter / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces

6. Faculty of Civil Engineering and Planning 87 score of score of 100 that should, while 13 scor which has not been implemented is the availability of intimation or pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, care workers not using ID Card, not their booth / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces
7. Faculty of Law scores 87 out of 100 score that should, while 13 scor which has not been implemented is the availability of intimation or pledge of service undiscovered board postings or room, the unavailability of special services / disabilities, service personnel do not use an ID card, no counters / space grievance, complaint management information is not displayed in the room or in the management of complaints and service spaces.
8. If each scor of 7 units in total the providers of public services and shared, it can be concluded that the UPN "Veteran" East Java to get scor 87.14 East Java with green zones or high compliance

Discussion

1. Standard Service

1) Legal basis

From the results of a study of 7 (seven) units of public service in the UPN "Veteran" East Java to mention the legal basis of the public service it has collected, there are clear provisions of the legal basis of a public service that is regulation of the Minister of Research and Technology and Higher Education No. 38 2015 on the organization and Work Procedure (OTK) UPN "Veteran" East Java, sehigga already said Complying with the implementation of Law No. 25 of 2009 on Public Service, but the Board Names, especially the Faculty of Engineering and the Faculty of Architecture and Design has been no adjustment in accordance with the organization and Work Procedure (OTK) UPN "Veteran" East Java and still attached to the old name of the Faculty.

2) Terms of Service

From the research results in terms of service requirements, such as what documents to bring,

identity, etc., as much as 7 (seven) units of service have been put on the conditions of service, especially service Izajah and transcripts and already in places that are easy to see when the service comes to take care on the Unit Public service referred early and therefore had said Complying with the implementation of Law No. 25 of 2009 on Public service, for service requirements izajah and transcripts of all faculty use the same announcement Rector numbers: Peng/01/UN63/10/2016 dated 10 February 2016 concerning the processing of certificates and tranaskrip.

3) Mechanism Systems and Procedures

a. SOP Availability Services,

In this study the results of seven (7) units of public service providers already have an SOP in working to serve the users of the service certificate and transcript processing. However, from the existing SOP yet dipapan announcement Announced that has been Provided, so that the total of units of public service providers already said Complying with the implementation of Law No. 25 of 2009 on the Public Service but not maximized.

b. Flow Chart Processing Services diploma and transcripts

In this study the results of seven (7) units of public service providers already has a product of service expected by users of the service certificate and transcript processing. So from 7 (seven) units of public service providers has said Complying with the implementation of Law No. 25 of 2009 on Public Service.

4). Term Care Completion of diploma and transcripts.

In this study, seven (7) units of public service providers already existing provisions completion period of service of diplomas and transcripts and distributed after graduation Bachelor, but the timing of diplomas yet announced dipapan announcement that has been provided, however, of the unit 7 (seven) public service providers are already said to be adherent to the implementation of Law No. 25 of 2009 on public service, but not maximized.

5) Cost / rate services

In this study 7 (seven) units of public service providers already have a standard cost / rate of

service expected by users of the service and can be accessed via the internet, but have not found installed on board announcement, however, as many as seven (7) units of public service providers already said Complying with the implementation of Law No. 25 of 2009 on Public Service, but not maximized.

6) Infrastructures Care Facilities

In this study 7 (seven) units of public service providers of existing facilities and infrastructure / service facilities specified, but who installed a television that could be seen by users of the service simply Faculty of Social and Political Sciences, was the parking area is not memadai to serve users service only Faculty of Agriculture, so that as many of 7 (seven) units of public service providers is said to have said to adhere to the implementation of Law No. 25 of 2009 on the public service but not especially well utmost priority is the parking area of the Faculty of Agriculture.

7) Total Executive

In this study 7 (seven) units of public service providers already have their own code of ethics of service, in accordance with Government Regulation No. 53 of 2010 on discipline and rules BKN No. 32 of 2011 on the code of ethics of civil servants, so as of 7 (seven) units public service providers are already said to be in compliance to the implementation of Law No. 25 of 2009 on public service.

2. Notices / Appointments Service

In this study 7 (seven) units of public service providers do not have the edicts of service that is installed in the bulletin board or information board, so as much as 7 (seven) units of public service providers have not been told Complying with the implementation of Law No. 25 of 2009 on Public Services

3. Service Information System

In this study the results of seven (7) units of public service providers already have Service Information System, Web SIAMIK 1., 2. SIAMIK Desktop, 3. Entry Value UTS/UAS, 4. System Admik UPN Veteran Bureau of East Java 5. Duty Charges lecturer, 6. Sidos (lecturer Information System), 7. 8. Trust Online Information Online jobs, 9. New Student Information System Acceptance Test MABA 10. Online, 11. MABA Registration System Support Node, 12. Payment

System UP, DOP, SPP MABA, 13. sms gateway (smsCenter, Broadcast, sms criticism and suggestions), 14. Parent Guardian Information System 15. CCN (Field Work Experience), 16. Apply Online Final Exam, 17. List Progdil Thesis Advisor Online Accounting, 18. List Management Progdil Thesis Advisor Online, 19. List Progdil Economics Thesis Advisor Online, 20. List of thesis and internship supervisor Communication Studies, 21. List of thesis and internship supervisor State 22. List of thesis and internship supervisor 23. Commerce Online Catalog , 24. Registration UTS/UAS Online support questionnaire, 25. Registration Graduation, 26. PDPT (Higher Education Data Base), 27. TPTT Salary (Salary Lecturer No permanent), 28. Dispensation System Financial System 29. Pusbahasa 30. eGov systems Laboratory of the State Administration, 31. Alumni Information system, Microsoft Office Certification Test 32. 2007, 33. Registration system Support Upload diplomas, photos, etc., SMS Broadcast system 34. Financial and answer any questions that came in through sms, 35. Siamik MOBILE with smartfren 36. Backend SIAMIK Full Online, 37. Tracer Study, so as much as 7 (seven) units of public service providers already said Complying with the implementation of Law No. 25 of 2009 on Public Service.

4. Facilities Assessment Service Performance

In this study 7 (seven) units of public service providers already have Support Performance Assessment Services via List Assessment Work Implementation (DP3) Employees and Regulation GOI No. 46 of 2011 on the assessment of work performance of employees, so as much as 7 (seven) units of public service providers already said Complying with the implementation of Law No. 25 of 2009 on Public Service.

5. Services Special Needs / Disability

In this study 7 (seven) units of public service providers do not have special facilities / disabled for service users with special needs, so as much as 7 (seven) units of public service providers said is not said to be adherent to the implementation of Law No. 25 of 2009 on Public Services

6. Vision, Mission and Motto

In this study 7 (seven) units of public service providers already have a vision, mission and motto of service and installed in the wall but with different standards and the range of vision of the future is unclear, and the nameplate Faculties new name has not been adapted to the organization and

Work Procedures (OTK) UPN "Veteran" East Java, so that as many as seven (7) of the unit said public service providers adhere to the implementation of Law No. 25 of 2009 on public service, but not maximized.

7. ISO 9001: 2008

In this study 7 (seven) units of public service providers already have the certificate of ISO 9001: 2008 and installed in the wall with the same standard, then as many as 7 (seven) units of public service providers is said to adhere to the implementation of Law No. 25 Year 2009 on Public service.

8. Attributes

cursing ID or Card ID, so that as many as seven (7) of the unit said public service providers adhere to the implementation of Law No. 25 of 2009 on Public Service, but not maximized.

9. Integrated Service System

In this study 7 (seven) units of public service providers do not apply the system of one stop service but implementing one-stop service, so that as many as seven (7) of the unit public service providers said already adhere to the implementation of Law No. 25 Year 2009 on Public service, but not optimal.

10. Management Complaint

The results of this study 7 (seven) units of public service providers showed that the Institute has provided Box Suggestions and Complaints, complaints through SMS gateway, via email, a special website, to handle public complaints of service users on the performance of public services within its territory, either through manual or electronic, it is seen from the information available on how/complaints procedure has been provided, but the management of complaints through the suggestion box or complaint is centered in the institution that is the Quality Assurance Agency and lodging complaints through SMS gateway, via email, a special website maintained by the Bureau Admik. But to counter/special rooms complaint had not provide it. For a special officer to handle complaints at the Faculty level officials have not provided specifically referred to in the Faculty level. so as much as 7 (seven) from providers of public services unit said already adhere to the implementation of Law No. 25 of 2009 on Public Service, but not maximum.

Division Zone

Zone Green	Zone Yellow	Zone Red
The Bureau of the Administrative and Academic		
Faculty of Economics and Business		
Faculty of Agriculture		
Faculty of Engineering Fak. Pertanian Fak. Teknik		
Faculty of Social and Political Sciences		
Faculty of Civil Engineering and Planning		
Faculty of Law		
UPN "Veteran" East Java		

1. The red zone or low adherence (0-500)
2. The yellow zone or moderate adherence (501-800)
3. The green zone or high adherence (801-1000)

CONCLUSION

1. Standard Service

1). Legal basis

UPN "Veteran" East Java, said already Complying with the implementation of Law No. 25 of 2009 on Public Service, but the Board Names, especially the Faculty of Engineering and the Faculty of Architecture and Design has been no adjustment in accordance with the organization and Work Procedure (OTK) UPN "Veteran" East Java and still attached to the old name of the Faculty

2). Terms of Service

UPN "Veteran" East Java said already Complying with the implementation of Law No. 25 of 2009 on Public Service, for service requirements izajah and transcripts of all faculty use the same announcement Rector numbers: Peng / 01/ UN63 / 10/2016 dated 10 February 2016 concerning the processing diploma and tranaskrip.

3) Mechanism Systems and Procedures

a. SOP Availability Services

UPN "Veteran" East Java said already Complying with the implementation of Law No. 25 of 2009 on the Public Service but not maximized.

b. Flow Chart Processing Services diploma and transcripts

UPN "Veteran" East Java said already Complying with the implementation of Law No.

25 of 2009 on the Public Service but not maximum

4) Products Services diploma and transcripts

UPN "Veteran" East Java said already Complying with the implementation of Law No. 25 of 2009 on Public Service.

5). Term Care Completion of diploma and transcripts.

UPN "Veteran" East Java is said to be in compliance to the implementation of Law No. 25 of 2009 on Public Service, but not maximized.

6). Cost / rate services

UPN "Veteran" East Java said already Complying with the implementation of Law No. 25 of 2009 on Public Service, but not maximized.

7). Infrastructures Care Facilities

UPN "Veteran" East Java is said to be in compliance to the implementation of Law No. 25 of 2009 on Public Service but not especially well utmost priority is the parking area of the Faculty of Agriculture.

8). Total Executive

UPN "Veteran" East Java said already Complying with the implementation of Law No. 25 of 2009 on Public Service.

9) Rules of Conduct and Code of Ethics Services Services

UPN "Veteran" East Java already adhere to the implementation of Law No. 25 of 2009 on Public Service.

2. Notices / Appointments Service

UPN "Veteran" East Java said not Complying with the implementation of Law No. 25 of 2009 on Public Service.

3. Service Information System

UPN "Veteran" East Java already said Complying with the implementation of Law No. 25 of 2009 on Public Service.

4. Facilities Assessment Service Performance

UPN "Veteran" East Java already said Complying with the implementation of Law No. 25 of 2009 on Public Service.

5. Services Special Needs / Disability

UPN "Veteran" East Java said not adhere to the implementation of Law No. 25 of 2009 on Public Service.

6. Vision, Mission and Motto

UPN "Veteran" East Java is said to adhere to the implementation of Law No. 25 of 2009 on Public Service, but not maximized.

7. ISO 9001: 2008

UPN "Veteran" Java is said to adhere to the implementation of Law No. 25 of 2009 on Public Service.

8. Attributes

UPN "Veteran" East Java is said to adhere to the implementation of Law No. 25 of 2009 on Public Service, but not maximized.

9. Integrated Service System

UPN "Veteran" East Java already adhere to the implementation of Law No. 25 of 2009 on Public Service, but not optimal.

10. Complaints

UPN "Veteran" East Java is said to be in compliance to the implementation of Law No. 25 of 2009 on Public Service but not maximum

Suggestion

1. Unit public service providers that enter into the green zone in order to maintain and continue to innovate in order to improve the quality of public services.
2. Heads of Institutions in order to socialize again of the important role of Law No. 25 of 2009 on the Public Service to all government institutions in particular to the providers of public services unit to meet and inform the public / users on a standard component of public service, including security and safety in service ,
3. Unit Chief public service providers need to encourage or support organized public information service system in which the Operator is obliged to manage the information system consisting of an electronic information system or nonelektronik, the information must include at least: Profile organizers, profile executor, facilities special needs / disabilities, Notices / Promise service, complaint management.
4. In addition to the above, in order to provide support for the improvement of public services in the public service providers Unit, the Unit led public service providers need to implement mechanisms of reward and punishment for public service providers in the unit in accordance with Law No. 25 of 2009 in which if

the organizer or executor does not provide a standard component of public services, the edicts of service as well as a means of complaint in the unit of public service, it can be penalized in accordance with the provisions, and even if the public service resulted in the onset of injury, disability and lost their lives for other parties, the organizers may be subject to criminal sanctions as stipulated in the legislation. The imposition of sanctions referred to above (administrative sanctions) can be done by the employer organizer in charge of public service activities in accordance with legislation.

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THE DEVELOPMENT OF PRODUCT QUALITY AND MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISE HANDICRAFT IN SURABAYA THROUGH PROBLEM BASED LEARNING

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ABSTRACT

The establishment of ASEAN Economic Community (AEC) has become one of the challenge for Small and Medium Enterprises (SMEs) in Indonesia. The challenge are especially in the way of how to increase the standard, design and product quality so that they can survive in the ASEAN single market. As one of the proven safety net in Indonesian economy after the crisis in 1998, SMEs became in the point of attention in Indonesian economic development. Thus, in order to develop the Indonesian economic performance, SMEs are need to increase their number of exports as well as their management. According to the 2004 report, in Surabaya there are only 30 percent of SMEs products which are successfully market their products abroad. This number are still lesser than the expected percentage of export number from SMEs. By using the qualitative method this research identifies the obstacles and challenges faced by the SMEs producing Handicrafts products in Surabaya. As for the data were obtained by interview and FGD technic. The result of this first phase is going to be used to form the education pattern for developing the performance for those SMEs by using the Problem Based Learning Model.

Keywords: Small and Medium Enterprises (SMEs), Handicraft, Export Products, Quality.

INTRODUCTION

The establishment of ASEAN Economic Community (AEC) in 2016 has bring many consequences to many sectors in the society. One of the consequences is the free flow of goods, service, and investment, as well as the skilled labors and capital within the members of AEC. According to the survey done by the Japan ASEAN Integration Fund (JAIF) in 2012, there are about 73 percent respondents from many business players in ASEAN sees ASEAN integration will bring benefit to the economic development. From the same survey also noted that about 64% respondents from non-business players believe that ASEAN integration also bring benefit to the people's of ASEAN countries members (Eva, 2016). However, there are still many people from the ASEAN's member had not yet seen AEC as a good opportunity. With the free flow of goods, service, capital, investment, and skilled labor from abroad, many of the business players especially from Small and Medium Enterprises (SMEs) challenges themselves to increase and maintain their competitiveness as a players in creative and innovative enterprise. At the same time, SMEs also have to increase their standard, design, and product's quality to meet the ASEAN market's standards.

As one of the member of AEC, Indonesia had already prepare many regulations and policy towards the single economic community of ASEAN. There are many strategies released by

the Indonesian government in a form of Policy Package, especially regarding with the weak exchange rates of Rupiah. As stated by FX Soegijanto from the Diponegoro University in Semarang in his economic review, the appreciation of Rupiah's exchange rate is depends on the increasing level of export. He also added that the to increase the exports level can not be done in a very short time (Seno, 2016). Many hopes regarding with the implementation of AEC unfortunately can not be followed by the appreciation of Rupiah exchange rate. As stated before, one of the important economic player is the SMEs, thus it is very important to pay more attention to the development of SMEs competitiveness to increase their level of export quantity as well as the quality especially the Handicraft SMEs in Surabaya. This is in accordance with the main target in key development the ministry of Cooperative and SMEs by year 2014 through the role of SMEs includes the enhancement of value export to 20 % .In Surabaya from the data 2012 there are 2000 SMEs who registered in the trade (disperindag) but only few of them already exports (Hidayat,2014) .

This article analyzing the Handicraft SMEs in Surabaya. As the focus for this article is the obstacles faced by the Handicraft SMEs in Surabaya to increase their product quality. At the early stage of data mining this article used the interview method and analyzing the problem faced

by the Handicraft SMEs in Surabaya. Next after the data mining and analysis towards Handicrafts's SMEs problem, an early model of SMEs training using Problem Based Learning will be implemented. As for the final goal for the research will be a new model for export training for Handicraft SMEs at the second year. In addition, the result of the research projected to be a suggest model for Unit Pelayanan Terpadu Pendidikan Pelatihan dan Promosi Ekspor (UPT.P3ES) in increasing the Handicraft SMEs quality. By this training model towards export, hopefully the quality of those Handicraft SMEs will be able to be enhance in the future years.

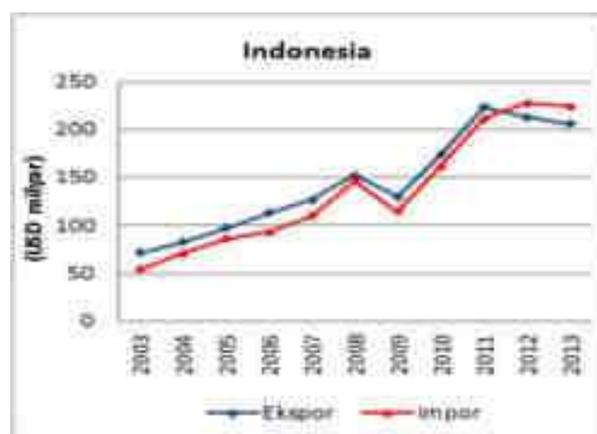
METHODOLOGY

This research use a mixed approach of Qualitative and Quantitative. There are two main phase in this research, there are; (1) Data mining and analyzing, which used interview method in to Handicrafts SMEs in Surabaya; (2) As for the model will be tested in the second phase of this research. This article is focusing on the preliminary and developing phase of the early model of export training for the Handicraft SMEs. Later on the second year projected to revised and validate the early model of export training towards export orientation for the Handicraft SMEs in Surabaya. For the population targeted by this research are the Handicraft SMEs in Surabaya. Those SMEs are producing the Handicrafts products in Surabaya which already export their products, and also those who are not yet export their products in international market, especially in ASEAN.

RESULT AND DISCUSSION

The Small and Medium Enterprises (SMEs) sector have an important role in the Indonesian economic development. With this sector, Indonesian unemployment level are able to be reduced. This of course synchronized with the government's goal for SMEs as stated in the second chapter of Points 4 and 5 in UU No.20/2008, which regulate (1) the aim of realizing national economic structure is for the equality, developed, and justice, (2) to grow and develop the SMEs to become a capable business enterprise, (3) Increasing the role of umkm in regional development, job creation, of fair income distribution, economic growth, poverty eradication . In line with the purpose msmb, in the third point , the economic growth level shows economic condition a country that calculated based on gross domestic product (GDP). Gross domestic product (

gdp) is the value of goods and services the end of resulting from various production line in the territory of a state within one year (Mankiw, 2007). GDG calculated based on several components, one of them is export net which is the difference between exports and imports. Hence, the bigger the export value, this value GDP will be bigger. While the greater the import value, this value GDP getting smaller (jpnn, 2015). The following Indonesian chart exports and imports 2003 - 2013 and charts GDP growth indonesia :



Source : <http://www.jpnn.com>

Graph 1. Indonesian Export-Import in ASEAN year 2003 - 2013



Source : <http://www.bps.go.id>

Graph 2. Economic Growth 2000 - 2013

According to two charts above shows the export Indonesian products is directly proportional to the economic growth level . Hence in dealing with public of the AEC, SMEs can be one alternative to increase the competitiveness of Indonesian products to compete with foreign product .

Surabaya is the second largest city after Jakarta, and is also one of the gates of the main trade in the region of Eastern Indonesia. With all its potential, facilities, and its geographical

advantages, Surabaya has the potential occurrence of a very rapid growth of the economy. Recorded by 2015 there 2,640 micro, small medium enterprises (SMEs) in Surabaya (Nida, 2015). Of the many SMEs existing in Surabaya only 30% of export-oriented. Many of the articles that mention that the barriers to SMEs to export his products is due to the factor of language and marketing. However, the article is not among the many shows in detail the solution to overcome these problems. SMEs in Surabaya at the year of 2014 have absorbs more than 20 thousand people about to be used as employees and there have been several products micro and small entrepreneurs who do exports to several countries such as Yemen, Saudi Arabia and neighbouring countries such as; Singapore, and Malaysia (Hidayat, 2014). Including handicraft, products fashion and processed foods. In 2015, the mayor of Surabaya, has a program of hero economic that is a allowing SMEs from stay-at-home moms are formed from five groups in each urban villages in Surabaya.

The ability to do some SMEs export can not be separated from the role of training unit and education export Surabaya (upt p3es) that gives good facilities exhibition both national and international scale for SMEs. But in the face of AEC, SMEs expected to improve the quality to make it equal with foreign product good in the domestic market and on the international market. When the quality of have been having standard required by ASEAN countries or other so the product of a quantity to export will increase. The community of the AEC had imposed a challenge and a golden opportunity for every the people in Indonesia especially in Surabaya. Is a challenge if the source of human resources residents of Surabaya not being able to compete with foreign workers and it will be said occasions because the current investment many entering and the people of Surabaya getting a share of advantage of that money circulates occurring.

Every industry or business will improve the quantity sales and the name good very essential to maintain quality levels. Especially for business in export business needs to sustain level the quality of being high to insure business better globally. Same tight with a imported goods who is coming into Indonesia, quality standards for export in general also dealt with in tight because business hold of this the good name of the state. Before Indonesian products can be sold abroad, the products should be tested and were certified by

agencies refined competence to observe rules technical in effect in markets country that would intended especially if these commodities having special requirements from the buyer.

AEC already in effect for all ASEAN countries particularly Indonesia. Demanding product of industrial to improve the quality and quantity of their products to make it equal with other products from abroad. Not only gain in improve economic growth obtained by Indonesia but also advantage material for industries. Many sector having the role played very strategic and important that can be in terms of various aspects . First , the number of its industry a great and there are in every sector of economic . Based on central statistics agency (BPS) 2002 , the number of SMEs in Indonesia recorded 41,36 million units or 99.9 percent of total business unit. Second , the potential that is great in employment .Any unit of investment in SMEs sector can create more employment opportunities if compared with the investment that same thing in big business .SMEs sector absorb 76,55 million labor or 99.5 % of the total workforce who works.Third, the contribution of small and medium businesses in the formation of the gross domestic product are significant which amounted to 55,3 % of the total GDP , 2013 its immense the benefits of the presence of small and medium businesses in the economy led the government is required to maintain and improve the quality of the product small and medium businesses .

Increasing the knowledge of international business is the part inevitable for actors export. Most things that can improve the quality of export products SMEs and improving the survival of business being executed in face global competition. Several parts in learning international business that it is important to note the industries is understading the culture the state export destination. Every states are having uniqueness in their culture . Different cultures also has mental model different and a different approach also in problem solving. An understanding of culture could help to avoid misunderstanding, when exporters dealing with certain issues, about a products or services then has been a problem for buyers from other countries. Understanding culture can also be used for done approach to buyers from another country.

Besides culture, in developing area of its marketing, SMEs also have to know how to do marketing in international business. One of the way which commonly used in international business is to e-commerce. Laudon & laudon

(1998), e-commerce is a process buying and selling products electronically by consumers and from the company to company with computer as an intermediary business transactions (Sakti, 2014). Many website for trading the products globally, both paid or not .The knowledge about how become members in a site of international trade it is important to note exporters SMEs in improving the quantity their exports .

The other thing that it is important to note also small and medium businesses SMEs is how trade make a deal with the buyer. This agreement represents thing that matters known to the small and medium businesses exports can transact independently .Things are more important of all the things mentioned above is to be able to speak .English is the language of international who is employed to do international trade .While on the fact his many an offender micro and small entrepreneurs who could not speak English .The obstacles can be overcome with many ways besides individually learn English could also be done with in a practical manner through the use of language services over provided many a site on the internet .Small and medium businesses if the offender intends to sell their products on their own limitations languages can be overcome through the procedure .

As for the model which is tried to be implemented in the training for the SMEs is the Problem Based Learning Model (PBL). PBL is an approach to learning problems which using the real world as a context for learners to learn about how to think critically and problem solving skills , as well as to acquire knowledge and essential concept of material of lectures or subject matter .Important aspect in PBL is that learning begins with the problems and these problems would determine the direction of learning in groups. The problem of community-based learning designed in the form of learning that starts with a problem with using as training instructor metacognitive and ending with the presentation of work and analysis . According to Pujianto (2015) The Step in PBL , includes: (1) Identification problems (2) collection material (3) formulation hypothesis (4) test hypothesis (5) exposure of products (the solution of a problem) (6) evaluation and improvement (7) formulation the theory (8) pilot the application of the theory & improvement. Ni Made Suci (2008) added PBL has a number of characteristics which distinguishes them with other model learning such as; (1) student centered , (2) learning happened to clusters of small , (3) lecturers or teacher act as

the facilitator and moderator, (4) matter to be focus and is a means of to develop skills the problem solving, (5) new information obtained from independent study (self directed learning) . Brooks & Martin (1993) also added the more detail outlines some features important in PBL, as follows: (1) the purpose of learning designed to develop expertise learner in identifying problems , (2) the long-term sustainability of problems , on the condition problems have to bring up concept and the principle that relevant to the matter lecture discussed and problems have to is real, (3) the presentation a problem so that learner feel of having the problem, (4) teaching act as the facilitator who able to develop creativity from students in problem solving. While Ni Made Suci (2008) mentioned the activity in PBL can be; (1) group discussion, (2) individual learning), (3) group experiment, (4) observation, (5) compare to the another previous problems occurred.

Constraints Faced by Handicraft SMEs

In data collection this article uses the focus group discussion (FGD) to get input. The data collected to get identification over constraints that have been faced by handicraft SMEs in Surabaya East Java. This process were conducted by researchers to 20 handicraft SMEs in Surabaya, based on the SMEs list enrolled in UPTP3ES Surabaya. In FGD conducted along with 20 handicraft SMEs in Surabaya obtained many obstacles faced by handicraft SMEs in Surabaya. The majority of micro and small entrepreneurs who face many obstacles is SMEs is at the way to start the export process.

As for the obstacles faced by the handicraft SMEs can be described as to 2 aspects ; the technical aspects of and nontechnical. Second obstacles into factors that determines a continuation learning model for micro handicraft . First obstacles (technical obstacle) obtained several reasons such as; (1) access to information to training on increasing the quality of export (2) financial management of a good business and true . Many of handicraft SMEs in Surabaya do not know the schedule of those training (3) the production site of handicraft SMEs are mostly located in a housing area, not di-setting for handicraft industry. The second category obstacles (nontechnical obstacle) obtained several reasons such as; (1) the training material improve the quality of export less spent for will increase the quality of production by the handicraft SMEs (2) the lack of information about the cost of exporting

(3) the availability of capital production for handicraft SMEs to developed the production scale
(4) lack of human resources to the development of production with a larger scale.

From the FGD results obtained identification about technical and nontechnical obstacles faced by handicraft SMEs in Surabaya. Depart from the assumption that every industry or business will improve the quantity sales and the name good very essential to maintain quality levels. Especially for business in export business needs to sustain level the quality of being high to insure business better globally. Same tight his with a imported goods who is coming into Indonesia, quality standards for export in general also dealt with in tight because business hold of this the good name of the state. Before Indonesian products can be sold abroad, the products should be tested and were certified by agencies refined competence to observe rules technical in effect in markets country that would intended especially if these commodities having special requirements from the buyer.

The fact that AEC already in effect for all ASEAN countries especially Indonesia has demanded products of industry to improve the quality and quantity of their products to compete with other products from a foreign country. Not only gain in boosting economic growth for Indonesia but also material for profit industries. SMEs sector has a very strategic and it is important that can be in terms of various aspects of. First, the number of its industry a large and there are in any sector of the economy . Based on the data from the central bureau of statistics (BPS) in 2002, the number of small and medium micro entrepreneurs in Indonesia recorded 41,36 million of units or 99.9 percent of total business units. Second, the potential that is great in employment. Any unit of investment in SMEs sector can create more employment opportunities if compared with the investment that same thing in big business. SMEs sector absorb 76,55 million labor or 99.5 % of the total workforce who works Third, contribution SMEs in the formation of GDP significant which was 55,3 % of the total GDP (uc, 2013). Its big benefits of the presence of SMEs in the economy makes government are required to able to maintain and improve the quality of products SMEs.

After obtaining some things that becomes obstacle technical and nontechnical obtained the impression that need to increase part in learning international business that it is important to note the industries about learning culture the state

export because every the state of having to uniqueness in that culture. Different cultures also has different mental model and a different approach also in problem solving .An understanding of culture could help to avoid misunderstanding, when exporters dealing with certain issues, about a products or services then has been a problem for buyers from other countries. Understanding culture can also be used for done approach to buyers from another country.

In addition to cultural, in developing the area of marketing its product, SMEs also need to know how in doing marketing in international business .A way of marketing commonly used in international business is with e-commerce .Laudon & laudon (1998), e-commerce is a process of buying and selling products electronically by the consumer and from company to company with computers as intermediaries business transactions (Sakti,2014) .Many sites for trade products globally, both that of paid and not. Knowledge about how to be a member or members in a site of international trade it is important to note exporters SMEs in improving the quantity exports its products.

It is important to note by SMEs is how make a deal trade in buyers. This agreement represents the important thing known to the export SMEs can do transactions independently .Things are more important of all the things mentioned above is the ability of speaking .English is international language used to perform international trade. While on the fact his many of the doers micro and small entrepreneurs who cannot speak English .Obstacles could be many ways besides individually to learn English could also be done with a practical means through the use of services over language provided many site on the internet .If the SMEs intend to sell their products independently limited languages can be overcome through that way.

CONCLUSION

From the progress articles in first phase of the research is obtainable conclusion on technical and nontechnical obstacles faced by handicraft SMEs in Surabaya. Depart from the assumption that every industry or business will improve the quantity sales and the name good very essential to maintain quality levels. Especially for business in export business needs to sustain level the quality of being high to insure business better globally. Found the era of AEC already in effect for all ASEAN countries especially Indonesia has demanded the product of industrial to improve the

quality and quantity of their products to make it equal with other products from abroad . Not only gain in improve economic growth obtained by Indonesia but also advantage material for industries.

After obtained some things that becomes obstacle technical and nontechnical it can be conclude the impression that it is a need to increase part in learning international business that it is important to note the industries about learning culture the state export because every the state of having to uniqueness in that culture. Besides culture, in developing area of its marketing, SMEs also have to know how to in doing marketing in international business. Way marketing commonly used in international business is to e-commerce. Things are more important of all the things mentioned above is the ability of speaking. English is international language used to perform international trade. While on the fact his many of the doers micro and small entrepreneurs who cannot speak English.

A whole obstacles faced by the handicraft SMEs in Surabaya derived from insufficiency knowledge of export. Learning on improving the quality of export for them is very needed to increase the competitiveness of them in the era of the AEC and the open market . Learning model leading on reducing obstacles needs to be undertaken by immediately and with the latest model. As for advice can be said for the stakeholders handicraft SMEs in Surabaya thing is for three things. First, the need for renewal model training exports and all variable launching of institution related to government. Second, the introduction of with the culture and foreign language need to took some getting used and introduced to the management handicraft SMEs in Surabaya considering the importance of aspects culture and discuss for the smooth process of international trade. Third, an increasingly close cooperation by various stakeholders concerned to

advance handicraft SMEs need to encouraged to support improvements to quality products and quality of handicraft SMEs management in Surabaya.

ACKNOWLEDGMENT

The author would like to thank to the family of UPN "Veteran" East Java who support us for doing the research about Handicraft SMEs in Surabaya in 2016.

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IN CAMPUS TRAINING AS A PREPARATION FOR THEMATIC KKN UPN VETERAN JAWA TIMUR

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ABSTRACT

Student Community Service Program (KKN), especially thematic KKN considered as an active program that support community development. To effectively reach the KKN target, student need initial preparation. There are several identified priority problems from thematic KKN students: (1) lack of students analytical capability and sensitivity of the problems faced by the community so the thematic KKN activities program is less relevant to the actual problems faced by the target audience, (2) lack of student mental and physical readiness in performing thematic KKN so that the program goal could not achieved effectively. This proposed model of solutions is developed to overcome the problems. The model is to give debriefing to the students who were prepared for KKN thematic. This debriefing should include topic consist of national knowledge awareness and country defends to increase student readiness in analyzing community problems, and character building accordance with country defends spirit.

In order to reach the character-building program, this debriefing is held in form of in campus training. This character building program done in two methods and technics, that are suggestive, educative, instructive, simulative and persuasive methods and using technic of approach, invitation, coaching, assignment and sanctions. For in campus training theoretical knowledge and concept about country defends would be given by lecturer of UPN Veteran Jawa Timur to give explanation about national knowledge and basic value of country defends. While outdoor activities coached by professional trainers from TNI, assisted by Resimen Mahasiswa UPN Veteran Jawa Timur.

Keywords: student sensitivity, country defends knowledge, country defends character

INTRODUCTION

As a form of University Tri Dharma implementation especially community development program, it is consider that a community program is important to be held. As a form of community activities that the benefit could be impacted directly to the community is KKN (Student Community Development Program or Kuliah Kerja Nyata). KKN program is a service program that designed to involve student in development program in community. The student is given assignment and responsibility to develop program in accordance to the community needs in assistance of a lecturer. This program is inline with the theme of The 108th National Resurgence Day "Real Work With Character".

In order to optimize the community service program through thematic KKN, thus the preparation should be done well. Student, as a party that relate intensely with the community, they should have ability how to interact with the community. Also this program is designed in order to train students to have ability and responsibility to implement the KKN Thematic program. Briefing should be given to the students participating in this thematic KKN to strengthen preparedness in implementing the thematic learning programs. The Success of thematic KKN is largely determined by the initial preparation and readiness of both mentally and physically in organizing thematic learning programs in the community.

However there are several problems faced by the students that prepared to follow the thematic KKN program. The number of issues contained in UPN Veteran Jatim can be formulated as follows:

1. Still weak of analytical skills and awareness of students to the problems faced by the community, so that they find it difficult to prepare Thematic learning programs that are really needed in target communities of Thematic KKN
2. Lack of mental and physical readiness of student's candidates for Thematic KKN to implement service-learning activities, thematic in the field, so that it could hamper the achievement of optimal Thematic learning programs.

METHODOLOGY

The methodology used in this program is divided into three phases that is the preparation, debriefing, and implementation of in-campus training. The overall number of participants in the program PKBN In Campus totaled 540 students with 64 participants on each group of students, especially for the fourth semester. Debriefing PKBN addressed to students in order that they have ability to explain the purpose, the field situation, the measure of success of activities, material preparation activities and operational preparation of what needs to be done by them during the activity. Students are expected to have

a reasonable understanding for the purpose of defending the country, the character building, and archipelago insight can resolve the problems appropriately in order within the community and can be achieved well.

The implementation of In Campus PKBN Program in Universitas Pembangunan Nasional "Veteran" Jawa Timur, comprise a number of these activities:

1. The selection of UPN Veteran Jatim where training activities, counseling and outbond is held. A number of equipment for the activities is prepared. It includes: a set of computer, LCD, Internet modem, printer, and other supporting equipment's.
2. The implementation of in campus PKBN program involving 64 students.
3. Plan of activities that will be held include:
 - a. Attitude and behavior field
 - b. Knowledge and skills field
 - c. Physical subject
 - d. Education and training theory
 - e. Outbound
 - f. Basic rule for marching
 - g. Fun game
4. Evaluation of training and learning activities in form of achievement report for each group.

RESULT AND DISCUSSION

Targets and outcomes in the program that provides country defends character are as follows:

Table- 1. Target and Outcome

No.	Type of Outcome	Indicators of Achievement
1.	Character Building	Understanding of character building materiy
2.	Development of Discipline	Understanding of discipline materiel and outbound with marching activities
3.	Leadership and Responsibility education	Outbound and fun game
4.	Understanding of Country Defense (Bela Negara)	class material to defend the country
5.	Increasing of student participation	The number of students participating in PKBN activities The number of students who understand the importance of the potential benefit of the development of mangrove tourism for surrounding community.

In accordance with the plan of PKBN in-campus with the formation of character that leads to the efforts to increase students awareness to defend the country, and therefore the implementation of PKBN covers: outbound for assistant coach is taken from the selected younger

generation from TNI and student regiments of "Mahasurya" UPN "Veteran" Jawa Timur. They have been classified as executive cadre course (SUSKALAK) and have certification from Kodam V Brawijaya. Each year the student regiment of "Mahasurya" UPN Veteran East Java always holds Diklatsar and Suskalak. While to foster mental state defense is a lecturer that administer the course of defending the country which is the eye of local content kuiah UPN "Veteran" East Java that has been certified Training of Trainers (TOT) on UPN Veteran East Java.

To ensure the sustainability of in Campus PKBN program in UPN "Veteran" Jawa Timur, the monitoring will be done through direct communication by visiting and assisting the program implementation in the location.

CONCLUSION

From the discussion above it can be conclude that one of the problem that faced by the students who were prepared for thematic KKN are the lack of analytical skills and awareness of the real problem in the community. Also lack of mental preparation could be a hinder for the success of thematic KKN. Thus the debriefing in form of in campus training is needed to prepare the students. So that they could implement the entire designed program in more effective way. The results of the in campus training is that the students have more analytical skills and equipped with the awareness that could be implement in the community when they carried out the thematic KKN program. it is also found that the physical ability and discipline aspect of the student are increased after this program.

ACKNOWLEDGMENT

The author would like to give the appreciation to the Pangdam V Brawijaya, LPPM UPN "Veteran" Jawa Timur, and Student Regimen UPN "Veteran" Jawa Timur for their support through this research.

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NATIONAL IDENTITY AND NATIONALISM VALUES OF UPN VETERAN JAWA TIMUR STUDENTS (LEARNING MODEL OF NATIONAL IDENTITY TO DEVELOP STUDENTS CHARACTER)

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ABSTRACT

National identity is one of social identity owned by each individual as a part of a country. It becomes a unifier that bend the similarity of Mother Nature. Meanwhile, the advancement of technology, information, and transportation that result in the change in context of time and space is considered to influence the dynamic of national identity. Globalization is often related with the decrease of the love of younger generation to their own country. This research aim to identified how UPN Veteran Jawa Timur students perceptions towards national identity and nationalism values. The data were obtained by in depth interview and focus group discussion to explore recent students view towards both topics. The research object is chosen since UPN Veteran Jawa Timur is a campus with country defense "bela negara" character, which located in Surabaya. The Surabaya city itself is known as the city of heroes, a second biggest metropolis city in Indonesia and the "kartasusila gate" which has potency of large exposure of globalization influence. The qualitative method was employed in this research and the data were obtained by interview and FGD technic. The outcome of this initial research is a data of UPN Veteran Jawa Timur student's perceptions towards national identity and nationalism values. Hereafter, this result of first phase of the research would be used as a foundation to form and develop a learning model of national identity and nationalism values as an effort to shape students as Indonesian young generation with national character.

Keywords : identity, national, nasionalism

INTRODUCTION

The era of globalization is known since the late 19th century and early 20th century. Globalisasi can be interpreted as "the world narrowed" or there is no time and space boundaries between nations. People throughout the world have inter connectedness in all aspects of life. According to Gannon, globalization refers to the increasing inter dependence between the government, businesses, nonprofit organizations, and individual residents. Globalization is affected by developments in technology, telecommunications, and transportasi. The development of sophisticated technology aims to facilitate the activities of human life. Satellite invention, enables people to communicate with others in everywhere. The advent of the mass media to make a human can easily exchange information, knowledge, culture, and mindset. The entry of the culture of Western countries, like the United States, is often regarded as a threat to the weakening of the love of the young generation in Indonesia to the local culture. Another example is the emergence of K-POP and the Korean Wave into a phenomenon in the development of Asian culture in the world. The rise of Korean culture on Indonesian television shows effect on Indonesian trends and lifestyle of urban youth in Indonesia today, as well as their style of dress, hair pieces, or other accessories. One of the indicators of waning national identity in among teenagers is how their pride to their culture. The lack of a sense and the

erosion of nationalism can lead to an identity crisis. While a strong national identity required in the construction and national defense. As revealed by Marco Antonsich that the waning of national identity will affect the social and political life of a country.

Another challenges can also be found in the border area. This article from the online media, suarapembaharuan.com which was released on August 14, 2013, titled "2.000 Bendera Merah Putih Dikibarkan di Ujung Batas Negara" provides an overview of the different condition of infrastructure in the border areas of West Kalimantan, Indonesia with Sarawak, Malaysia. One of an especial concern is the condition of roads in the border area of Indonesia is less adequate than the road conditions diarea Malaysian border, thus making access to the community's economy becomes easier to Malaysia compared to Indonesia. To that end welcome the Independence of the Republic of Indonesia, some community leaders in the village of torch Tembawang, District Entikong, Sanggau, Kalimantan Barat, took the initiative to hoist 2000 flag of Indonesia (Merah Putih) in the border region as a form and an effort to increase the sense of nationalism in the border region.

Ernest Gelner in Purwanto (2001) states that a sense of nationhood is sacred, because it is part of the special mission of each human being are closely associated with the efforts of every human

being to fill the general mission of his humanity. Furthermore, he stated that nationalism is an embedded part of the culture and traditions inherited, therefore, nationalism is not something that is "given" but something has to be formed and implanted.

Based on this phenomenon, the researchers wanted to explore through in-depth research on the perceptions of students at this time of the national identity and values of nationalism. Researchers will explore more in depth about how UPN Veteran Jawa Timur students perceive national identity based on how awareness of their national identity, the meaning of the nationalism values, and a concrete manifestation of the values of nationalism. This study uses qualitative research methods and data collection techniques used were interviews in the form of in-depth interview (in-depth interviews) and focus group discussion (FGD). The output of the first stage of this study is data on UPN Veteran Jawa Timur student perceptions of the national identity and nationalism values. Further more, the results of research on the first stage will be used as the basis for the preparation and development of learning models of national identity and nationalism values as an effort formation the young generation who have a national character.

METHODOLOGY

This study is used exploratory qualitative research methods. This method is used to get the depth of data and to obtain specific themes that will appear on perception of UPN Veteran Jawa Timur students on the national identity and nationalism values. A data collection technique is using in-depth interview and Focus Group Discussion on several UPN Veteran Jawa Timur students. This technique chosen because researchers to obtain the perception of informans from their viewpoint with various backgrounds. Informans were selected using sampling methods non probability / purposive sampling. They are UPN Veteran Jawa Timur students who have already to take a course of Bela Negara. The number of informans was not predetermined. However, the data collection will be suspended if the information obtained would suffice.

The data will be analyzed qualitatively, Taylor in Pujileksono states that qualitative data analysis is a process in detailing, finding themes and formulate a hypothesis (idea). While Bogdan and Biklen in Moleong states that data analysis is the effort made by way of organizing the data, sorting,

synthesizing, search and find patterns, identifying what is important and learned, and decide what is told to others. Therefore, in this study, the data collected will then be sorted organize, give the code and categorized based on the answers that appeared to then interpret and concluded.

Indepht interviews were conducted before hand to determine how students' understanding of UPN Veteran Jawa Timur against the basic concept of national identity and nationalism values. Researchers conducted interviews with 39 students from various backgrounds different study programs. Furthermore, the researchers chose a few students who were invited to participate in a focus group discussion to explore an understanding and thoughts of the participants against weakening the awareness of young generations of national identity as a the challenges of nation, and how the attitudes, behaviors and real action nationalism values of them as a young generation in Indonesia. There are 16 students who attending the focus group discussion in Rosetta's Cafe and Resto Surabaya, on August 14, 2016.

Table 1 . Partisipans data of *focus group dissussion*

No	Name	M/ F	Age	Semester/ Program Studi
1	Dwiky Larasaty	F	21	6/ IR
2	Robby K.	M	22	6 / IR
3	Hazama	F	20	4 / CS
4	Sittyana	F	20	4 / CS
5	M. Azmi	M	21	6 / CS
6	Widyatri R	F	21	6 / CS
7	Aditama	M	22	6 / CS
8	Wahyu Andika H	M	19	2 / CS
9	Diah Ayu P.	F	19	4 / PAS
10	Rizal M	M	20	6 / LS
11	Galang	M	19	4 / LS
12	Fadhly Zaky	M	20	6 / VCD
13	Bachtiar Rifai	M	20	6 / VCD
14	Emma Widayati	F	20	6 / VCD
15	M. Ulil Albab	M	20	6 / EE
16	Tikat Deri A	M	21	6 / CT

Explain
 IR : International Relation
 CS : Communication Science
 PAS : Public Administration Science
 LC : Law Science
 VCD : Visual Communication Design
 EE : Environmental Engineering
 CT : Chemist Technology

UPN VETERAN JAWA TIMUR STUDENTS PERCEPTIONS TOWARDS NATIONAL IDENTITY

At the beginning of the activities focus group discussion that talks about national identity and nationalism values of UPN Veteran Jawa Timur students, all of infoman able to mention other forms of Indonesia national identity that to be

guidance and symbols of sovereignty, honor, existence, as well as unifying the nation; among others the ideology of Pancasila, Garuda Pancasila, UUD 1945, Bahasa Indonesia, Bendera Merah Putih, Lagu Indonesia Raya, and Wawasan Nusantara. The informants realize that national identity is formed within quite a long time and through the struggle for the people of Indonesia which further created, established and agreed upon as identity in the life of the nation.

National identity is also attached to and become part of the identity of an individual. Humans are social beings; they cannot meet the needs of their own life only by themselves. Humans are born in a small group, which is referred to as a family, and in the development of life, people, as individuals would have to interact with other individuals in a larger group, such as race, ethnicity, and nation. E.Y.Kim on his book *The Yin and Yang of American Culture (2001)*, said that *"The Family is the basic unit of society, and it is at the heart of its survival"*. An individual hold their identity for the very first time is from family, as a first group where he is belongs and acknowledged as a part of the group. An individual also gain his racial identity, ethnic identity, tribal identity and national identity from his family.

Identity is a characteristic, or signs attached to someone or something that can distinguish by someone or something else. Citizenship of a person based on a place (race) where he was born, brought up by his family, and stay within a certain period. According to Jacobsen and Lipman, they stated that nation has two meanings, they are; (1) nation in terms of culture (cultural unity), and (2) nation in terms of political state (political unity). Cultural Unity united by their similarities in terms of race, ethnicity, religion, customs and culture, descent (by blood), and region of origin (homeland). While political unity is the unity of the nation formed due to primordial similarity that created the nation's state

The overall students of UPN Veteran Jawa Timur who became informants for this study stated that their national identity is Indonesia. National identity conceived as identity, characteristics, character building, or the values inherent in an individual who is a part of a nation. According to Dwiky, one of informant, an International Relations student, there are some patterns of behavior that is typical of the Indonesian nation and a differentiator from other countries, among others, is a caring attitude towards others, warm and indulgent.

"Attitude, still caring for each other, for example in Indonesia if we lost in the street and ask for direction to random people, they still have willingness to answer. Unlike in foreign countries especially developed countries, for example in Singapore, if we ask them they tend to ignore us and don't want to be bothered. Also if we go shopping, the shop attendants are very friendly and facilitate their customer to find the desired items. Unlike in Europe, they would show the direction but they wont help the customer to find the items they need, they are so individualistic. For me the even an apatis person in Indonesia, they still have hospitality"

In the other hand, an informant nick named Deri from Chemist Technology Department evaluate that Indonesian community tend to have "budaya malu". Deri explained that this shy culture is one of the characteristic of Indonesian people. This could seen as positive and negative thing. Someone who prioritising shy culture considered to have ability to develop closer relationship with their peer. On the other hand, he added that the culture could negatively impact if an opinion or one's thinking cannot be passed on to others, but only hide away their feelings by themselves.

Meanwhile, Robby (informant is a student of International Relations) and Rizal (Student Law Sciences) argue that 'halal bihalal' (a gatherings that usually held after the led celebration to meet and forgive each other) and 'silaturahmi' become more typical behavior patterns in society of Indonesia. Also "mudik" a tradition to return parents home during Eid holidays become a necessity for the Indonesian people to gather together with a large family even though they have to face a variety of means of transportation density. This led to the outflow of temporary resident happen very solid and working together. This proves that the family and the place where he was born into a valuable thing for the people of Indonesia

Sittyanas, Communication science students, see that there is a shift of Indonesian people character today's, if compared with the previous time. For example if we see the fashion style today's and o previous day. Indonesia as a nation that respect eastern values are surely has limitation on fashion style, which is adapted with the politeness culture. She consider that clothes nowadays is no longer functioned as body covers, but to show off the some parts of the body for the sake of the trend that sometimes contradict with the nation characters.

Sittyanas : "I see it from the attire aspect. As we know from long ago, that Indonesian clothing is covered, but now many people wear clothes as if they have lack of material, whereas we know that a function of a cloth is to cover the aurat (Islamic concept of some body parts that should not be show up in public), but now it is more overt even it expose the body part that should not be showed. I think it is the shift that i see the most in the last ten years, and from the way of speaking, when talk to the older, they seem less polite that before."

As with Sittyanas, Wahyu also notice the difference in how children talk with their parents. It seem they are talking in a diferent way with the time when he was a child. Wahyu affirm that that difference is one of the forms of a young generation that has forgotten his own culture. Children tend to not differentiate when they speaks with older person and when they speaks to their own peers.

Wahyu : "The last ten years generation until now, seems to begin forgot their own culture, for example in the context of politeness, they had lesser politeness when they talk to older, they tend to talks with parents or older people as if they speaks to their friends, where in the previous time no one would dare to talk like that"

All the attend informant agreed that Indonesia is known as a nation who have high politeness values, tolerance, mutual-help culture, and respect each other. Those things surely be a strength for indonesia as a nation who also have multi ethnic, religion and other cultural categories. However some of the assert that globalisation era has chalenged this nation related to the shift of indonesian people identity.

UPN VETERAN JAWA TIMUR STUDENTS PERCEPTION TOWARDS NATIONALISM

Nasionalism according to John T. Rourke on his book *International Politics on The World Stage*;
"It is the sense of political self that makes people feel patriotic about their country, connected to a we-group, and different from they-groups."

Nasionalism become a main political identity own by an individual. menjadi identitas politik utama yang dimiliki oleh seorang individu. An individual who has a nationalist spirit was when she had the feeling of love, loyalty and real devotion to the nation.

Ethno-nationalism oris a nation conception that see humanity in inherent organised into historical community, which each coloured by its unique strength., which expressed through charecterise culture, based on natural persada with typical governance. On the other hand, there arose a new awareness to fight a nationalism concept of civil and political (civic political nationalism), which is a conception that sees the nation as a political community of a common will that is built upon a rational decision made by equal citizens in the base of similarity of the will and blood.

Nationalism once ever show its real form in the Indonesia history, during the independence war, it is clearly sees how the loyalty attitude of the people of Indonesia to the nation to realise the value and heroism, unity, solidarity and unyielding against the invaders. It will of course be different when compared to the manifestation of the values of nationalism today. The era of globalization is often used as a cause of changes in the values of nationalism espoused by today's young generation. Globalization is influenced by developments in technology, telecommunications, and transportation. The result of the sophistication of the technology is aimed to facilitate the activities of human life. Furthermore, the satellite invention enables people to communicate with others without questioning the distance within which they are located. Furthermore the advancement of the mass media enables the human to easily exchange information, knowledge, culture, and thinking. The entry of Western countries culture, like the United States, is often regarded as a threat to the weakening of the love of the young generation in Indonesia to the local culture.

Fadhli, a student of Visual Communication Design course agree that the development of technology, especially telecommunications affect the influx of foreign culture also helped bring more development of foreign trends and glorifies foreign culture than their own local culture. Fadhli also explained that on the other hand, there are groups of young people who want to preserve the local culture.

Fadhli : "Because (they) easily influenced by developing trends, as people used to be difficult to access technology such as television moreover mobile phones. But now it is free to access everything we want, so that cultures from the outside is very easy to enter to our country. Present trend now is that the Indonesian bringing in foreign cultures, so others people were influenced too, because

they assume that the foreign culture was cooler than in its own culture. But now there are still people who want to preserve their own local culture, they founded an organization called Silampukau, they still keep their spirit of nationalism high, they created a song that can make us feel proud of their own city"

Bachtiar, a student of Visual Communication Design Department, delivers something similar, he argues that the presence of rapid technological developments, such as gadget, if not used properly, it can provide the opportunities of shifting in the values and character of the people in the community. Not only convey his concern, Bachtiar also offer some solutions that can be done by every individual to be able to restore the image or the character of the Indonesian nation through growing awareness of individuals to love and provide a tangible manifestation of the love for the nation.

Bachtiar: "Seen from the rapid advancement of technology, for example as we seen in Javanese culture, how they host a guest, today young generation they look like ignoring and did not put attention to the details related to norm and politeness value, because they were too busy with their own gadget. As when the celebration of led come, lot of us sending led greetings through text message on gadget, and even because we were too lazy to type some of us just send broadcast, we don't meet each other os if in the previous day. To rebuild the Indonesia nation character, there should be an awareness from the individual, it seem to be useless if there is rules and norms but there is no awareness."

Sees globalization from a different angle, Rizal argued that Indonesian people are considered not ready for globalization. Parts of our society are still not capable to filter the incoming foreign culture, while Indonesia itself has a variety of different cultures. He also reinforces previous statement by Bahtiar, Rizal assume that Indonesia is also not ready to welcome the era of the ASEAN Economic Community (MEA), which begin since the end of 2015 ago. He added that the unpreparedness of Indonesia could be seen on the wealth of the people who are still not evenly distributed throughout Indonesia. On the other hand, Wahyu see MEA as a challenge and a threat to society Indonesia at the same time.

Wahyu : "It's a threat and a challenge. The threat is that our culture bit by bit is displaced by foreign culture and the challengen is how we, us, Indonesian are able to preserve our culture. From individualistic context, Indonesian

are leading into one, some little example two close people even did not talk each other, they arebusry with their own phone."

Meanwhile Robby see that ready or not, Indonesian society should be brave to face the MEA which is now could not be avoided anymore. One that becomes important to be thinking about is how is the strategy of Indonesia people to compete in ASEAN or other global competition.

Robby : "As we are already in, whether you want it or not, you have face the MEA, we must be positive with production value that has competition value, with cultural aspect, it could be an added value that affect to the quality and selling value towards other country, from economy and tourism aspect are already developed enough, so I think Indonesia is ready enough to face the MEA."

NATIONAL IDENTITY LEARNING MODEL AND NATIONALISM VALUES LEARNING MODEL

Students who become informants for this research activity, of the National Identity and Nationalism Values in East Java UPN Veteran, aged between 19 years to 22 years. They are the generation born in the late 1990 to early 2010, commonly known as the millennial generation. This generation can also be categorized as a generation Z, or also known as the iGeneration. In the Z generation, the Internet has begun to develop very well, so they are easy to adapt to the technology. In fact, they tend to do several things simultaneously, like talking, watching and listening to music at the same time.

Generation Z is also known as the generation-NET has a tendency to well verse in the technology, they can access quickly via internet information needs to meet the needs of knowledge. But if this generation cannot make good use of the media, there is a potency that the Z generation become addicted to gadgets and tend to develop individualistic and laziness. On the other hand, they are known as the generation that is easy to socialize with others through social networks or virtual worlds, so that the intensity of the real life socializing is reduced.

This generation is growing and developing at a time when Indonesia has experienced a reform period. Reform in Indonesia occurred in 1998, marked by the collapse of the new order that has been in power for over 32 years, led by former President Soeharto. This era became the beginning of a social change in Indonesia. Changes in social life, politics, economics, and

culture of Indonesia to become more democratic society and have the freedom of speech or expression. Similar things happen with the people belonging to iGeneration, it become stereotypes that the iGeneration prefer the presence of freedom.

At the time the generation Z grew into youth or student, the age of Indonesian independence was already stepping 70 years. The era where generation Z has already difficult to meet directly with the war hero who witnessed how the upheaval during the war against the invaders and the beginning of Indonesian independence. Knowledge of the national history of Indonesia is only gained from the second source and the mass media, such as books, television, movies and other video recordings. Also this generation grew and developed in the age of globalization so as they tend to get more exposure from the mass media which brings the influence of foreign culture and became one of the triggers for the erosion of the spirit of nationalism to the nation of Indonesia.

According Fadhli, a student majoring in Visual Communication Design, he stated that the current generation is the generation of *documentary community*. Fadhli further explain that this phenomenon seems like the two sides of the blade that can provide positive and negative impacts. To reduce the negative impact of the influence of technological developments, Fadhli provides insights about how the youth could apply the values of nationalism in their lives by their own way and specialisation corresponding to their field and background.

Fadhli : "more to the lifestyle, nationalism is all about identity, about point of view. How we could enjoy the nationalism in our own way, for example through film and music. There are lots of movies that put on cultural aspect, it shows that they have nationalism spirit which is implemented in that kind of way."

Formal education is not the only place for young people to learn and foster the values of nationalism. It is delivered by Dwiky (student of International Relations Department) and Wahyu (students of Communication Studies Department) agreed that it was directly involved in the activities of student community service in rural, lagged areas or the border area, is an effective way for learning and fostering the nationalism values of nationalism in the younger generation today. This is because they will be able to see at hand how is the real condition that differs from their own circumstances

where they could easily obtain all the technological facilities.

Dwiky : "I think country defend (Bela Negara) should be implemented through a real movement of the students, what they can do for the nation. For example "Gerakan Indonesia Mengajar" movement and also movement initiated by UI (The University of Indonesia) which send their students to remote and border areas where the education is still limited. Through this way, I guess, it could awaken the spirit of nationalism."

Wahyu : "Go directly to the field, real life, doing a service or community development in remote or rural areas that haven't been touched by technologies, the learning is more to how to awake the nationalism awareness"

Love to the nation and homeland can easily grow and develop when young people are involved and become part of problem solving of a nation. Another perception conveyed by Aditama, student of Communication Studies, who saw that the mass media have an important role in providing education to the younger generation. Often the mass media publish or even exaggerating information that seem to be less educated, while there is lack of information about the achievements and potential of the nation into one of the causes weakening of the love of the nation itself.

Aditama : "Media who blowed up anarchy information or uneducated things, why they did not publish information that consist of the nation potency, achievements of the nations, I feel that it would be awaken proudness feeling to our own nation."

Agree with Aditama opinion, Fadhli added that the role of the media is not functioning, as it should be. There is no function as a medium of information and education. Besides the phenomenon of love of their own culture is rising after other nation was recognized it as their own, also become his concern.

Fadhli : "Our culture is bring outside then bring it in again, so how we create media as a medium to doctrine the people to be more loyal to the nations?"

On the other hand, Rizal feel that formal education tend to be conservative and considered as a proper to be applied to enforce the nationalism spirit and the love to the nation, one of the way is through sing national songs and read Pancasila through some formal events.

CONCLUSION

The results showed that all informants who are UPN Veteran Jawa Timur students have a basic knowledge of national identity. It can be seen from their ability to recognize what are the symbols, characteristics, expectations and ideology of the Indonesian nation. UPN Veteran Jawa Timur students see the need of active participation of the younger generation to participate in filling the nation's development in ways and their respective fields. Awareness of attitudes and behaviors are indeed should be owned by each individual, it is necessary for the sustainable cooperation between families, educational institutions, government and the media to provide education to foster the spirit of nationalism in the younger generation.

Based on the above, the researchers recommend a few things that can be used as references in developing the learning model of national identity as efforts to establish a character of student, namely

1. Providing space for students to implement their national identity by providing media learning about the mindset, attitude, and action patterns.
2. Providing understanding of nationalism to students in accordance with the development of current and future needs.
3. Raise awareness for students about how important their role as the younger generation to the development and future of the nation.
4. Provide opportunities for students to participate actively in realizing the attitudes and behaviors that reflect nationalism values

ACKNOWLEDGMENT

We would like to give my appreciation to LPPM, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia.

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NETIZEN COMMUNICATION ETHICS IN SOCIAL MEDIA: VIRTUAL ETHNOGRAPIC STUDY OF NETIZEN COMMUNICATION ETHICS IN COMMENTING NEWS AND INFORMATION ON FACEBOOK PAGE E100 RADIO SUARA SURABAYA

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ABSTRACT

Social media has recently become a new media phenomenon that favored by the people of Indonesia, especially the youth and even adult. It makes the news and information spreads so quickly and so easily acquired. Not only that, people can immediately give their opinions and reactions immediately after the event took place, both positive and negative opinions. The present researchers are interested in discussing ethics communicate netizen in receiving news and information on the facebook page E100 Radio Suara Surabaya. This study is a qualitative researchers with virtual ethnographic. Informants in this study is netizens are active in providing comments on facebook page E100 Radio Suara Surabaya. The results showed there have been five types of netizens in performing their comment on Facebook page E100 Radio Suara Surabaya, i.e. information requested, deliver information, provide arguments in a good way, provide arguments in a bad way, and the followers

Keywords : virtual ethnography, communication ethics, social media, netizen

INTRODUCTION

Information and communication technology (ICT) is growing rapidly around the world, including in Indonesia. It makes the news and information spreads so quickly and so easily acquired. Only through internet access in a split second, the public can find the latest news from around the world within hundreds of miles from their place. Not only that, public can immediately give their opinions and reactions shortly after incident happened, both positive and negative opinions.

Communication technology is growing at an amazing speed. In the first decade of the 21st century, the number of people connected to the Internet around the world raced from 350 million to 2 billion more. At the same time, the number of cell phone subscribers soar from 750 million to 5 billion (Schmidt and Cohen, 2014, p.12). Exploiting technologies equally up to the farthest reaches of the world, even in several cities and states have progress faster.

But behind the benefits and simplicity, there is a negative side that has been in the spotlight and debate netizens both in Indonesia and in the world. The negative side is the potential for Cyber bullying against a person. Based on the understanding of Sameer Hinduja and Justin W. Patchin of Cyber bullying Research Center (United States), Cyber bullying is defined as an action taken consciously to harm or harm (others) through the use of computers, cell phones and other electronic equipment including the happening in social media. (Hinduja and Patchin, 2009, p.34)

The results mentioned someone called Cyber bullying victims are victims insulted, ignored, or rumored in cyberspace. Based on research from Indonesia 91% of respondents claimed to have seen cases of cyber bullying. Then, the data showed that the Cyber bullying most often occurs through social media, especially Facebook. In Indonesia, 74% of respondents pointed to Facebook as the location of Cyber bullying, and 44% cited other media websites. Moreover, this case is also the most often performed by a mobile phone, chat, email, online instant messaging. (Kaman, <http://www.latitudenews.com/story/what-country-has-the-most-bullies-2/>).

Cyber bullying on facebook going through the comments written by netizens on the victim through detraction, profanity, demeaning to dignity of victims. It can be seen that the phenomenon is one of the cases found in Indonesia. Where all people have social media accounts to comment on what they saw and experienced, in terms of ethics they do not choose for ethical conduct in the community and was sent down in the cyber world.

The phenomenon appears to be seen on one of the Facebook page of Radio Suara Surabaya with the account name E100. Radio Suara Surabaya is not only deliver information and news on air but beyond that, in the spirit as the convergence of radio, Radio Suara Surabaya also convey information and news through various social media among which Twitter and Facebook.

E100 Facebook page has had a nearly five hundred thousand followers, where every day the account is posted between 80 to 100 information

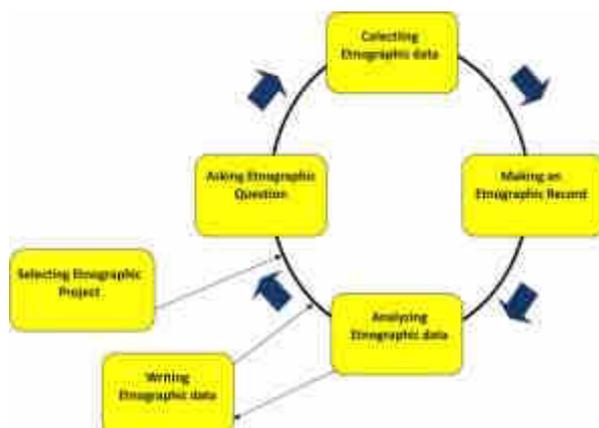
on traffic conditions, to breaking stories that happened in Surabaya, as well as in other cities. Some netizens also actively writing in the comments field on each posting, and not infrequently a comment is not in accordance with the ethics. This study aims to determine how ethics communicate netizen in receiving news and information on the facebook page E100 Radio Suara Surabaya.

METHODOLOGY

This research used a qualitative approach. This approach assumes that the reality is the result of mental construction of individuals. Every individual has the different experience and background. So the individual is seen as a unique person, can not be uniform from one another.

The target in this research is the netizens (internet users) enabled comments in Facebook page E100 Radio Suara Surabaya. Reasons take account of Radio Suara Surabaya because the radio is a mainstream mass media who were born since 1983 and grown in Surabaya today. Radio Suara Surabaya not only rely on conventional radio in conveying the information over the radio also uses a variety of social media include Facebook account E100 which has nearly five hundred thousand followers.

Procedurally, the flow of virtual ethnographic research can utilize the pattern developed by Spradley known ethnographic research cycle. If described as follows:



Source : (Arif, 2012, p.176)

Figure 1. Flow Research Virtual Ethnography

First, **the selection of an ethnographic project.** This cycle begins with choosing an ethnographic research project taking into account the scope of the study. The scope of the research can be spaced along a continuum of ethnographic ethnography macro to micro. In this study, researchers used ethnographic models oriented

topics. Researchers narrowed the focus on ethics communicate netizen in receiving a message on his facebook page E100

Second, **asking questions of ethnography.** Asking questions shows evidence sufficient ethnographic referential when they wanted to interview, including when researchers are conducting field observations and make notes. In the ethnographic study, researchers asked questions related to the description of the context, major themes and interpretations of behavior

Third, **ethnographic data collection.** The next phase of the cycle ethnographic research is to collect field data. Through participant observation, researchers will observe the activity in online and offline media, the physical characteristics of the social situation and what will be part of the scene. In short, all the data about the daily life of the research subjects need to be explored and understood by a researcher through digger instrument data.

Fourth, **manufacture ethnographic recordings.** This stage gives emphasis to the researchers' ability to take notes and record all activities and research being done. Starting from recorded interviews and observations, taking pictures / photos, create a map of the situation. This is all done in order to avoid a gap between the data observations and analysis.

Fifth, **the analysis of ethnographic data.** In ethnographic research, data analysis was not done at the end of the work, but it is done at the time of doing the job. Because the data analysis need not wait for the data collected lots. Diilakukan data analysis at the time of the study will enrich researchers to find new questions related to the data obtained, so that with the advent of these new questions, will enrich and deepen the research undertaken.

Sixth, **writing an ethnography.** As the end of the work ethnography, the duty of researchers expressed or presented research results. Given the nature of the natural ethnography, the exposure is done should be done naturally.

RESULT AND DISCUSSION

Radio Suara Surabaya: From the Frequency to Virtual

Suara Surabaya FM (SSFM) is a well-known the radio station in Surabaya, Indonesia. SSFM first broadcast on June 11, 1983. The radio station claims to be the first radio in Indonesia to implement the format of interactive news and traffic information. In 2000, Suara Surabaya launched

suarasurabaya.net that allows users to enjoy streaming the radio. ([Http://www.suarasurabaya.net/about_us/#](http://www.suarasurabaya.net/about_us/#)) memungkinkan penggunaanya untuk menikmati radio streaming. (http://www.suarasurabaya.net/about_us/#)

In 2012 Suara Surabaya officially launched social networking account on twitter with the name @ e100ss and Facebook with the name e100. The material is shown to do with Radio. Carrying the spirit of transformation and Innovation Media, Suara Surabaya not only victorious in the air through the FM frequency 100.55. Moreover, Suara Surabaya able to increase its strength doubled through the virtual world which is manifested by the presence of www.suarasurabaya.net website as well as two social networking accounts in twitter and Facebook @ e100ss E100.

Saat ini akun facebook E100 telah memiliki 619.721 (enam ratus sembilan belas ribu tujuh ratus dua puluh satu) pengikut. E100 memposting kurang lebih 30 hingga 50 status setiap hari nya dengan berbagai informasi yang berkaitan dengan siaran radio Suara Surabaya saat itu, seperti : Informasi Lalu lintas (meliputi, kemacetan, kecelakaan, kebakaran, dan lain sebagainya) Berita baik nasional maupun seputar kota Surabaya, Informasi tentang program acara yang sedang mengudara di Radio hingga Advetorial (informasi yang memuat iklan).

Netizen Communications Ethics In Facebook

Every minute, hundreds of millions of people create, read (and watch) and also share digital content countless in online world. Interpersonal communication was no longer directly face to face but through new media, we are increasingly easy to convey our thoughts and aspirations in various forms. Through internet access, people can send messages and even photos and video directly from anywhere. This is a breakthrough that occurred in the field of communication and information, which makes a person could express themselves without limits and barriers.

Of the many activities of netizens in using social media, Facebook has the highest views of active users. In the data reported by We Are Social, Singapore, Facebook users in the world reached 1.49 billion users. Facebook also has the characteristics of new media, with a characteristic that is somewhat different. It is more interactive, because it managed to connect people from the past (time-binding) as well as from various places

(space-binding). Reconnecting old friendships seems difficult to do with new media or old media. (Gillmore, 2004, p.129-130) That's why a lot of reunions from elementary to university and from the meeting as it was certainly a lot of talk about the past.

But behind the benefits and simplicity, there is a negative side that has been in the spotlight and debate netizens both in Indonesia and in the world. The negative side is the potential for Cyber bullying against a person. Based on the understanding of Sameer Hinduja and Justin W. Patchin of Cyber bullying Research Center (United States), Cyber bullying is defined as an action taken consciously to harm or harm (others) through the use of computers, cell phones and other electronic equipment including which happening in social media. As happened in Hesti Sundari, a woman who posted a photo of himself posing in flower garden Wonosari where the broken flower garden trampled which allegedly caused the number of people which take pictures selfie to be posted on social media.

In September 2015 also happens cyber bullying against Ida Tri Susanti and also Idham Madrid who posted his catch in the form of a rare bobcat. The post caused many reactions ranging from which pro to contra. Some considered the result of the hunt was an accomplishment and pride, but not least on the basis inhuman blasphemous to said harshly.

Many netizens especially among young people which make Facebook and also other social media as a forum self existence, without them knowing these postings will be read by all the inhabitants of the virtual world which diverse and heterogeneous. Such as for example account below Khusnul Tuban in East Java, the netizen posted status by praising Java and compared with other regions (Central Java and Yogyakarta), in the end these postings lead to citizens of Central Java and Yogyakarta to comment and there was a virtual "quarrels"

The phenomenon of cyber bullying on Facebook and other social media is quite alarming, with the various problems that occurred until the number of defamation cases that occurred between the netizen public figures (artists, politicians, businessmen, etc.). This course will be related to the psychic person, because crime Cyber bullying more attacking psychic than physical. Psychic psychic one person different from another individual. Someone who has a nature indifferent will ignore Cyber bullying which

happens to him, the individual may consider only slander and things that are less important so considered wind. But someone with psychic vulnerable (children and adolescents) and a person which insulted by opening a disgrace and personal life in the open in a public forum, of course, will be depressed psychologically.

Netizen Communication Ethics On Facebook Page E100 Suara Surabaya

The biggest difference was the response of the radio listeners Suara Surabaya with netizens facebook followers E100 is the existence of Gatekeepers. Mentioned by Wahyudi (1991, p.54), Gatekeepers are people which work in the mass media that function to filter and process the news that will be presented through the mass media where they work, can be printed and electronic mass media.

In Radio Suara Surabaya, gatekeeper responsible for selecting or filtering and control of news or information that will be broadcast or read by the announcer. This task is more to broadcast material prior to broadcast, because the gatekeeper at Radio Suara Surabaya held in a process of reporting on the radio. In fact, according to Errol Jonathan, gatekeeper is a representation or image of Radio Suara Surabaya because the Gatekeeper who will first interacted with the audience and the quality of broadcast news or information based on news value and news judgment that has been considered by the gatekeeper (Istiqomah, [http: // journal .unair.ac.id / download-fullpapers-comm985bbf45fcfull](http://journal.unair.ac.id/download-fullpapers-comm985bbf45fcfull))

That matter, which can not be found on the Facebook account management E100. Gate keeper existence or editor might be done by the admin of the E100 account but of course it can not filter comments from netizens as well as can be done by the gate keeper at Radio Suara Surabaya. Admin E100 more on giving signs that must be obeyed by netizens and also delete comments that do not fit.

Admin E100 expressly provide signposts to the netizens to use your real name and not a pseudonym, to air the information sent. Admin E100 also prohibit netizens to display the phone numbers or personal data in the wall e100 for security. If you want data for a complete, permanent contact: (031) 5600000. Every complaint should be a draw, with the results of confirmation. e100 not so editors can not memfollow-up netizen news, but you want to link it in to the Gatekeeper Suara Surabaya.

The Facebook account @ e100ss E100 and claimed as a medium for distributing and collecting the news not as a news portal. That is because the speed and transparency of information and feed back so that no filter which able to select the truth comment or information submitted by netizens.

Admin E100 also request that netizens still maintain civility and order in a comment, do not contain elements of SARA (Suku, Indigenous, Race and Religion), not provocative, no character assassination, do not said harshly and nasty, not porn and put forward solutions and keeping together despite differences of opinion. Pada realitanya, selama tiga bulan (Mei sampai dengan Juli 2016) peneliti melakukan pengamatan pada halaman Facebook E100, masih banyak tersebar komentar dari netizen yang tidak sesuai dengan rambu-rambu yang telah dipaparkan oleh admin E100.

Here are some of the results of the analysis researchers concerned with the netizen comments on news disampaikan by E100 Suara Surabaya:

1. News of the Labour Day on May 1, 2016. On Sunday (05.01.2016) E100 post news on Labor Day, by writing the hope that the aspirations of the workers could be well and be a great time for workers, employers and governments to be more harmonious. The news attracted quite a lot of netizens seen from the number of netizens are on like that 2,700, 132 times the news was shared by netizens to his personal facebook page and also 165 comments containing the pros and cons associated with Labor Day.
2. Information missing persons on May 9, 2016. On Sunday (05.08.2016) E100 post about the information of missing persons named Iwan Prasetyo (23 years old) who climbed to Mount Agropuro Probolinggo on Wednesday, May 4, 2016 along with his coworkers at the WTC. According Yuni supposed to be Sunday, May 8, 2016, Iwan had gone home. Yuni had contacted friends Iwan who participated climb, but no one could. 30 hours later, the E100 makes update information saying that Iwan has been found in a condition to drop and has been taken down by officers along with 11 of his friends to post Breml. This information attracted more than 400 netizens like, 29 times the share and 46 comments upon that information. Some of the comments offered prayers and hopes that Iwan can be immediately found and grateful when Iwan been found.



3. News of Tentrem Bus Accident on July 27, 2016. E100 preach about the accident Bus Tentrem Malang- Surabaya rolled in Blimbing, Purwodadi, Pasuruan at 14:15. The bus that drove from the direction of Malang suffered brake failure so that the driver swerved to the left and crashed into a bridge and then rolled to the right. Seven passengers, driver and helper on the bus survived and only suffered minor injuries.
4. Pros and Cons of the Defense Minister's statement regarding LGBT. E100 post news about the statement of the Minister of Defense, Ryamizard Ryacudu as saying that the phenomenon of the emergence of lesbian, gay, bisexual and transgender (LGBT) in Indonesia is part of a proxy war or proxy war to take control of a nation without the need to send military forces. It gives a lot of pros and cons reaction from the public. Most support the government to take firm action against the perpetrators of LGBT but there are some small even with harsh words to say that the government should not need to interfere LGBT care because it was in the realm of human rights.

CONCLUSION

Based on the results of research conducted to determine the ethics communicate netizen in receiving news and information on the facebook page E100 Radio Suara Surabaya using virtual ethnography study it was found that five types netizen i.e., (1) the type of information requesters, this netizen classified as having good communication ethics and neutral using interrogative sentence. (2) the type of information providers, this type is also classified as having good communication ethics and neutral and aims to answer the question of another netizen or just convey information. (3) the type of arguments providers in a good way, this type is not neutral but has good ethics in conveying the opinion which he considered true. (4) the type of arguments providers in a bad ways, this type is not neutral and happy attacking another netizen with the words rough and not good so often provoke

another netizen to respond to his comments (5) the type of followers easily provoked, this type would arise if there are pros and cons in response to the news or information.

ACKNOWLEDGMENT

We have taken efforts in this research. However, it would not have been possible without the kind support and help of many individuals. We would like to extend our sincere thanks to all of them.

We are highly indebted to "LPPM UPN Veteran Jawa Timur" for their guidance and constant supervision as well as for providing necessary information regarding the research.

We would like to express our gratitude towards our parents and members of our families for their kind cooperation and encouragement which help us in completion of this assignment.

Our thanks and appreciations also go to the people who are directly or indirectly helped us out in developing the research

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SOCIAL MEDIA AND SOCIAL CHANGE: SELF IDENTITY CONSTRUCTION AND SELF PRESENTATION IN CYBERSOCIETY

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ABSTRACT

The new technology (the Internet) has triggered netizens (internet users) to construct a new identity, including Facebook. As explained in the Perspective of Computer-Mediated-Communication (CMC) that the technology will provide a social and cultural changes in society. The internet (social media) has changed the interaction and communication patterns of people when the internet can give the facility the "socialization" through the facilities of social media then there goes the form of relationships based on kinship, to know each other physically, regional, mutual aid in the sense of neighborliness and friendliness.

Social media opens opportunities each individual to construct himself. Created and constructed identity of individuals when entering into the life of cyberspace (social media). This self-identity that would represent the individual to socialize in the cyber world.

Using empirically netnografi method is performed on a facebook account Bening Society community. Informants in this study were drawn from community members Bening Society. The results showed that the construction of identity on facebook conducted on profile information and pages facebook wall. In this study, the profile information as a self-constructed identity includes name, profile photo, religion, and gender. Construction of the profile information affects how Facebook users establish his identity on the page facebook wall.

Keywords: social media, the internet, identity, communication, Computer Mediated Communication

INTRODUCTION

Individuals today are increasingly dependent on the Internet, where the Internet not only as a medium for information and communication, but also as a means of socializing. The presence of social media that are personally able to come into contact with the public at the level where previously it was not able to attend and become a new dimension that is able to serve humans interact and actualize themselves in the virtual world as a new form of public space. One form of social media that is currently widely used world community and Indonesia, in particular, is facebook.

Indonesia is the country with the fourth largest number of Facebook users in the world, after the United States (194 million), India (130) million, and Brazil (102 million). The fifth place is occupied Mexico with 60 million users. Thus, Indonesia is one country with the world RGA Facebook. A number of Facebook monthly active users in the country reached the range of 82 million people in the quarter-IV 2015 (Kompas.com accessed July 15, 2016).

The presence of information and communication technology (the Internet) has to change the patterns of interaction and communication Indonesian people, especially netizens that number continues to increase. The Internet, especially social media has influenced the social and cultural life of the community. Given the

social media sites, basic human need to interact and socialize can be met properly. As outlined in the theory of determinism is technology that examines human communication in relation to technology. Technology will change people's lives, especially the culture of society. Technology will change on a macro level people's lives and also affect the micro level is a psychological influence on the individual (Thurlow, et.all, 2004: 40).

It could be said that the life of today's society has overlapping between the real world and cyberspace. Difficult to separate the public life in the virtual world with the real world. Where according to Steven Jones (1995) is called the cybersociety. In the sense of the way people communicate on all social life mediated by the internet: interaction, relationship, personal identity, and community.

Internet presence (social media) has changed the interaction and communication patterns of individuals. Some researchers CMC (computer-mediated - communication) have investigated how the characteristics of CMC affects the interaction patterns of its users. Nowadays people's lives have been dominated by technology (internet). When the Internet is able to provide facilities "socialization" through the facilities of social media then there goes the form of relationships based on kinship, to know each other physically, regional, mutual aid in the sense of neighborliness and friendliness. Forms of social interaction mediated

by the internet that easily connects to all people though do not know each other closely. Shape individual relationships are no longer physical but the "interface", ie the relationship represented by the device (communications technology).

In many ways, the Internet has to control and regulate human life. With the internet facility provided ultimately make the individual always has the desire to document every activity of his life to be displayed on the internet (social media). Social media for every individual an opportunity to construct themselves. In fact, many internet users are using the new identity or false. Created and constructed identity of individuals when entering into the life of cyberspace (social media). The phenomenon is interesting to study how netizens (internet users) constructs itself in social media, in particular, Facebook and how they communicate in cyberspace.

A study conducted by Kraut, Lundmark, Mukophadhyay, and Sherlis (1998) found an association between internet usage and the reduced cycle of social and communication within the family. Although it is said by Naisbitt (1982) in Alfred Choi (Cardoso, et.all, 2009: 456) that the technology (the Internet) will improve individual social contact, communication technology not only as a mediator but also as a replacement for traditional social contacts. Inevitably, this time, the interpersonal communication is dominated by the use of the internet. As a result of netizens spend his time in front of a computer or gadget. As said by Meyrowitz in R & Carlo Giuseppe G (1998: 34) that communications technology has changed social context. Basically, communication through social media can make people more easily develop networking. As research conducted by Gonzales & Hancock (2011: 82) that the social networking site provides a means for individuals to present themselves well in advance of constructing identity, thoughts and photos of themselves to be spread to others.

METHODOLOGY

In this study, researchers will examine virtual reality, especially with regard to the use of social media, the researchers will conduct research with Netnography method. This Netnography conducted research on virtual reality.

Simply put netnography is a method for studying cybernetics space (cyberspace). Kozinets (2009: 1) write netnography excellence in the study of social interaction in online is that as ethnography, netnografi is natural, descriptive,

multi-method, adaptive and focused on the context.

This study examines social media, especially in the social networking site facebook. Select informants need accuracy and patience because not all have a facebook account "traffic" high post as one of the requirements in choosing informants in netnografi. Kozinets (2002: 63) wrote there are several criteria for selecting informants online (1) focus on the question or research topic; (2) based on the "traffic" high post; (3) based on the number of messages (comments) are different; (4) post more details (5) the interaction between the member or members not high as necessary in the study.

Based on these criteria, researchers will follow facebook account that not only has a large number of followers but also the posting frequency that occurs in the facebook account. That account community "Bening Society" in which this community has existed since 2013. This community is a community that consists of women of childbearing age. Until now, this community has a membership of 5150 people and active.

Data collection techniques in this study were conducted by participant observation in the selected social media are the object of research, in-depth interviews both online and offline with key informants, and conducting studies literature by tracing data is secondary.

For the analysis of data on the same netnografi with traditional ethnography. There is no specific technique because it is basically the process of data analysis in ethnography run concurrently with data collection. For researchers netnografi collect and count the messages posted including the number of participants involved.

RESULTS AND DISCUSSION

This research was conducted by observing to your facebook account Bening Society members from the community as much as 8 informants. The informant had been a member of the Society Bening average of more than 1 year. As in netnografi study, the researchers observed the "behavior" of Internet users, in this case, is how they construct destiny in facebook.

Facebook characteristics that bring users to communicate and interact with it then to accelerate communication processes within Facebook each user must create the identity. Identity is the part of the unknown to others Smith and Woods (2005: 71) wrote that identity is the construction of personal and social construction of the complex,

which is about what we think about who we are, how others judge us and how others receive us. In a study of CMC, an identity is a form of our expectations about acceptance of others towards us. This is the formation of our self-image to be accepted this man, who is also known as self-presentation.

One form of presentation of self is the self-identity. This identity is used facebook users to interact and communicate with other individuals. Facebook one's identity can be seen in the profile information and the page facebook wall. Profile information on facebook quite complete because it not only contains about demographic information such as name, gender, education, status, place of residence, work and religion but also provide other information about the political affiliation, hobbies, favorite books, program televisive favorites, music, and favorite movie.

The research data obtained from the analysis of the profile information in the facebook account of each informant was found that all informants to the construction of identity to make a name. Name to one form of personal identity is important to get into the virtual world of social life. With a name written facebook users in the account will make them easy to be known and to know the other facebook users. Including a community or group that is in the facebook.

This name will be the identity of the community to be accepted presence in cyberspace. The name has also become a "branding" of a community to be recognized easily by the facebook community. It is also a researcher get in this study that the account name group of facebook "Bening Society" is taken from the product label hijab "Bening" which was produced by the group's founder.

The emergence of new identities or new greeting in the cyber community is possible because society is essentially a cyber world that has the environment are anonymous. This means that individuals who are in a cyber community very much and from a variety of tribes, cultures and countries who do not know each other as written by Zhao, et.al (2008: 1818) that the internet plays an important role in empowering identity for each individual. Other data in this study also getting some informants to construct the name using another name or alias. The name is not the same as his birth name. The research data shows that the majority of resources inspired the creation of many names closest family name, like the name of

a child or husband. As revealed by the informant the following:

"I Like can make another name that I use facebook account that is a combination of my nickname and my nickname is a girl".

The researcher also get another reason netizen using the new name in facebook is a unique form of identity. As stated by the informant the following:

"I want to make a unique name, which is different than usual. It feels good to be able to create something unique in your facebook account. Let me just different from the other. "

This is one of the characteristics that occur in the online world, the emergence of anonymous. One form of anonymity, as shown by the individual freedom to give a distinct identity to the offline world. This means that every individual has a great opportunity to devise the new identity as he wanted. In the anonymous environment will provide for each individual to express things that had been hidden in the real world and people will explore a variety of new and unconventional identity.

Nonetheless, the data also showed that there are several informants who keep using his birth name to be used as an identity in facebook. The use of the name was born is intended to gain the trust of the "audience". This is because most members of the community "Bening Society" is an online merchant. Given in the process of buying and selling in cyberspace between the seller and the buyer does not meet physically and buyers can not see the physical product to offer, then just trust that the main assets in the transaction process in cyberspace. As outlined by the following informant:

"As an online merchant, I tried to open all my identities honestly with my online customers. Including clear my name. This is so that consumers are not deceived, and they feel confident circuitry where I am as an online seller. "

In addition, researchers also found that they were still using his birth name as the identity of the facebook account is for ease in making friends. Good to get friends familiar and the unfamiliar. As a social networking, account provides convenience facebook users to get old friends and new friends. The use of the name was born for the informant is one way to enable them to get a "reception" when they submit a friend request on facebook other users. Given birth name was for the informants have certainly been known by his friend's

friendship admission process are understood by informants because the process can also be done by informants when they must accept friend requests from other Facebook users. As told by informants one of the following:

"If you know for sure to accept, but if not I check out other profiles".

It is also expressed by the informant 5 of the judgment in accepting the friend request, the following:

"I saw his name identity if I knew immediately I accept"

Basically, on social networking sites including Facebook, identity is used as a form of "presence" of individuals in cyberspace that is used as a means to interact and communicate with others in the virtual world. As in the theory of Social presentation stating that the presence in the virtual world does not require a physical presence as well as face to face communication, but the presence in the virtual world is more on the continuity of interaction and communication among netizens. As written by Kang (2008) that social presence is no longer defined as a present or not in a simple but existence as a continuum (Lo, Kang-Shao, 2008). This opinion seems to be affected by the alleged Goffman on "copresence" (Goffman, 1963) broadly defined as the collective consciousness of the phrase "being together" with the interaction of two people who are aware of each other in the virtual space, and consciousness of mutual as the essence of a social presence, This means that the lack of awareness among netizens about the existence of other individuals in the virtual world to bring them to interact and communicate is already a form of social presence.

In addition to the names of the other identities in completing the Facebook user's profile are sex, religion, birth date and profile photo. It was found for gender identity and religion are written according to the actual identity of informants. Both of these identities have the same characteristics as those who became citizens in Bening group are women and Muslims. Given this Bening group has products for both these characteristics are Muslim women. In contrast to these two identities to the identity of the date of birth of researchers found that the informant only writes the date and month of birth only, while the birth is not written. The research data shows that Facebook users are not many who are concerned about the age when communicating and interacting with other fellow facebook users.

Your profile photo is also part of how social media users in this regard is facebook construct himself. The research data shows all informants seen displaying photos of themselves on their Facebook account as a way of informants to show their true self. Informants felt safe and comfortable by uploading a photo of yourself. Informants find photos of the display is part of how informants strengthen its demographic characteristics and identity to the friends of their Facebook friends. As told by one of the informants of the following:

"The photos I uploaded on the Facebook profile for information only to friends that I am like this, you know ... hehehe .. Not for show-exhibition ... just information about my self".

Profile photos facebook account individual can be said to be the "face" of individual Facebook users. Therefore facebook users always want to display the "front face" facebook page the best. Individuals want to show himself well in the virtual world. In fact in daily life that a requirement for individuals to present themselves well or make a good impression in front of others, the behavior refers to Self-Presentation or impression management. Self-Presentation arises when one realizes that he was viewed by others around him, and in front of people who have power on something that people want. The aim is to simplify the individual to live a social life, or in achieving what people want.

As Goffman concept of "performance". Goffman stated that individual performance refers to how the individual activities that emerged during the "seen" by others and the "appearance" that every individual wants to influence others (Melcombe, 2011: 10). This means that in every performance of every individual wants to be seen "impressive" by other individuals.

The data also showed that the informant when will upload photos in space facebook profile has made the selection in advance to choose a photo of yourself which is the best in the size of the liveable informant profile photo. As described by the following informant:

"For my usual profile photo picky where a good photo is inappropriate for me to attach a photo to my profile ... I am picky".

This indicates that the informant wanted to leave a good impression on all the facebook users who see facebook pages. The informant wanted to create an image or a positive image to the other facebook users. As has been described by Smock (2010: 5) that everyone always tries to share his or

her identity is best to friends social network. By displaying photos of themselves interesting and gives a good impression hopes to convince other individuals in order to make friends and maintain friendships among fellow facebook users. Given the virtual world, netizens can not see the face directly the photo that is expected to replace the "presence" physically as in face to face communication.

This is in line with article Goffman (1959) in Melcome (2010: 11) on the presentation of self that Self-presentation, help us get what we want and help us create the desired self-image. Self-presentation also runs a social purpose. Self-presentation helps others to know how we expect to be treated, allowing the social life run more smoothly.

In addition to the profile information as a form of self-construction, the wall facebook page has also become a part of its identity. Wall or wall of the facebook page containing the update status of the informant and the photos uploaded by users. The research data shows informants active enough to do the update status and upload pictures of their private activities on the facebook page. Research conducted by Pempek, et.all (2007) showed that individuals when opening the social networking site then the first thing he did was look at the picture and the second most frequently done is to see or read other Facebook user's profile. Some informants even every day to update the status and upload photos of their activities on that day. As disclosed informant 2 that:

"To share facebook to share photographs or other information that on that day I have not had time to read. So I share the first so I could read it another time. "

As written by Geahart and Kang (2010) in his research on facebook that some individuals personally more often expresses itself in facebook Basically any uploaded informant facebook wall page is another way of facebook users into construction himself in cyberspace. When Facebook users to update status is the way internet users to construction himself by describing himself verbally. By uploading the status of internet users were "talking" to the cyber community about who I am, how my tastes, and what is the selection or my favorite.

Thus we can say that social media - in this case, facebook - has given rise to social changes in people's lives. Social change is related to the freedom of the individual in constructing itself in

the cyber community life. Social media as new communications technologies make it easy for users to communicate and interact in the cyber community. It is only by doing construction names and profile photos that are selected then it has become a self-presentation acceptable to communicate in cyber. In addition, through the status updates and upload photos on the wall facebook users wanted to show his identity verbally and non-verbally. The results of the identity construction that will represent themselves netizens to "perform" or present in the virtual world community. The personal identity forms the basis for facebook users to build the social identity. Thus the construction of the identity of netizens was able to "accept" and interact with other people in the virtual world as in the offline world.

CONCLUSION

Construction of identity in absolute facebook user performed as a form of self-presentation users to socialize within the cyber community. Construction of identity on facebook done on the profile information and courtyard walls. Facebook users can manage differently profile that is by controlling personal information which can be displayed on their profile page of facebook and which ones can not. The result of the construction of identity on a profile will affect how users present themselves on wall facebook .

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PRE COMMUNITY DEVELOPMENT PROGRAM BASED “BELA NEGARA”

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ABSTRACT

“Bela Negara” is an attitude and behavior citizens imbued by love it to “Negara Kesatuan Republik Indonesia” (NKRI) based on “Pancasila” and “Undang-Undang Dasar 1945” (UUD 1945) in establish survival of the nation that completely. “Universitas Pembangunan Nasional (UPN) ‘Veteran’ Jawa Timur” is one of the university with the slogan “Bela Negara”. As “Kampus Bela Negara”, “UPN ‘Veteran’ Jawa Timur” is expected to capable of producing graduates scholar pioneer construction of which are ready to maintain “NKRI”, “Pancasila” and “UUD 1945” everywhere and all the time. One of the forms related activities real in “UPN ‘Veteran’ Jawa Timur” is Community Development Program (Kuliah Kerja Nyata). Community Development Program is a form of community service activities by students with cross-scientific and sectoral approach at times and certain areas. Before implementing the Community Development Program at the destination, college students need briefing. The briefing is called Pre Community Development Program based “Bela Negara”. This paper will explain what the importance of briefing before the implementation of Community Development Program. Then this paper will describe the matter what will be given to college students and how the methods. Finally, expected by this briefing college students are ready to follow Community Development Program in academically education and mental.

Keywords: “Bela Negara”, Community Development Program, college students

INTRODUCTION

“Bela Negara” is a concept compiled by device legislative and officials of a country about patriotic person, group or all components of a country in the interest of maintaining the existence of the state (Laswati, no year). “Bela Negara” in the law is attitude and the behavior of citizens imbued by love it to “Negara Kesatuan Republik Indonesia” (NKRI) based on “Pancasila” and “Undang-Undang Dasar 1945” (UUD 1945) to ensure the survival nation and state (UU No. 3 Tahun 2002). Every citizen has the right and duty to participate in the defense efforts of the state (Pasal 27 (3) UUD 1945). the form of “Bela Negara” can be physical and non-physical. Physically, citizens can do to defend the country with the war directly. While the non-physical, citizens can do so through civic education and service in accordance with their own profession (Sutarman, 2011). One way to grow the values of “Bela Negara” in society is by inserting the values of “Bela Negara” as the subject matter in schools, ranging from elementary school to high school.

UPN “Veteran” Jawa Timur is characterized as a campus of “Bela Negara”. This campus has “Bela Negara” curriculum for college students. As a campus of “Bela Negara”, UPN “Veteran” Jawa Timur is expected to be able to produce graduates the Development Pioneers were always ready to defend NKRI, Pancasila and UUD 1945 wherever and whenever (UPN “Veteran” Jawa Timur, No Year). The values of “Bela Negara” are covering

(a) love of Indonesia country, to know and love the national territory, always alert, ready to defend the Homeland against all forms of threats; (b) Awareness of nation and state of Indonesia, always fostering harmony, unity and integrity, always put the interests of the nation above personal or group interests, understand the state emblem, anthem and keep all legislation applicable; (c) Embrace the philosophy and ideology of Pancasila as the state; (d) Willing to sacrifice for the nation and country; and (e) Having the ability to initial “Bela Negara”. Purnomo Yusgiantoro said that the importance of defense and security issues in the journey escorting national development, making Bela State into the course material that needs to be imparted to the students at the college. Currently growing threat not only military threats but also the threat of cyber crime or Internet crime, terrorism, drugs and other. These threats can be overcome with hard power and soft power. Defense science is actually a combination of both in the container smart power. This is what can be done by universities, especially UPN “Veteran” Jawa Timur to become a campus of “Bela Negara” to apply the science of defense (Republika.co.id, 2014).

Since becoming the campus of “Bela Negara”, UPN “Veteran” Jawa Timur began to develop itself to become a campus that promotes insight of “Bela Negara” for its college students. Prof. Dr. Teguh Soedarto, MP. argue that “Bela Negara” not only attitude and action, but honor for a nation. He also

said that the college students acted as supporters of government policy and the state apparatus to realize the attitude of “Bela Negara” by utilizing the “Tri Dharma Perguruan Tinggi” (Almank, 2016). Form of concrete activities related to defend the country that has been done by UPN “Veteran” Jawa Timur is Community Development Program (*in Indonesia*, Kuliah Kerja Nyata (KKN)). Community Development Program is part of the “Tri Dharma Perguruan Tinggi” namely community service. Community Development Program can develop leadership skills, with the same shared community identification, analysis and handling of development problems that occur at the site, based on their areas of expertise/professionalism owned, team building and networking in conducting and motivate ourselves to work creatively, independently, and strategic insight with the courage to take risks based on the principles of entrepreneurship. Implementation of Community Development Program has the characteristic that co-orientation, co-financing/co-funding, flexibility, sustainability, and research based community (LPPM UPN “Veteran” Jakarta, 2011).

One of the stages of Community Development Program is briefing. The briefing is useful to prepare both academically and mental education for college student participants. With the briefing, the college students were given a variety of phenomena and problems as a preparation to goal orientation (schools, institutions, and clubs). By briefing, college student participants have capital early for toward a goal in order orientation deeper. In this way, college student participants are not empty at the destination. The capital has been acquired can be developed, refined, and equipped on the orientation and implementation of Community Development Program. In broad outline briefing material consists of three main pillars: (a) insight and wisdom about education/academic; (b) current issues in the field of education; and (c) technical implementation of Community Development Program. Based on the explanation above, Pre Community Development Program based “Bela Negara” was held.

METHODOLOGY

This paper is qualitative research with case study method. Qualitative research is a research procedure that produces descriptive data in the form of words written or spoken of people and behavior observed (Moleong, 2000). This qualitative research is more specifically directed to case study method. Case study is in-depth and

detailed study of everything related to the subject of research (Bungin, 2012). The research subject can be individuals, groups, institutions or communities. Through this study, the researcher expected to discover and describe the data as a whole and completely about Pre Community Development Program based “Bela Negara” in UPN “Veteran” Jawa Timur 2016.

RESULT AND DISCUSSION

Pre Community Development Program based “Bela Negara” in UPN “Veteran” Jawa Timur held on 28 until 30 May 2016. The college students participants in this activity is numbered 539 students and is divided into 9 groups ranging from force 2013/2014 and 2014/2015. As for the coach of the field is 10 Indonesian national army (*In Indonesia*, Tentara Nasional Indonesia (TNI)) personnel, 18 personnel from the student regiment (*In Indonesia*, Resimen Mahasiswa (MENWA)) and 2 courts.

Implementation of the briefing was conducted in two sessions: out-class and in-class. Out-class lasted for twenty hours on 28 and 30 May 2016. Out-class material consist of outbond, training of marching (*In Indonesia*, Pasukan Baris-Berbaris (PBB) and ceremony. It is intended to establish and strengthen the physical, sense of social solidarity, and nationalism. Outbound is a training program that uses the outdoors. The nature of this activity is generally fun and challenging. Outbound is one alternative activities that can excite and enhance the creativity of the participants and carried out in groups. There is a game concept that aims to build togetherness, building character, self-confidence. The purpose of the outbound is for the introduction of identity self, achievement motivation, working together in groups, the courage to take risks, leadership, and willingness to sacrifice (Swasti, 2016). The training of marching aims to foster self-built physical and agile, have a sense of discipline and a sense of responsible. In training of marching, there is a command that orders given by the leaders of the led to be implemented simultaneously. Implementation of the cue in each training of marching requires an attitude discipline, because if not the discipline will left behind so as not simultaneous with members another (Kustanti, 2016). Discipline is an act that shows orderly behavior and comply with various rules and regulations. The ceremony is an activity that done at a certain time for commemorating an event. Officially, the flag ceremony in Indonesia

implemented on 17 August 1945. To commemorate values nationalities, ceremony is required in educational institutions. A flag ceremony is carried out effectively and efficiently can be an exercise for students, thereby building positive attitudes, such as increased self-confidence, the growing sense of responsibility and discipline (Hakim, 2014).

In-class lasted four hours on 29 May 2016 located in Building Techno Park. This activity is carried out for one day with sources that have been determined by the committee. In-class material consist of public lectures about community development program, "Bela Negara", ethics and the technical implementation. It is intended that the college students participants have the analytical skills and a high concern to the problems faced by the community.

CONCLUSION

Pre Community Development Program based "Bela Negara" in UPN "Veteran" Jawa Timur is a briefing for college students before they are deployed to the destination. The implementation of this activity is conducted in two sessions: out-class and in-class. This activity is very important and useful for the college students participants in dealing with problems in Community Development Program. The suggestion is that the implementation of this activity is planned and prepared carefully and properly in the future.

ACKNOWLEDGMENT

The author would like to thank all the leaders of "UPN 'Veteran' Jawa Timur", the institutes of research and community service, the student regiment (Menwa), colleagues, the participants college students Pre Community Development

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EMPOWERING FISHERWOMAN IN BUSINESS DEVELOPMENT MEATBALLS MUSSELS IN BLURU KIDUL VILLAGE, SUB-DISTRICT SIDOARJO RESIDENCE SIDOARJO

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ABSTRACT

The purposes of this community services are to strengthen the creation of clam meatball by disseminating knowledge to fisher women and to develop better model on marketing network by building a good marketing management. Some positive changes are seen after the researchers did some trainings and accompaniment to the fisher women, they are product development and its marketing. It is concluded that the community service had succeed in bringing the development and the empowerment to the fisher women and their products. Hence, it is also highly expected that the empowerment of fisher women will be sustained for a very long future with countless betterment on product development and improved marketing management.

Keywords: empowerment, fisher women, clam meatball

INTRODUCTION

The empowerment of women is a process of awareness and capacity building (capacity building) to a greater participation to have power and control in decision-making and transformation (transformation action) so that women are able to produce something useful (Karl, 1995 in Man Yee Kan, 2002). While the process of women's empowerment should be carried out continuously to improve the capability and independence of women in an effort to improve the welfare of his family. Therefore, it is necessary to empower fisherwomen models through life skills-based education productive economy to the utilization of local potential in order to improve the welfare of coastal communities (Mulyono, 2007)

As the poor coastal communities have complex problems, namely factor economically poor, socially marginalized, and forgotten in the function and dignity as well as most of the still low level of education. Educational factor is important because with the empowerment of the community will increase the capacity of individuals and groups (Wahyono, 2004). One of the coastal communities in the district of Sidoarjo is a fishing community in the village BluruKidul. In order to increase the family income of fishermen in the village BluruKidul include the participation of fisherwomen in the search for additional income, both in the activities peeling mussels, to made mussels satay, mussels fried, mussels crackers, as well as manufacturing and business development meatballs mussels. In the history of settlement in the village of BluruKidul familiar with seafood and shellfish resources which generated a lot of fishermen, so the town of

Sidoarjo as well as shrimp city is also famous for its traditional specialties, namely rice cake with musselssatay conch. But do not rule out the actual meatballs mussels also has potential to be developed. Seeing this potential, the fisherswomen moved to process the catch among other shellfish are processed to become a "meatball mussels " as an additional source of family income. To support the activities of fisherwomen in the village of formed BluruKidul Business Group (KUB), especially in the manufacturing and business development meatballs mussels.

Based on the above conditions, the problems often faced by fisherwomen in developing businesses meatballs mussels is the lack of their knowledge in producing meatballs mussels that can compete with the type of meatball others and how to market meatballs mussels properly, effectively, efficiently and became known the consumer society is not only restricted environment but the consumer society broadly.

Therefore, the determination of the issue of priority based on the agreement dedication to the community team and partners are:

1. Knowledge in making meatballs mussels with composition/ dough right, so as to produce a draft taste that can compete with the kind of meatballs the others.
2. The marketing problem is a problem of principle in relation to increased production. Therefore, it should find the appropriate marketing network in order to grow and develop the production of meatballs mussels that can be promising for development.

The target of this activity is to empower fisherwomen in business development meatballs mussels as a source of additional income for fishermen families in the village BluruKidul, so it will be able to achieve a better knowledge about making meatballs mussels including how the communication strategy in marketing its products; which will ultimately be obtained family welfare of fishing communities.

Outputs community service activities are concepts and methods. The concept in this case is to establish the concept of business improvement, especially concerning the concept of taste that can compete with the kind of meatballs the others. While the method is meant here is the development model home meatballs mussels industry mainly related to how to build a good marketing network. Methods This is an aggregation of theoretical principles concerning the interaction of conventional socioeconomic conditions. However, this method also incorporate elements of local wisdom as a source of social

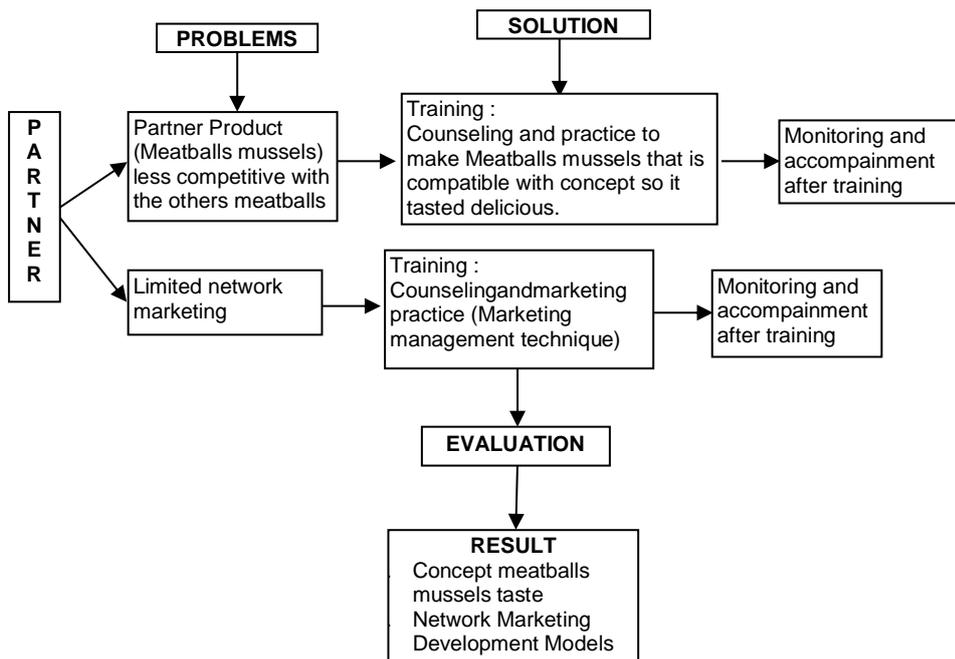
capital developed by the community as a whole that is integral in the future.

Expectations are bound by this concept is to create a society that is independent and creative in projecting their future. Family fishing community in the village BluruKidulSidoarjo will no longer depend on local government in the development of home industry in the village, but is able to stand on its own with the potential that exists in the region. Management based system independence and creativity in increased production of meatballs mussels are still rare. Therefore, fore BluruKidul village is expected to become a pilot village, especially in the production of mussels meatballs in East Java.

METHODOLOGY

Methods of Implementation

The method of implementation of activities lbM about: Empowermentfisherwoman in business development meatballs mussels in the village BluruKidul - Sidoarjo, illustrated in the following diagram:



Way out priorities and problems solving by consensus community service by a team of partners is:

1. Knowledge of production in the manufacturing of shells with meatballs composition/ dough the right, so that it can produce a flavor that can compete with the kind of meatballs the others. Therefore we need a concept/ recipes how to make meatballs mussels with proper batter.

2. Management of marketing. Marketing issues is a matter of principle in relation to increased production. Therefore we have to look for an appropriate management and marketing network is suitable in order to grow and develop the production of meatballs mussels that can be promising for development.

Bid Approach include:

1. Training Making Meatballs Mussels

In making the meatballs mussels, raw materials used are all types of shellfish (clams batik / rasp / beam). Commonly used types of shellfish are mussels rasp that raw material prices are cheaper conch. To get good results, in the manufacture of raw materials needed meatballs mussels fresh mussels. When the raw material used is not good freshness, it will affect the taste, color, and fragrance are produced. Furthermore, in addition to raw materials, how to make meatballs mussels is also of concern is no less important, especially concerning the precise composition or dough. Therefore, intensive training and repeatedly need to be done so that the production of meatballs mussels produced has a distinctive taste and eventually be able to compete in the market with the kinds of meatballs to another.

2. Control of Distribution Channels

Companies that decide to use intermediaries in the distribution process, must know how to do controll channel strategy. Control is important to hold all the intermediaries/members in the distribution channel, so that it can control the activities centrally to achieve a common goal (Tjiptono, 2008). The number of intermediaries is crucial effort controls or controls carried out by the company. Thus, the company must also set the number of intermediary/distribution channel members as a marketing strategy. Manufacturers and intermediaries must make approval of the requirements and responsibilities of each broker/member of the channel. Things that must be agreed is the price policy, conditions of sale, territorial rights, and the specific services to be implemented by each party, such as a deal price and a fair discount for intermediaries, zoning on any intermediary, and others (Kotler and Armstrong, 1998).

3. Integrated Assistance

In this community service, team proposer and partners implementing the control channel strategy. In connection with this, the assistance which will be conducted by a team of proposers are integrated and sustainable assistance. Integrated Mentoring is proposing not only accompany the team partners and community partners in terms of application of the theory, but the team is also assisting proposer counterparts in terms of conceptual theoretical explanation. In a sense, the proposing team accompanied the start of training partners, production to marketing. Tim proposer

accompanying partners from planning to the execution of community service activities including training and cyber manufacture of integrated web marketing, whenever conditions permit.

RESULTS AND DISCUSSION

Community Services activities carried out in June 2016, with training to groups consisting of Partner Business Group (KUB) and KUB SumberRejekiMakmur. Before the training, the group Partners began by demonstrating the process of making meatballs mussels that had been done, demonstrating the production of meatballs mussels that have been made and sold within its capabilities. This is because of their knowledge of making meatballs mussels far only based on their own understanding, so that it feels less able to compete when compared with other types of meatballs the other, where the facts: it was original shells / fishy, and the packaging is not good. After seeing this reality, then Team Devotion conduct training and guidance on: a sense, a way of packaging and marketing is good and right.

Their knowledge of making meatballs mussels far only based on their own understanding, so that it feels less able to compete when compared with other types of meatballs the other, where the facts: it was original shells/fishy, and the packaging is less good and less attractive. After seeing this reality, the next team training and advisory service about: a sense, a way of packaging, and marketing. To taste made such that according to the composition or recipes that have been tried over and over again. As for the way of packaging, PP plastic packaging used for further labeled, and the labeling in order listed: who manufacture, composition, and time expired .

Subsequently Service Team provides training/explanation regarding the issue of marketing methods meatballs mussels. At the time prior to the training, marketing network meatballs mussels still looks very simple, namely direct marketing meatballs mussels manufacturers themselves in the form of meatballs clam broth to consumers, and also sells directly in the form of amalgam to stalls meatballs in general. as shown in the marketing model below.

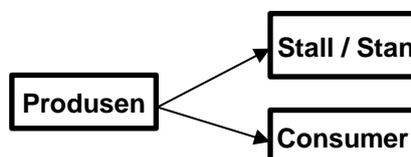


Figure 1. Model of Marketing before training

The weakness of the marketing model is very limited range of marketing and lack of oversight in terms of product hygiene, taste, price stability, packaging, and in terms of the promotion; because the model only rely on promotion mouth by war, so the network marketing less than the maximum resulting in no increase in the production of meatballs mussels, so that business development becomes stagnant.

After being given the training and mentoring at the same time continuously (end June 2016), a manufacturer of meatballs mussels (fisherwoman) have increased both in terms of taste, packaging, as well as network marketing. The active involvement of the local village chief in succession to encourage as well as a container product production meatball mussels Partners namely fisherwomen meatballs mussels producers regardless of their production capacity, to then be marketed with a very good method; as seen in the network marketing model below.

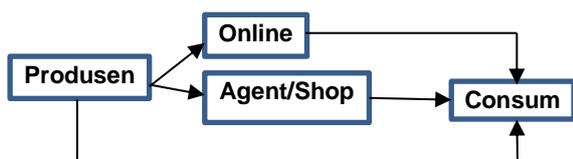


Figure 2. Network Marketing Model after the Training and Mentoring

Based on the model, there was no change in the system/model of marketing. So before marketing their products Partner, Partners which in this case is a manufacturer meatballs mussels, in the process for production and marketing, gets assistance from Team Devotion and local village officials. Assistance and supervision concerning production processes, particularly with regard to taste, and packaging. Meanwhile, assistance and supervision concerning the system or method of marketing is to find an agent or product results meatballs mussels collectors, including promotion through online media; in order to reach a wider consumer.

PLAN NEXT STEPS

Next Stages of the plan is the monitoring and evaluation, and strengthening the institutional functions/organizations that are members of the KUB KUB Sumber Rejeki Makmur and performed after training and mentoring activities. Monitoring and Evaluation, and the organization's management is very important to see the development of groups of Partners in maintaining consistency especially with regard to taste,

production capacity, and the model of network marketing. Taste of influence on the increase in sales/marketing meatballs mussels, as well as the effect on the increase in production, which in turn also influential in improving welfare fisherwomen family in the Bluru Kidul village.

CONCLUSION

Based on community service/ fisher woman and the results that have been achieved, it can be concluded as follows:

- Prior to training and mentoring by Team Devotion, fishing communities/ fisherwomen who are members of the Business Group "Sumber Makmur" and "SumberRejeki", in the production process that involves taste, packaging, and marketing is still done traditionally, resulting in stagnation increase production, even more lackluster in developing businesses meatballs mussels.
- After training and mentoring, intent and spirit of those members of the group were gradually getting higher. More so with the participation of the village chief who is willing to accommodate and purchase production meatballsmussels any resulting production; means the marketing problem has not become a significant constraint.
- Along with training and mentoring, and monitoring and evaluation by the Community Services Team, the fisherwomen in the village BluruKidul, Sidoarjo Sub-district, Sidoarjo regency increasingly powerful and increasingly shown more skilled in developing the business and increase the production of meatballs mussels.
- After the start of the monitoring and evaluation, production meatballs mussels produced by the community/fisherwomen by the composition of the above, as many as 180 bulb/ meatballs per prescription item, with a production cost of Rp 83 500,-; with a piece of meatball is Rp 1,000,-; so that the resulting $180 \times 1.000 = \text{Rp } 180,000,-$, minus Rp 83 500,- = Rp 96,500,- (profit per prescription).

ACKNOWLEDGMENT

Thanks to the honorable Kemenristek Higher Education / Director General of Higher Education of the Republic of Indonesia, Rector UPN Veteran East Java, Village Head Bluru Kidul Sidoarjo, and a group of mothers Fishermen in the village Bluru Kidul; for the opportunity and cooperation.

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THE IMPLEMENTATION OF STRATEGIC BLOCK AND INTERCONNECTION STRATEGY ON EAST JAVA BATIK TENUN IKAT CRAFT CENTER

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ABSTRACT

This study attempts to evaluate and making conceptual improvement in Strategic Bloc and Interconnection strategy applied on East Java batik tenun ikat craft center, especially in Kediri and Lamongan. This study also attempts to measure the effectiveness of the strategy by using SOSTAC analysis, channel marketing theory, and electronic branding. The main purpose of this study is to scale up the performance of the batik tenun ikat craft center in East Java. To quantify the performance, there are two indicators, 1) optimum use of information and technology on craft centers, and 2) interlink between one craft center and another. The researchers had been convinced that the strategy is in the level of average of successfulness. Both Kediri and Lamongan batik tenun ikat craft center have been using internet to help them in promoting their products. Kediri's craft center has been sending their raw materials to Lamongan to be processed furthermore.

Keywords: strategic block, interconnection, information and technology, interlink, production

INTRODUCTION

In the first year of research, it was found that batik tenun ikat craft centers, Kediri and Lamongan, have their own characteristics. Those characteristics did not only exist in the offered products, but also in the development of the batik tenun ikat craft centers. Those characteristics were the patterns of the development and management of the craft centers. Batik tenun ikat craft center in Lamongan thrived since it relied on market centralization, which is through Paradila outlet. While the one in Kediri still had no clear organization from the craftsmen.

The second characteristic was the management pattern of the craft centers. The craftsmen of batik tenun ikat in Lamongan tended to use management centralization. Paradila outlet, once again, became the decision maker with the hugest influence among other craftsmen. While in Kediri, the craftsmen still used separated management and tended to compete with each other. Even these craftsmen still could not revive the craftsmen community which is dormant. Observing these phenomena, thus the research team decided to focus on the establishment and development of the capacity of the batik tenun ikat craft center in Kediri.

The research in the second year focused on the establishment and development of the online selling platform of Kediri batik tenun ikat craft center through online website. The making of this online website was addressed to initiate an interconnection between the two areas of craft center by the existence of accommodating online website. From the initiation conducted by the

research team, it was expected for the production capacity of Kediri batik tenun ikat craft center to increase, along with the increase of the internet user in Kediri.

In fact, during the observation, there were some responses from the society, particularly from the craftsmen. Those responses included the positive ones, i.e., 1) apparently, the idea of using online platform as a transaction medium was appreciated by the craftsmen and 2) later, the online website platform would be managed by the craftsmen community of Kediri batik tenun ikat.

Finding such conditions of batik tenun ikat and its development, which is already described in the explanation above, thus the research questions of this third-year research (the last) are: First, how can the implementation of socioeconomic-based strategy by strategic block and interconnection improve the performance of the batik tenun ikat in East Java? Second, is the development strategy through strategic block and interconnection effective in developing and improving the performance of batik tenun ikat in East Java?

Tenun Ikat and Channel Marketing Strategy Tenun Ikat

Indonesia is one of the countries which is rich of traditional culture. One of the traditional culture forms is tenun ikat fabric. The term 'ikat' in weaving, according to Loeber and Haddon, was introduced in Europe by Prof. A. R. Hein in 1880, which in Dutch is called as *ikatten* which means the final result of fabric with ikat technique (Kartiwa, 1993: 7). There are three kinds of tenun ikat, i.e., ikat lungsi, tenun ikat pakan, and double tenun ikat, the difference of those tenun ikat is in

the thread used in the process. According to R. van Heine Geldern, tenun ikat was already known since prehistoric times in Indonesia (Kartiwa, 1993: 7).

Some areas in Indonesia produce tenun ikat fabric with particular unique motifs or designs which become the area's characteristics. In its development, tenun ikat fabric should compete screen-printed or machine/factory-made fabrics which are sold with relatively low price and can be produced on a large scale. Moreover, the producers of those screen-printed and factory-made fabrics produce their fabrics with more modern and up-to-date motifs. To solve the problem, the producers of tenun ikat fabric should have the marketing strategy that is different from the one that the screen-printed and factory-made producers have, so that the produced fabric can still be sold in the market.

Marketing Strategy

Andrews defines strategy as a principal policy and a created plan to reach firm's purposes, objectives, or goals (Tikkanen and Halinen, 2003: 4). Moreover, Michael E. Porter defines strategy as any activity or action that is carried out to invent a unique and valuable position. Every firm and corporation applies competitive strategy in order to compete with one another. The most important thing in competitive strategy is to be different—the essential is to do any activity which is different from the competitors (Porter, 1996: 64). The firm should constantly do benchmarking, such as comparing product, price, distribution channel, and promotion to the competitors (Kotler and Armstrong, 1998: 211). Therefore, the firm can conduct more effective marketing in facing competitors and preparing defense effort in facing any action or response from the competitors.

Tull and Khale define marketing strategy as a planned fundamental tool to reach firm's objectives by applying marketing programs and developing sustainable competitive advantages in the market (Tjiptono, 2008: 6). Before planning competitive marketing strategy, the firm should understand their position in the market, so that they can apply any appropriate strategy for their firm. There are three types of firm in the market, in which includes market leader, market challenger, and market follower. A market leader is a firm which dominates market and excels in the industry. A market challenger is the second firm which aggressively attacks the market leader to obtain greater market share. While a market follower is the second firm which chooses to follow the strategy adopted from

the market leader (Kotler and Armstrong, 1991: 61). Corey suggests that marketing strategy contains five elements include market selection, product planning, price fixing, distribution system, and market communication (Tjiptono, 2008: 6).

Distribution and Middleman

According to Kotler (1997), distribution is any activity of product delivery from the producers to the consumers as the final users. In the distribution process, a firm can use direct or indirect sales system. The firm that uses direct sales system will face the consumers directly, while the firm that uses indirect sales system has to cooperate with middleman and distribution channel to offer their products to the market (Kotler and Armstrong, 1991: 185). Stanton (1990) defines middleman as a person or a firm who connects the flow of goods from the producers to the final and industrial consumers (Kotler and Armstrong, 1991: 185). The middleman is employed to increase contacts, experiences, specialization, and operation scale in spreading products so that they can reach market target effectively and efficiently (Kotler and Armstrong, 1991: 186). Firms choose to employ middleman since it can reduce costs. Moreover, the middleman also has the ability to create such closer connection to the consumers personally.

Generally, middleman is divided into merchant middleman and agent middleman. Merchant middleman is the middleman who owns products then resells it; while agent middleman is the middleman who only seeks consumers, negotiates, and conducts transaction on the behalf of producers, who is usually known as broker ((Kotler and Armstrong, 1991: 185). There are two kinds of merchant middleman, i.e., wholesaler and retailer. In marketing, the firm, the middleman, and the consumer are in the same distribution channel structure. Distribution channel is the channel in which products pass through, which connects the producers and the final consumers.

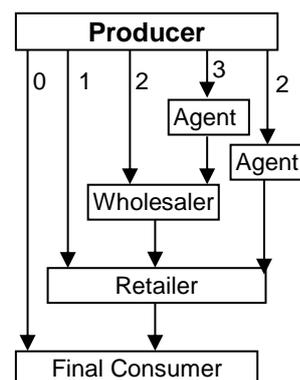


Figure 1. Distribution Channel Structure

Explanation:

- Stage (0) is generally used for household equipment, cosmetics, healthy drinks, and nutrition food.
- Stage 2 (1) is generally used for clothes, furniture, and household equipment.
- Stage (2) and (3) are used more for daily needs, stationary, and medicine.

Channel Control Strategy

The firm which decides to employ the middleman in the distribution process should understand the distribution channel control strategy. The control is essential to be conducted to overcome all of the middleman or members of the distribution channel, thus the firm can control the activity centrally to reach the common goals (Tjiptono, 2008: 211). The number of middleman really determines the control effort conducted by the firm. Therefore, the firm should also determine the number of middleman or member of the distribution channel as the marketing strategy. There are three kinds of strategy that can be used, i.e., (Kotler and Armstrong, 1998: 20-21):

- Intensive distribution, in which the firm or producer uses many middlemen and providing their products in many stores. Thus, when the consumers want their products, they are already available in the place.
- Exclusive distribution, in which the producer limits the number of middlemen and only gives exclusive agency rights to certain middlemen to distribute their products in their area.
- Selective distribution, in which the producer employs more than a middleman but not as many as in the intensive distribution. The focus is the development of good work relationship with the chosen middlemen so that the sales efforts can be conducted maximally.

The producer and middlemen should create an agreement about the requirements and responsibilities of every middleman or member of the channel. The things that should be agreed are pricing policy, sale condition, territorial rights, and specific service which should be conducted by every party, such as pricing policy and fair discount for the middlemen, zoning for every middleman, and so on (Kotler and Armstrong, 1998: 21).

Emotional Electronic Branding (E-branding)

E-branding (electronic branding) concept is actually already familiar to the public who works in marketing economy world. However, it is not the same thing occurs to emotional e-branding. Emotional e-branding is the effort to involve the consumers or buyers emotionally to the products

or commodity we make. In a big picture, emotional e-branding involves four elements, i.e., 1) customized experience, 2) multimedia capabilities, 3) emotional communications, and 4) communities. From those elements, thus 3C strategy is added as the operationalization of emotional e-branding, i.e., 1) customization, 2) culture, and 3) communication (Yu Jin and Eun Sook, n.d.).

Starting from the first element, that is customized experience. Customized experience is the customers' experience to the products creation which is intended to be bought. For example, we decide whether to buy a batik tenun ikat shirt which is ready to wear or the one which should be sewn first to a tailor to finally create the shirt that suits our size and desire. Creating the shirt which suits our size and desire is called as customized experience, the experience which gives some space for the buyers to the intervention in the product processing to be ready to wear. Therefore, emotional value of the product will increase since the buyers know how the product is made by themselves.

Multimedia capabilities are also important, remembering that the conducted branding here is electronic branding. Thus, multimedia capabilities will be really supporting. It will be less useful when a trading business has its own site yet it cannot manage it properly. Sales site or promoting goods through the internet should be developed. This is also continuous with the emotional communication. With the development of social media nowadays, every information is asset to a businessman. It will be really difficult to build an emotional communication when a corporation or a product is not supported by the multimedia capability. The demands of interconnectedness and mutually informing each other between the producer and the consumer make the multimedia capabilities and emotional communication run consistently.

Community becomes an important social supporter for an emotional e-branding. By the existence of community, there will be a group of people who will be the guarantee of the existence of a product. Also, by the existence of community, there will be a bridge of social interaction networks between a product and the consumers. The use of community is essential in building an image so that the accentuate emotion of a product will be able to penetrate into each of its consumers. Community will also bring social innovation to every product since with the existence of community support, social change in a society will be quickly absorbed by a product or commodity.

Capacity Building and Development

Capacity building and development in the organization context is not something new. Back to 1950's and 1960's, capacity building discourse appeared when there was a condition where there was disproportion among the northern developed countries and the southern developing countries (Freeman, 2010). Therefore, capacity building is considered as the answer to bridge the weakness of the southern developing countries and as the counterweight between the north and the south.

However, there are some criticism. There is a criticism saying that the capacity building was eventually only conducted lightly and not optimal. This, then, caused the expected building to accelerate the building in the developing countries to eventually have no significant role. Another criticism is about commitment. With its light execution, the developing countries were eventually asked the commitment of the developed countries to do capacity building assistance. A lesson learned is that capacity building should not be based on what donor countries (i.e., the developed countries) want, yet it should be based on what the recipient countries need. Thus, capacity building can bring double and sustainable advantages (Freeman, 2010). This is then what is called as capacity development.

Besides the short history of capacity building and development, there are two definitions for them. First, UNDP (United Nations Development Program) defines capacity development as a process where individuals, organizations, and societies can decide and reach building targets by themselves. Second, the World Bank in Africa has a definition of capacity building as an ability of existing actors to build and reach socio-economic targets by themselves (Freeman, 2010).

Then, what is the difference between both of them? Capacity building is based on 1) capacity establishment, 2) supply-led activation, 3) top-down approach, and 4) knowledge transfer. Whereas, capacity development is based on 1) reinforcement of existing capacity, 2) demand-led activation, 3) collaborative approach, and 4) knowledge creation (Freeman, 2010).

SOSTAC (Situation, Objective, Strategy, Tactics, Action, Control) Analysis

SOSTAC (Situation, Objective, Strategy, Tactics, Action, Control) analysis which has been developed by Paul Smith can be applied in digital marketing. SOSTAC is actually developed based on the necessity of marketing guideline so the result and target that are desired can be achieved.

Along with the development of marketing media, thus SOSTAC can be adapted in digital marketing (Prisgunanto, 2006).

Situation in SOSTAC means that we need to acknowledge the actual market situation. Starting from the consumer type, the number of firms that becomes the producer, until the track record of government support that has been conducted in the on-going business. Objective is the aim. The firm has to determine the targets and goals that need to be achieved, both for short term and long term. Strategy is the strategies formulation of digital marketing that can be conducted in the firm. Strategy is supposed to be formulated in order to fulfill the long term objectives. Meanwhile, for the short term goal, Tactics, that is more operational and flexible to apply, is used. After the tactic phase, the next is Action. Action means to execute all plans that have been made, starting from marketing condition mapping until strategy determination and marketing tactic. Control is the latest phase in SOSTAC model. In the process, there will be the deviation between what is supposed to be and the actual thing, thus the control step is needed so the deviation that happens does not become huge (Prisgunanto, 2006).

SOSTAC is not only developed in order to make the marketing process and other firm's targets work out smoothly, but SOSTAC is also developed in order to develop the marketing communication that can bridge between current challenges with the firm's aims in the future.

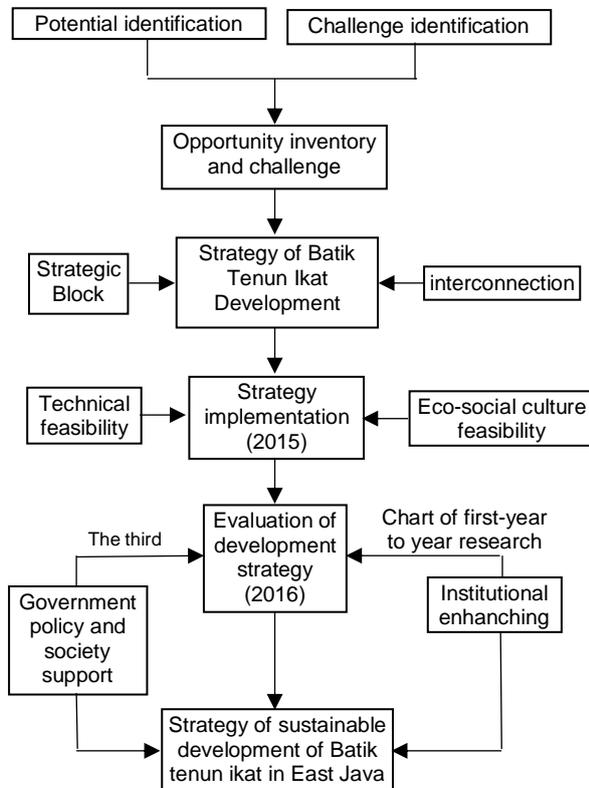
RESEARCH METHOD

The setting and unit of this analysis research are batik tenun ikat craftsmen who live in Bandar village, Kediri, and Lamongan with research duration for about three years, started from 2014 until 2016. Those locations have been chosen because those locations have been used as development center for batik tenun ikat in East Java. Most of the society in those locations is also interested in batik tenun ikat craft and selling commodity batik tenun ikat with various shapes and model.

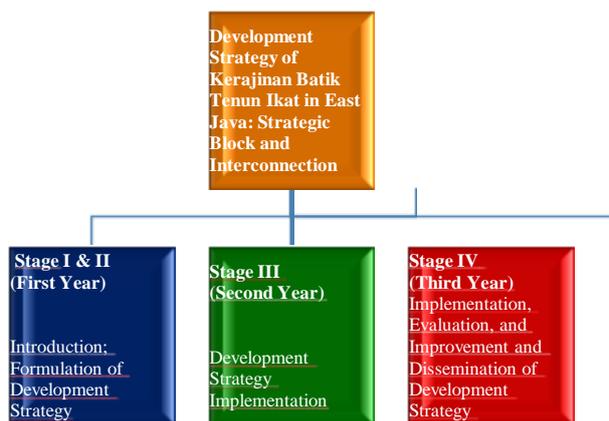
Another reason that becomes the base of the selection of the research location is the geographical approach between the study center location (university) where the research team determines the research conceptualization with the research subject in East Java. On the other hand, Kediri and Lamongan also have easy access to be reached in terms of transportation and

bureaucracy. This easiness becomes further consideration from the research team in order to conduct the research in those two locations.

Research Year 3 Chart



The Chart of First-Year to Third-Year Researches



Data Collection and Analysis

The data collection techniques are observation and interview. Observation technique is required in order to obtain experience of the details of batik tenun ikat craft production. The observation is very important in order to see batik tenun ikat craft production from the start until the end. With the observation, a cross check data with the secondary data that is obtained by the researchers through any publication sources is

conducted. Meanwhile, for the interview, the researchers obtain the primary data from the producers and owners of craft center of batik tenun ikat in the region. This primary data is very useful to observe the motivational work level of a batik tenun ikat craft center that later will give an impact to the work motivation of the interviewees that are located in the region of batik tenun ikat craft center.

The analysis technique of this research is conducted quantitatively. The first analysis is analyzing the secondary fact sources so that they are classified as the output of the research. The second analysis is by breaking down the result from the interview (primary data) into the derivative indicators that is used for any further tabulation.

The output that is desired in the First Year (2014) were: the potential region data and potential region mapping of batik tenun ikat craftsmen in East Java and also the earlier stage of the design of development strategy of batik tenun ikat through Strategy Block and Interconnection in East Java. Second Year (2015) were: formulation and implementation of batik tenun ikat craft development strategy using Block Strategy and Interconnection in East Java as one of the regional economy strength. Third Year (2016) is: full implementation of batik tenun ikat craft strategy through Strategy Block and Interconnection in East Java. The research targets are batik tenun ikat craftsmen, local government, and department in East Java province related to this research.

RESULT AND DISCUSSION

In this third-year research, the research team finds that 1) the online sites of tenun ikat made by the researchers (www.tibk.web.id) receives positive responses not only from the craftsmen in tenun ikat craft center of Bandar, Kediri, but also from Kediri City Government, 2) the online sites of tenun ikat made by the researchers becomes a reference of culture development group in Kediri City in order to make a community site of Kediri culture development, www.omahpanji.com, and 3) the enhancement of capacity of tenun ikat craft center is successfully formed, which is signed by diversification of products, increasing online reseller numbers, and production chain between batik tenun ikat craft center of Lamongan and Kediri. However, the researcher team sees that there is no direct impact from the making of online sales sites of batik tenun ikat Kediri yet.

The indirect impact of the development and enhancement of capacity of the tenun ikat craft

center in Kediri is sufficiently huge. The tenun ikat craft center is now better managed by the local government who cooperates with Bank Indonesia Kota Kediri, Bank Jatim Kota Kediri, and some entrepreneur groups in Kediri. The role of the local government toward the development of batik tenun ikat craft center is increasingly felt. This can be seen from the effort of Kediri government to introduce batik tenun ikat craft Bandar in seminary of launching city branding of Kediri on July 30, 2016. All seminary participants are obliged to wear clothes with real tenun ikat fabric from Bandar, Kediri, and the new rule by Mayor and Vice Mayor of Kediri in which requires all of the civil servants (PNS) in Kediri government environment to wear tenun ikat Bandar every Thursday. Thus, the implementation acceleration of strategic block strategy and interconnection that is offered by this research is also supported by Kediri condition that currently develops city branding, thus the development of blueprint and implementation of strategic block strategy and interconnection for batik tenun ikat craft has a rapid improvement.

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The research team had been conducting twice observations in tenun ikat craft center of Bandar, Kediri. Those observations are conducted at the same place as the second year research was, which is a retail store namely A'am Kodok Ngorek. The research team meets the owner of A'am

Kodok Ngorek who is also the leader of batik tenun ikat craftsmen community in Bandar, Kediri. From the observations conducted by the research team, the capacity development and enhancement of batik tenun ikat craft center of Kediri is really collaborated by the batik tenun ikat craft center craftsmen with the local government. The research team also observes some physical and non-physical developments that are collaborated between the craftsmen of batik tenun ikat craft center and the local government.

The first observation of the research team focuses on the gate of batik tenun ikat craft center that has been restored by Kediri local government. Meanwhile, the local government also establishes a batik tenun ikat craft store in front of the gate of craft center. Then, A'am Kedai Ngorek retail store is expanded and gets revamped as planned by Bandar, Kediri batik tenun ikat craftsmen community.

Besides the development and physical revamp, Bandar batik tenun ikat craft center also conducts diversification of product. Lately, batik tenun ikat can be realized as backpacks, shoes, bracelets, and other innovations. The retail store owner of A'am Kodok Ngorek acclaims getting the idea of product diversification after the comparative study has been conducted in various regions of commodity producers of tenun ikat, includes visiting Parengan, Lamongan. Bandar tenun ikat craftsmen also conducts any innovation of Batik design which turns into plaid like a chess board. This design also represents Indonesia in Turki fashion show this year. Those innovations affect the frequency of buying by the consumers that always increases. Unfortunately, until this report is finished, there has no permission of obtaining numeric data from Bank Indonesia of Kediri as the owner of the development data of batik tenun ikat craft center in Bandar, Kediri.

Moreover, according to the owner of A'am Kodok Ngorek, the online website that is created by the researchers (www.tibk.web.id) inspires the community of Kediri culture development so that they can decide how to integrate the culture and economy sectors in an online platform, www.omahpanji.com. OmahPanji itself is still in the phase of completion. However, when we take a look at the development of OmahPanji, the community of culture development has a bigger vision and mission compared to only accommodating the commodity of batik tenun ikat. Unfortunately, because the completion process of the online web takes a long time, the online web

eventually is not able to encourage the acceleration of the blueprint and implementation of strategic block strategy and interconnection and the development of batik tenun ikat craft center in Bandar.

Another positive thing is that a production chain (interconnection) between batik tenun ikat craft Parengan, Lamongan and Bandar, Kediri is started. This is confirmed by the community leader of batik tenun ikat craft center of Bandar, Kediri, who says that the chain of production of tenun ikat starts from Lamongan then is sent to Kediri for further process and is finally resented to Lamongan for finishing. This indicates that there is an interconnection production between Parengan village, Lamongan and Bandar village, Kediri.

CONCLUSION

The research team concludes that the implementation of strategic block strategy and interconnection that is based on social-economy can increase the batik tenun ikat craft center in East Java from three things, i.e., 1) collaborative approach between craft center with the local government, 2) production innovation, and 3) the occurrence of interdependence between one and another craft center. Those three things should be supported by an external factor, that is the existence of accommodated marketplace. Without marketplace, the commodity of tenun ikan will be stuck in a monopolistic market, political ignorance by local government, and the death of creation and productive changes.

The research team also concludes that in order to apply the strategic block strategy and interconnection, it needs equal capacity of batik

tenun ikat craft center. If this equal capacity does not happen then it will be hard to implement the strategic block strategy and interconnection. Equal capacity is required so that the craft center can obtain production acceleration with higher product knowledge that has been owned.

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THE BEHAVIOR PATTERN OF PEOPLE TO USE OF SURABAYA SINGLE WINDOW (SSW) PROGRAM AS LICENSING ONLINE TO REDUCING CORRUPTION, COLLUSION AND NEPOTISM IN SURABAYA

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ABSTRACT

Surabaya Single Window (SSW) is one of innovative program from Surabaya City Government as public service to issue license by online, as a commitment to actualize clean government. The government has given ease on licensing to the investor who wants to invest in Surabaya. The government of Surabaya has build the system and procedure related to service on license online. The system named as Surabaya Single Window (SSW), which was launched by The Major of Surabaya on May 14th 2013. As one of innovation on public service, this program is expected to have response from Surabaya community from cognitive, affective and conative aspect. However, in reality the behavior pattern of Surabaya people through SSW as online license public service still low. Based on research from the body of investment coordinator (Badan Koordinasi Penanaman Modal/ BKPM) Surabaya, showed that 65% Surabaya people still use manual permit system and the rest 35% use online system. related to this, there is a need to identify factors that motivate and hinder the behavior of Surabaya people to use SSW program as online license system.

This research use descriptive method with describe every research variable which related to the reception of the Surabaya community towards SSW program as an online system and does not test relation on each research variable. The sample of the research was 300 respondent who spread with cluster system by dividing respondent proportionally in 4 area of Surabaya. Data gained by questionnaire to people of Surabaya who have processed license in Surabaya city.

The result of the study showed that the level of understanding of Surabaya people towards SSW program as online license system is good enough. However, from behavior aspect showed that majority of the community on using SSW is still low. The hindrance factor were: 1) the procedure of SSW program rated as complicated and complex; 2) license process is not free procedure, it need some fee to make the process faster; 3) Surabaya people has high context culture which make them feel that they need to meet to every need. The result also show that 35% people who already use SSW program said that they satisfied by the program because it is rated as effective and efficient in time, fee and effort.

Keywords: Licensing Online, Surabaya Single Window

INTRODUCTION

Surabaya City Government has sought to provide convenience to the investors who intend to invest in Surabaya. One follow-up significantly from Surabaya City Government by establishing systems and procedures related to licensing services online. Services licensing is no longer done manually but is done by using an Internet-based online services. Licensing services were initially concentrated in one place changed by giving flexibility to the investor for the licensing process wherever he wants. Investors can make the process of licensing in the home, office, cafe, or wherever he is as long as there is internet connection. The system of licensing online service named Surabaya Single Window (SSW), which was inaugurated by the Mayor of Surabaya since May 14, 2013. Surabaya Single Window (SSW) is one of the licensing service integrated city officials online. The program aims to facilitate the licensing service for the community and the government of Surabaya. Office of Housing Build and Spatial Planning (DCKTR) is connected to the

System Information Management of (SIM) in some SKPD or unit of work coordinated by the Office of Communications and Information Technology (Diskominfo) and subsequent Integrated Service Unit One Roof (UPTSA) as a place to verify the applicant's licensing.

Operation SSW Program is a form of Surabaya City Government's responsibility to the public service that is faster, transparent, and accountable. The utilization of information and communication technology in SSW program maximizes the public service. Program With SSW system, the applicant does not need to come directly to the government office. Early stages of licensing applications can be accessed from anywhere by clicking on the website ssw.surabaya.go.id. With the SSW program was expected to benefit several things including: 1) Efesisensi and effectiveness of the performance of bureaucrats. General merchandise that is already dealing with a bureaucracy in Indonesia, the thing that comes to mind is that it is slow, time consuming, and spent a considerable time. Therefore, with the SSW program later this

negative outlook change to positive. 2) The creation of a good relationship between the three elements of good government (government, public, and private). SSW their program based communications and information technology will be able to maximize the relationship between: G2C (Government to Citizen), GTB (Government to Business enterprises), G2G (Government to Government / interaction, relationship), and G2E (Government to employees). 3) Reducing fraudulent practices in the bureaucracy. This program was created as an attempt to prevent corruption in the government of Surabaya. 4) Can increase local revenue. If the service is quick and transparent perzinan the society in the country and abroad will be interested to invest in the city of Surabaya.

Evaluation of the implementation of the program SSW necessary given the program a new idea, creative and innovative in order to create a breakthrough licensing service that is fast, transparent and accountable in the city of Surabaya. Based on the research results Coordinating Agency Services and Investment Surabaya in 2013 showed that 65% of people Surabaya still perform licensing process manually by way of coming straight to the One-Stop Integrated Service Unit (UPTSA) Surabaya and 35% have done the licensing process online. There are several factors that are assumed to be the limiting factor among others: 1) culture that embraces cultural context (high context culture / HCC). HCC is a culture in which a procedure of transfer of information becomes more difficult to communicate. Instead, the culture in which a procedure becomes easier transfer of information communicated called low context culture (LCC). The members of the HCC culture is expecting everyone to use in ways more practical to help people access the information in any situation (Hall in Liliweri, 2007: 117). HCC culture concrete form for example licensing should be done face to face with the regulator. There is an assumption that the licensing will be completed quickly if the need *sowan* (come) on the regulator, giving money tip / bribery or money entertainment. Contrast with HCC habits, culture LCC members strongly hope that the public does not need to use only practical ways to help people access the information in any situation (Hall in Liliweri, 2007: 118). 2) The second factor that inhibits partisipasi community participated terhadap program SSW SSW program is the complexity of technology. People still stutter Surabaya large part

of Internet-based technology. Not all people in Surabaya can use an Internet-based computer, and not all users have the SSW supporting devices such as Internet network and a scan tool to the document. In fact, people who take care of licensing either individual or corporate institutions are less proficient in computer technology. When licensing should be online, many applicants still pay brokers to make applications online licensing application. In addition, there is the fact that around the UPTSA office many brokers who rent out tools scan documents. This tool is used to scan the requirements of licensing documents to be uploaded online. So complex technically use SSW program then many applicants who use the program SSW lazy and prefer manually. Based on the background of this issue, there are some problems that are formulated in this study include:

- a. What is the behavior pattern of society towards the use program Surabaya Surabaya Single Windows (SSW) as license online?
- b. What factors are driving and inhibiting people's behavior toward Surabaya Single Windows (SSW) program as license online?

METHODOLOGY

Blaikie (2000: 72) classifies the purpose of a study into several types, namely exploration, description, explanation, understanding, and prediction. This research is descriptive research or depiction of reality there. The study does not aim to examine the relationship between variables but only illustrate any existing variable. To get a sense of reality about the behavior patterns of society to penggunaa SSW program in a clear and measurable it is necessary operasionalisasi concept. The concepts need to be operationalized in the research include: reception, the factors that determine success or failure.

- a) The concept of acceptance or rejection SSW program

Acceptance or rejection decision made is a person / individual to accept or reject the program Surabaya Single Window (SSW) as a new way in the permitting process. The level of acceptance or rejection SSW Program is measured from the level of knowledge or understanding of the respondents to the SSW program, interest or willingness of respondents to use the SSW in the licensing program, and the respondent's decision to accept or reject program SSW. The admission process is essentially a mental process whereby a person



/ individual passes from first knowledge of the SSW program by forming an attitude towards the program, to the point to decide to reject or accept the program.

- b) Factors that will determine the success of the reception program SSW of which is the perception of respondents to the characteristics of the program SSW which includes (1) The advantages or benefits of the program, (2) Harmony program with the norms and culture of the community, (3) The complexity of the implementation of the program, (4) Easy to whether the program to be tested and (5) trial results SSW program can be seen or felt directly by the respondents. In addition to visits from the SSW program characteristics, the successful implementation of the program SSW is also very dependent on the support of the existing social system. Such support diantaranya: respondent's perception of the process of licensing services, commitment to the bureaucrats to implement the SSW program in earnest, he said rule if there is a violation of the commitment in implementing the program SSW.

The unit of analysis in this study is the people of Surabaya who had done the licensing process in UPTSA Surabaya. The number of respondents who will be taken in this study as many as 300 people. To get the data equally and proportionally, the samples will be proportionally allocated based on a map of the business area in the city of Surabaya. The data was collected by distributing questionnaires and deepened by using interview techniques and field observations. Data analysis technique is done by mendeskriptifkan data on dots new billboard and also identify characteristics audiences road users who pass through these points. Analysis of this study refers to the analysis Denzin (2000: 769-790). He outlines the steps of the analysis method as follows: 1) Describe data, 2) Explanation and Interpretation, 3) *Organize* and synthesize data, 4). Conclusions, implications

RESULT AND DISCUSSION

City officials created a program Surabaya Single Window is an effort to provide ease in licensing and also to avoid any element of collusion, nepotism, and corruption in the licensing process. The system SSW can be considered relatively new because it was first introduced to the public since May 14, 2013. in accordance with Rule Mayor of Surabaya No. 28 In 2013, there are

several types of online licensing, among others SKRK, IMB, Disturbance Permit, Business Registration and License Tourism. While the licensing process in an integrated manner for the tourism sector include: SKRK, Letter of Recommendation, IMB, Disturbance Permit, Business Registration and Tourism. Communications and Information Agency of Surabaya has sought to disseminate the SSW program through face to face communication (seminar / workshop) as well as the mass media (radio and newspapers). In fact, there are many people who are not familiar Surabaya Surabaya Program Single Windows (SSW).

Based on the results showed that of the 00 respondents drawn 3, the majority of respondents (65%) slow in adopting SSW as online licensing program. There are still doubts on yourself respondents receiving SSW program. Even as much as 25% of respondents from the group adopted a program sluggish SSW SSW tend to reject the program. Many fax respondents tor that causes slow in adopting the program SSW. One is faktor *technology illiterate*. A da few respondents who did not know anything about the Internet, including not know the email. It appears that respondents in this category who *stutter technology* have been slow to accept or adopt the SSW program as license online. It can be seen from the Indicator that se large proportion of respondents are unable to access the website SSW easily included tend to be able to upload files licensing requirements. As a result, the respondents also did not use the *meeting point* that has been provided on the website SSW.

This research also shows that there is a small proportion of respondents (35%) are rapidly adopting online licensing program SSW as where they tend to be able to access and register independently on the website SSW. Other indicators, they are able to access and upload data licensing requirements and also able to take advantage of the usual meeting room online and monitor the stages of licensing files independently via email or SMS.

Factors that encourage SSW program is determined by internal and external factor respondents. Internal factors related to the characteristics of the respondent, such as education, income, and age, and also the perception of the program rersponden SSW. While external factors related to socio-cultural systems and means of support in doing SSW

program. Internal factors such as education respondents have a tendency in determining the ability of (conative) of respondents in applying the SSW program. Respondents with higher education have a tendency to more easily apply the SSW program compared with the highly educated low. Based on research data shows that 56% of respondents were educated College (PT) has the ability (conative) high and the rest have moderate conative. For a group of high school and junior high school education, most respondents (65%) in this group possessed lower levels conative in applying the SSW program as an online licensing.

The age of respondents also determine the success of individuals in applying the SSW program success. Respondents who had a productive age are more likely and able mengaplikasikan SSW program well. The productive age group (20-40 years) appeared to have a high ability to apply the SSW program. While in the age group 40 years and over only 6% who have the ability (conative) tall and most (94%) lower ability to apply the SSW program. In addition to the age and education of respondents, internal factors which have a tendency to determine the program's success is the respondent's perceptions SSW SSW as online licensing program. If the respondents had positive perceptions of the program SSW there is a tendency that respondent interested and quickly adopt the SSW program, otherwise if they have a negative perception of the program SSW then the respondent to be slow in adopting the SSW program. Most respondents still mem torch that SSW program as the government's efforts to get the Surabaya City's image as a clean and transparent government. As a result a lot of the behavior of respondents in permits in the city of Surabaya is still done manually by coming to the office UPTSA without going through the online licensing. This sort of behavior associated with respondents' perceptions of SSW as online licensing program rated formalities, complicated, complex, and still it took for Purchase licensing fees. Respondents also considered that administering licensing through the SSW program turned out to be tantamount to permit offline (manual) to come in the office UPTSA. Many responden judged that there is no significant difference when administering licensing online (web-SSW) by administering licensing offline (come directly to the office UPTSA).

External factors are the limiting factor in adopting the SSW program as online licensing is a community culture that embraces cultural context Surabaya (high context culture / HCC). HCC is a culture in which a procedure of transfer of information becomes more difficult to communicate. Instead, a culture in which a procedure of transfer of information becomes more easily communicated called low context culture (LCC). The members of the culture of HCC is expecting everyone to use in ways more practical to help people access the information in any situation (Hall in Liliweri, 2007: 117). In relation to the cultural context, s ost respondents still want the licensing is done face to face with the regulator. Respondents still believe that licensing will be completed quickly if the need "sowan" (come) to the regulator (head office UPTSA) by giving a tip / bribery or money entertainment. According to respondents there is no "free lunch" in the licensing process in the city of Surabaya. Conditions like these that hinder the adoption process involved people of Surabaya against SSW as online licensing program.

Although most respondents slow in adopting the use of SSW as online licensing program, it turns out there are 35% of respondents who use online licensing program as a SSW. Of the respondents who mengadipsi SSW program, 60% of respondents expressed great satisfaction. They believe that, as the online licensing program SSW considered more efficient in terms of time, effort and costs to be incurred in administerin licensing dibandingkan respondents in a way previously. It also takes care of licensing through SSW seen as simple and straight forward. With the SSW program, permitting the flow becomes clear and all can be well monitored by the respondents via email or SMS. On the other hand, The 40% of respondents who adopted a program SSW as online licensing was not satisfied with the process of the necessary permits in the city of Surabaya. The percentage figure is still fairly high ts to a form of public servants. The high level of dissatisfaction of respondents to the SSW program because respondents still feel the difficulty and complexity of administering licensing online by using website SSW. One complaint given by the respondent frequent *error* when respondents access and upload required documents. Not to mention the slow access when respondents were open and upload files to a website SSW.



CONCLUSION

- a. Public knowledge the SSW program is already quite good. Public knowledge about the program more SSW obtained through the resources of the officer (face to face) rather than the media.
- b. Majority of people in Surabaya is still slow in adopting the Surabaya Single Window (SSW) as online licensing. They still love to use the old system permissions to come to the office UPTSA Surabaya rather than using an online system.
- c. Many Factors that Surabaya community to accept the SSW program as an online licensing for excellence SSW as online licensing program is seen as a program that fits the needs of society Surabaya that require public service that is fast, transparent, and can save time and effort.
- d. Many Factors that Surabaya community to could hinder the acceptance of SSW as online licensing program including: 1) the program SSW is still considered cumbersome and complex, 2) the perception that completion langsung licensing should come to the office and leave a tip on petugas permissions.

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ANALYSIS OF THE INFLUENCE ON PERFORMANCE CERTIFICATION LECTURER (Case Study Lecturer Women in UPN "Veteran" Jawa Timur)

Siti Ning Farida, Lisa Sulistyawati and Susi Hariyawati.

SUMMARY

Research on the Effect Analysis on the Performance Certification Lecturer Lecturer UPN "Veteran" East Java aims to identify and analyze the effect of the performance of faculty lecturer certification UPN "Veteran" East Java. Lecturer is the spearhead for the achievement of the goals of a university. Therefore, to realize the achievements of students and produce graduates competitive (college destination) requires that the lecturer had excellent performance according to the demands of the university. One strong incentive to realize the performance of lecturers is a certified lecturer. The object of this research is a woman professor UPN "Veteran" which received the certification of lecturers consisting of two variables: the variable X (allowance lecturer certification) and Y (UPN faculty performance "veteran" East Java). Techniques of analysis using multiple linear regression

Keywords: Certification lecturers and professors Performance

PRELIMINARY

Recognizing the importance of the role of human resources in determining the achievement of organizational goals or the company, it is only logical for college is a service company for educators to pay attention to the presence of workers from the beginning. Lecturers are an asset of the college is always monitored and needs that are expected to produce a better performance, and can eventually reach the goal universities. It required a management system capable of managing workers in ways that are human, because in essence the managers are in each college is necessary to manage effectively the three responsibilities of Higher Education. Human resource management which requires effective teaching faculty to find a way to achieve its objective of universities and improve performance, so it can lead to the satisfaction of all parties that one of them is a student. The policy of giving compensation, lecturer certification is generally restricted to the amount paid to lecturers. If the amount of compensation will be sufficient, then it's pretty decent and good. The problem really is not that simple, because sufficient by the college, is not necessarily perceived sufficiently by the lecturer.

These conditions will be able to minimize dissatisfaction among the lecturers and reduce activities Tridharma College / learning process. However, of course, the lecturers also hope that it receives compensation can be realized by the university in accordance with its performance capabilities, the lecturers will feel treated fairly by the University. According Siagian (1995), "Sense of justice can make employees become dissatisfied with the compensation received". In principle, compensation can be divided into two kinds, among other compensation received

Intrinsic which rewards employees for himself. Usually this reward is a positive value or sense of satisfaction of employees with himself for having completed a challenging task for him. Job enrichment techniques, such as granting a role in decision making, intrinsically reward those employees. Extrinsic Compensation includes direct financial compensation, financial compensation and the compensation is not directly Nonfinancial. Direct financial compensation includes base salary, overtime, bonuses, allowances. Financial compensation is not directly include social security, insurance, pesangon, time off from work.

While Nonfinancial compensation is the satisfaction received by employees of the job itself or the environment of psychological and / or physical where the employee works. Reward is not money, for example feeling safe, comfortable working environment, symbol, status and recognition. Management compensation is an important function within the organization and is usually part of the responsibility of the human resources department (Simamora 1997: 539). According GitoSudarmo and Sudito (1997: 226) It is important for leaders to understand that the diversity of rewards offered by the organization is important and the potential to motivate the behavior of the workers. It seldom happens that morale has one requirement profile, an important factor in behavior and achievement memprekdisikan workers are developing a profile between individual needs with a combination of rewards offered by the organization. UPN Veteran Jatim, namely colleges engaged in education that have hasillulusan professional students, all of this thanks to the guidance and training of lecturers who are competent in their respective disciplines.

Certification of lecturers in East Java UPNV allowance issued by UPN "Veteran" Java itself

provides one wage allowances so as to affect the performance of lecturers in UPNV East Java. Additionally included in the certification of lecturers consisted of pedagogical competence, personal competence of lecturers, professors of social competence and professional competence. Two hundred more lecturers who have been on paid by the Higher Education with one wage. Moreover, in the UPN "Veteran" Java Woman amount Lecturer approximately 55% while 45% of men Lecturer. In general, female lecturer has a dual role as both a career woman and as a homemaker. So the proper timing should be considered. Likewise, a woman lecturer UPN "Veteran" East Java in addition to the duties and obligations of the three responsibilities of Higher Education and also carries out duties as a housewife. It was not easy to carry out two tasks / obligations as well. It is very interesting to examine the performance of female professors to the abovementioned researchers took the title "Analysis of Effect on Performance Certification Lecturer Lecturer on UPN" Veteran "East Java (Case Study Lecturer Women UPN" Veteran "Jawa Timur).

Formulation of the problem

Based on the description of the background above, the formulation of the problem set is as follows: Do setifikasi Lecturer woman UPN "Veteran" East Java Lecturer influence performance (teaching, research and community service)?

Research purposes Based on the background of the problems and the formulation of the problem, the objectives of this study are as follows: To determine the effect on the performance of female lecturer certification woman professor at UPN "Veteran" East Java.

Theoretical basis

Understanding performance

Performance in the organization, a response to the success or failure of organizational goals that have been set. The supervisor or manager often do not notice unless it's already very bad or anything so completely wrong. Too often managers do not know how bad the performance has declined so that companies / agencies face a serious crisis. Impression - a bad impression profound organizational consequences and ignoring the signs - warning signs of diminished performance.

1. Performance by Anwar King Mangkunegara (2000: 67) "The performance (performance) is the result of the quality and quantity of work

achieved by someone employee in performing their duties in accordance with the responsibilities given to him".

2. Then according to Teguh Sulistiyani Ambar (2003: 223) "The performance of a person is a combination of capabilities, businesses and opportunities that can be assessed from the results of its work". Maluyu S.P. Hasibuan (2001: 34) argues "performance (performance) is a result of work achieved in executing the tasks assigned to them based on skills, experience and sincerity as well as time".
3. According to John Whitmore (1997: 104) "Performance is the performance of the functions required of a person, the performance is an act, an accomplishment, a public exhibition ketrampilan".
4. According to Barry Cushway (2002: 1998) "Performance is assessing how a person has worked compared to predetermined targets".
5. According Veizal Rival (2004: 309) suggests performance is: "A real behavior displayed by everyone as the resulting performance by employees in accordance with its role within the company".
6. According to Robert L. Mathis and John H. Jackson Terjamahaan Jimmy Bayu Sadeli and Butler (2001: 78), "states that the performance is essentially what is done or not done employee".
7. According to John Witmore in Coaching for Performance (1997: 104) "is the performance of the functions required of a person or an act, an accomplishment, a public exhibition of skill". Performance is a condition that must be known and confirmed to certain parties to determine the level of achievement of results associated with the vision of an agency assigned to an organization or company and know the positive and negative impacts of an operational policies.

Mink (1993: 76) expressed his opinion that individual who has a high performance share several characteristics, which include: (a) the achievement-oriented, (b) have the confidence, (c) themselves, (d) competence. Factors That Affect Performance According to Robert L. Mathis and John H. Jackson (2001: 82) factors that affect the performance of individual labor, namely: 1. Ability them, 2. Motivation, 3. Support received, 4. Existhense of work they do, and 5. Relation ship their organization. Be based the above understanding, the authors conclude that the performance is the quality and quantity of a work

(output) of individuals and groups in a specific activity caused by natural abilities or capabilities acquired from the learning process as well as the desire to excel.

According Mangkunagara (2000) states that the factors that affect performance include: a. Psychologically speaking ability factor capability (ability) employees consists of the potential ability (IQ) and the ability to reality (education). Therefore, employees need ditempatkan on the job in accordance with keahliannya. b. Motivation motivation factor is formed from the attitude (attitude) an employee in a situation (situation) work. Motivation is a condition that drives self-directed employees to achieve business objectives. Mental attitude is a mental condition that encourages a person to strive to achieve employment potential to the fullest. David C. Mc Clelland (1997) as quoted Mangkunagara (2001: 68) argues that "There is a positive relationship between achievement motive with the achievement of employment".

Achievement motive with work achievement. Achievement motive is an impulse in a person to perform an activity or task with as much as you to be able to achieve the performance (performance) with the predicate commendable. Furthermore Mc. Clelland, said six characteristics of a person having a high motive, namely:

- 1) Have a high responsibility
- 2) Dare to take risks
- 3) Have a realistic goal
- 4) Have a thorough work plan and strive to realize the goal.
- 5) Utilizing feedback concrete in all work-related activities
- 6) Looking for an opportunity to realize the plans that have been

According to Gibson (1987) there are three factors that affect the performance:

- 1) Individual factors: ability, skill, family background, experience employment, social and demographic level person.
- 2) Psychological factors: perception, role, attitude, personality, motivation and job satisfaction
- 3) organizational factors: organizational structure, job design, leadership, reward systems (reward system).

According to Kopelman (1988), the factors that affect performance are: individual characteristics (individual characteristics), organizational characteristic (organizational

characteristics), and work characteristics (characteristics of the job). Further by Kopelman explained that besides performance is influenced by environmental factors are also very dependent on the individual characteristics such as ability, knowledge, skills, motivation, norms and values. In relation to the concept of performance, it appears that individual characteristics such as personality, age and gender, level of education ethnicity, socio-economic circumstances, the experience of the circumstances then, will determine the behavior of employment and labor productivity, both individuals and organizations so that it will cause satisfaction for the customer or patient. The individual characteristics in addition affected by the environment, are also affected by:

- (1) the characteristics of society together like a reward system, selection and training, organizational structure, vision and mission of the organization and leadership;
- (2) The characteristics of the job, such as job descriptions, job design and work schedule. Performance assessment The performance assessment is basically a key factor in order to develop an effective and efficient organization, for their policies or programs to better respond to the human resources that exist within the organization. Assessment of individual performance is very beneficial for the dynamics of the growth of the organization as a whole, through the assessment of the actual state it can be seen how the performance of employees.

According Bernardin and Russel (1993: 379) "A way of measuring the contribution of individuals to Reviews their organization". Assessment of performance is how to measure the contribution of the individual (employee) to the organization where they work.

According to Cascio (1992: 267) "performance assessment is a systematic representation or description of the strengths and weaknesses that are linked from a person or group".

According to BambangWahyudi (2002: 101) "performance assessment is an evaluation conducted periodically and systematically about work performance / office of a workforce, including the potential development".

According to Henry Simamora (338: 2004) "performance assessment is the process used by the organization to evaluate the implementation of the work of individual employees". Competencies to be mastered lecturers To create a quality



learners, teachers must master the four competencies. Fourth competencies that must be mastered to improve the quality of teachers is pedagogical, professional, social, and personality. Teachers / lecturers should sincerely and well in control of four of these competencies for educational purposes can be achieved.

Competence Pedagogy

Pedagogical competence is essentially the ability of teachers to manage the education of students. Competence which is a distinctive competence, which differentiates teachers to other professions consists of seven aspects of capability, namely:

1. Know the characteristics of students
2. Mastering the learning theory and principles of learning
3. Ability to develop curriculum
4. The learning activities that educate
5. Understand and develop the potential of learners
6. Communication with learners
7. Assessment and evaluation of learning

2. Professional Competence.

These competencies can be seen from the ability of teachers to keep abreast of the latest science for the development of science is always dynamic. Professional competence should continue to be developed teacher / lecturer with learning and reflective action. Professional competence is the ability of teachers to master the learning materials is broad and deep that include: The concept, structure, methods of science / technology / art houses / coherent with the teaching materials Teaching materials in the curriculum of the school The relationship between the concepts related subjects The application of the concepts of science in everyday life Professional competence in a global context while preserving national values and culture

3. Social Competence

Social competence to be seen whether a teacher can work together with the community and the students and other teachers. Social competencies that must be mastered teachers include: Communicate orally and in writing Using information and communication technology functionally Interact effectively with students, fellow teachers, staff, parents / guardians of students Mingle politely with the surrounding community Acting in accordance with religious norms, legal, social, and national culture Indonesia Shows a

mature person and exemplary Work ethic, high level of responsibility, a sense of pride in being a teacher.

4. Competence Personaliti

These competencies are related to the teacher as an example, some aspects of this competency, for example: Adult Stable Wise and prudent commanding Steady noble Become role models for students and the community Evaluating its own performance Develop themselves sustainably The fourth criterion is usually acquired and developed when it became prospective teachers with education in higher education, especially education majors.

The need for awareness and seriousness of teachers to develop and improve their competence. Because the more days of challenge and change the time of making the educational process must also be changed. There are five types of competency characteristics, namely:

1. Motives (motives), something that is consistently thought out and wants, which causes a person's actions
 2. The traits (traits), physical characteristics and consistent responses to situations or information
 3. The concept of self (self-concept), attitudes, values, or a picture of one's self
 4. knowledge (knowledge), the information that a person has in specific areas
 5. skills (skills), skills someone to perform to certain physical or mental tasks. Someone competency
2. level consists of two parts. Parts that can be seen and developed, called the surface (surface) such as knowledge and skills, and the part that can not be seen and difficult to develop so-called central or core personality (core personality), such as the nature, motives, attitudes and values. According to the performance criteria of the job (job performance criterion) predicted, competence can be divided into two categories, namely competence starters or threshold (threshold competencies) and competencies that differentiate (differentiating competencies). The first (threshold competencies) is a characteristic esensialminimal (usually is the knowledge and skills) required by a person to be effective in his job but does not distinguish superior performance of the worker and the worker's performance is mediocre. The second category is the competence competency that distinguishes namely the factors that distinguish between workers who have superior performance and mediocre (average).

Pedagogic Competence is one type of competencies that absolutely need to be mastered teachers. Pedagogic Competence is essentially the ability of teachers to manage the education of students. Pedagogic competence is distinctive competencies, which will differentiate teachers to other professions and will determine the degree of success of the process and learning outcomes learners. This competence is not acquired suddenly but through efforts to learn continuously and systematically both in the pre occupation (education teacher candidates) or during in-service, which is supported by the talent, interest and potential teacher more than each of the individual concerned, In connection with the activities of Lecturer Performance Ratings are 7 (seven) aspects and 45 (forty five) indicators relating pedagogical competence mastery. The following are the seven aspects of pedagogical competence and its indicators: A. Mastering the characteristics of learners. Lecturer able to record and use information about the characteristics of learners to help the learning process.

These characteristics are related to the physical, intellectual, social, emotional, moral, and socio-cultural background:

1. Lecturer can identify the characteristics of learning of each student in her class,
 2. Lecturer ensure that all students have the same opportunity to actively participate in learning activities,
 3. Lecturers can arrange classes to provide equal learning opportunities to all students with disabilities and learning ability are different,
 4. Lecturer try to find out the causes of deviant behavior of students to prevent such behavior does not harm other students,
 5. Lecturer helping develop the potential and overcome the shortage of students,
 6. Lecturer attention to students with specific physical weakness in order to follow the activity of learning, so that students are not marginalized (excluded, mocked, inferior, etc.).
- B. dominate learning theory and principles of learning that educates. Lecturer able to establish a wide range of approaches, strategies, methods, and techniques to educate creative learning in accordance with the standards of competence of lecturers.

Lecturer able to adjust teaching methods appropriate to the characteristics of the students and motivate them to learn:

1. Lecturer gives students an opportunity to master the age-appropriate learning materials and learning abilities through learning and activity settings are varied,
2. Lecturer always ensure a level of understanding students' specific learning material and adjust the following learning activities based on the level of understanding,
3. Lecturers may explain why the implementation of the activity / activities that do, either favorable or different plan, related learning success,
4. Lecturer uses various techniques to memotiviasi willingness to learn the students,
5. Lecturer plan learning activities that are related to one another, having regard to the purpose of learning and the learning process of students,
6. Lecturers who do not pay attention to student response / do not understand the material being taught the learning and use it to improve the design of the next study. C. Development of kurikulum. Dosen able to create a syllabus in accordance with the most important goals of curriculum and use the RPP in accordance with the objectives and the learning environment.

Lecturer able to select, arrange, and organize learning materials that match the students' needs:

1. Lecturers can create a syllabus in accordance with the curriculum,
2. Lecturer designing lesson plans in accordance with the syllabus to discuss teaching materials specific to allow students to achieve basic competency set,
3. Lecturer follow the sequence of learning materials with attention to learning objectives,
4. Lecturer choosing instructional materials that:
 - (1) in accordance with the purpose of learning,
 - (2) accurate and up-to-date,
 - (3) according to age and ability level of student learning,
 - (4) can be implemented in the classroom and
 - (5) appropriate to the context of life everyday learners.

RESEARCH METHODOLOGY

Description of research In the study consisted of four variables: Independent variables 2. Allowances Lecturer Certification consists of : 1. Competence pedagogic (X1) 2. The personality competence of lecturers (X2) 3. Social

competence of lecturers (X3) 4. Competence (X4) 1. Productivity Lecturer (Y) Is the size of a lecturer in conducting the three responsibilities of Higher Education namely teaching, research, and community service. Y1. Is the performance in the field of teaching Y2. Is the performance in the field of research. Y3. Is the performance in the field of community service. 4.2. measurement variable The scale of measurement used a Likert scale consisting of five (5) scores. Collection techniques Data collection techniques done by members of a set of questions or written questions to respondents to answer. Likert scale of measurement by using the following classifications: a. Strongly Agree = 5 b. Agree = 4 c. Quite Agree = 3 d. Less Agree = 2 e. Strongly Disagree = 1 Feedback or the opinion expressed by giving a value which is in the range of 1 to 5 on each scale, where 1 represents the low value and the value 5 the highest. 4.3 Mechanical Sampling 1. Population According to Bambang Supomp et al, (2009: 115) population is a group of people, events / things that have certain characteristics. The population here is the entire faculty UPN "Veteran" East Java. 2. sample The sample is part of the population that has the features and characteristics similar to the population. Because the sample should be representative of a population (Sumarsono, 2002: 45) The sampling technique in this research is purposive sampling that sampling technique with a certain considerations. The number of respondents who were taken by 80 respondents as a limitation woman professor UPN

"Veteran" East Java lecturer certification for benefits. Type of data a. Primary data This data was obtained from the results of the distribution of questionnaires as much as the number of samples that had been predetermined b. Secondary Data. This secondary data is the data information from the Agency Data collection technique Collecting data in this skripsi done by using some of the following ways: a. Observation Namely data collection was done by direct observation of the object studied. b. Documentation That data collection is done by digging from books records and archives all documents owned by UPN "Veteran" East Java. c. questionnaires Questionnaires as faculty performance measurement conducted by lecturers UPN "Veteran" East Java who receive allowances lecturer certification. Mechanical Analysis Mechanical analysis using multiple linear regression based on the functional relationship or causal one variable indenpen with empatvariabel. General equation regression

RESULTS AND DISCUSSION

Multiple regression test in Bergan regression test can be described using ANOVA tables to see the significance of the free variable that is the competence of lecturers Personality women are competence, social competence, social competence and pedagogical against women Lecturer performance. For more details, partial effect can be seen following table The table can be made from the following table:

Tabel 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics	
		B	Std. Error	Beta			Partial	Tolerance	VIF
1	(Constant)	6,077	14,636		,415	,679			
	x1=Kompetensi Pedagogik Dosen	,408	,156	,298	2,624	,011	,290	,583	1,716
	x2=Kompetensi Kepribadian Dosen	-,296	,294	-,112	-1,009	,316	-,116	,605	1,652
	x3=Kompetensi Sosial Dosen	,061	,158	,040	,385	,701	,044	,709	1,411
	x4=Kompetensi Profesional Dosen	,760	,168	,492	4,531	,000	,464	,637	1,570

a. Dependent Variable: y=Kinerja Dosen

Table 2 The influence of independent variables with the dependent variable Significant Variable Significance Pedagogic competence of lecturers against women lecturers 0011 Significant Performance Personality Kompetensi woman professor lecturer on the Performance 0316 Not significant Competent lecturers sisosal against women KinerjaDosen

0701 No significant Lecturer on the Performance of profession Tabel 2

Tabel 2. Coleratio independent Variabel which dependen variable

Variabel	Significant	Significant
Competensi pedagogic Lecture against performance woman lecture	0.011	Signifikan
Competention Personality lecture against performance woman lecture	0.316	Un signifikan
Lecture Competentionaagainst Performance woman Lecture	0.701	Un signifikan
Professional Copentention woman Lecture againsts performance	0.000	Signifikan

al competence. Significant 0000 Test free variable to variable dependent simultaneously viewable table below:

Tabel : 3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3237,401	4	809,350	14,551	,000 ^a
	Residual	4171,487	75	55,620		
	Total	7408,888	79			

a. Predictors: (Constant), x4=Kompetensi Profesional Dosen, x3=Kompetensi Sosial Dosen, x2=Kompetensi Kepribadian Dosen, x1=Kompetensi Pedagogik Dosen
 b. Dependent Variable: y=Kinerja Dosen

Table 3 test simultaneously discussion. Simultaneously there is the influence of pedagogical competence ,, personal competence, social competence, professional competence UPNV woman professor in Java is seen from the significance of 0000 Partial of Table 2 shows that the variable competence of pedagogic and professional competence woman professor mempunyai influence on performance woman professional at UPN East Java is seen from the level of significance, namely 0011 to pedagogik and 0:00 to profesionallisme woman professor at UPN V East Java, is due before becoming a lecturer at the given provision of teaching learning training given by lecturer senior lecturer in East Java UPNV own and after becoming a lecturer sent Character course or courses AA in the more established universities (UniversitasAirlangga) But in partial, personal competence and kopentensi social be no impact on performance woman professor UPNV East Java can be seen the significance of 0.301 to personality and 0701 for the competence of social, it is because woman professor in UPNV East Java: derived from a variety of different colleges and the level of different social strata and different areas giving rise to such a relationship But in partial, personal

competence and kopentensi social be no impact on performance woman professor UPNV East Java can be seen the significance of 0.301 to personality and 0701 for the competence of social, it is because woman professor in UPNV East Java: derived from a variety of different colleges and the level of different social strata and different areas giving rise to such a relationship

CONCLUSIONS AND RECOMMENDATIONS

1. Simultaneously there is the influence of pedagogical competence ,, personal competence, social competence, professional competence UPNV woman professor in Java is seen from the significance of 0000
2. Competence pedagogic and professional competence woman professor mempunyai influence on performance UPN woman professor in East Java is seen from the level of significance, namely 0011 to pedagogik and 0:00 to profesionallisme UPN V woman professor in East Java, is because before becoming a lecturer at the given provision training Learning teaching given by lecturer senior lecturer in East Java UPNV own and after becoming a lecturer sent Character course or courses AA in the more established universities (UniversitasAirlangga)
3. variable personal competence and social kopentensi be no impact on performance UPNV woman professor East Java can be seen the significance of 0.301 for 0701 for personality and social competence, it is because UPNV woman professor in East Java: derived from a variety of different colleges, and the level of different social strata and different areas giving rise to such a relationship

Suggestion .

Should UPNV East Java must often hold activities to make this woman professor has social sensitivity it is necessary to hold baktisosialkedaerah specially for women professors

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JOB PERFORMANCE ASSESMENT SYSTEM IN GOVERNMENT OF CITY AND DISTRICT IN PROVINCE OF EAST JAVA INDONESIA

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ABSTRACT

Reforms in the field of employment in Indonesia become an important pillar in the organization of the wheels of government, but at the level of implementation has not deliver results in line with expectations. The subjectivity in the evaluation of job performance is almost inevitable. The management and employees need regular performance appraisal process, and quickly, so as to provide feedback and rapid improvement in the working environment. Transparency of the assessment process can usually be a positive effect on improvement of employee motivation. For that we need a research job performance evaluation at the district and city in East Java Indonesia. The research location is the city government of Surabaya, Mojokerto and Sidoarjo Indonesia. The methods of collecting data are using interviews and focused group discussion. Data analysis was conducted using qualitative analysis. The results showed that the development of a system of web-based job performance evaluation city and district governments in East Java is done through five stages as follows: a) Planning, b) Monitoring, c) Developing, d) Rating, e) Rewarding.

Keywords: development, job performance assesment.

INTRODUCTION

Information technology plays an important role in bringing a change in behavior that enables people to finish the job. Information technology is any form of technology applied to process and transmit information in electronic form (Lucas, 2000). Use of information technology at this time become a demand and need in each activity.

Human resources is an important factor affecting the quality of government services to the community organizations in addition to information technology. The quality of public services can be supported by qualified human resources. The quality of human resources in governmental organizations is one of which can be seen through a performance given to the organization in providing superior service to the community.

The reforms in the field of employment in Indonesia become an important pillar in the organization of the wheels of government, but at the level of implementation has not deliver results in line with expectations. A survey conducted by the Web Economy Forum on Global Competitiveness Index shows that the inefficiency of government bureaucracy is still one of the top five sources of the problems faced in the conduct of business in Indonesia. The main problem becomes a major factor inhibiting the conduct of business in Indonesia shown in the following table 1. :

The problem of subjectivity in the assessment of employee performance is almost inevitable. The management and employees need regular performance appraisal process, and quickly, so as

to provide up turning and rapid improvement in the working environment. Transparency of the assessment process can usually be a positive effect on improvement of employee motivation (Sri Setyowati, 2013). In today's digital era of information technology provides an alternative for public organizations and businesses to assist in the implementation of the organization, including through the use of Web-based performance appraisal system.

Table 1. The Most Problematic Factor for Doing Business in Indonesia

No	Problematic Factors for Doing Business	Score
1	Corruption	15,7
2	Access to Financing	10,6
3	Inflation	9,5
4	Inefficiency Government Bureaucracy	8,3
5	Inadequate supply of infrastructure	7,5
6	Policy instability	6,9
7	Foreign currency regulations	5,9
8	Poor work ethic in national labor force	5,3
9	Tax rates	5,3
10	Government instability/coups	5,2

Source : WEF Global Competitiveness Report 2014-2015

Based on the above phenomenon, to reduce the sense of injustice in additional revenue of employee income and to realize the compensation function as a tool to increase the motivation of employees, research is needed on the system development employee performance evaluation based on Web to support the compensation system at the district and city in East Java.

LITERATURE REVIEW

Assesment of Job Performance



According to Dessler (1997) assessment of achievement of performance is a performance appraisal process of job performance is conducted systematically corporate leaders based on the work assigned to him. According to Handoko (1996) assessment of performance achievement is the process of evaluating and assessing employee performance. This activity can improve personnel decisions and provide feedback to employees about their operations.

Stoner et al. (1996) states that assessment of performance achievement is a process that includes: (1) the standard-setting work performance; (2) an assessment of the actual work performance of employees in relation to these standards; and (3) provide feedback to employees with the aim of motivating the person to eliminate deterioration of performance.

Dimension of Performance

In relation to the dimensions of work Gomes (1995, p. 142) expand the dimensions of employee performance is based on :

1. Quantity of work; amount of work done within a specified time period.
2. Quality of work; quality of work under the terms of suitability and readiness.
3. Job knowledge; breadth of knowledge on employment and skills.
4. Creativeness; Authenticity ideas raised and measures to resolve the problems that arise.
5. Cooperation; faithfulness to cooperate with others
6. Dependability; awareness and trust in terms of attendance and completion of works.
7. Initiative; passion to perform new tasks and to enlarge its responsibilities.
8. Personal qualities; concerning personality, leadership, hospitality and personal integrity.

Measurement of Job Performance

According to Bayo - Moriones (2011) are at least three dimensions that must be considered in employee performance measurement systems , namely :

- a. Measure of Job Performance
Job performance can be evaluated based on various criteria. In one hand, the performance of employees may be determined based on objective measures. These sizes can be observed directly by someone who conduct performance appraisals and employee assessed. As a consequence, the application of

objective measures to simplify bears a performance assessment through the standardization process. This in turn can lead to feelings of justice because the parameters are considered well known to the employees. But not always possible to be able to assess the performance of employees based on objective measures. Performance of employees may consist of a variety of different jobs, and it may be difficult to assess the employee's performance based solely on objective measures. When an employee carrying out several different jobs and he judged based on certain objective criteria (eg output) then the employee AKAT encouraged only to generate performance based on these measures, and this can cause problems mismatch of incentives.

On the other hand, employee performance evaluation can be determined using a subjective measure based on considerations assessors. Performance assessment based on this subjective measure could provide the flexibility of the assessment system, as it allows to adjust to the process of evaluation of the complexity of a particular job.

b. Wo Assess The Performance

When we designed the employee performance appraisal system, the issue of who will carry out the assessment is a very important thing. The direct supervisor is often the person doing the assessment of employee performance, unless the leadership on the upper level again can assess the performance better. In organizations with Human Resources management framework that formal performance assessment can be done by someone from the department of Human Resource Management. In some situations, subordinate co-workers and users of the service can provide very useful information about certain aspects of employee performance. For example subordinates have observed an important position in leadership skills, peers may be able to assess interpersonal relationships, and users can rate the quality of services provided.

c. Frequency of Assessment

When designing employee performance appraisal system, the issue of who will carry out the assessment is a very important thing. The direct supervisor is often the person doing the assessment of employee performance, unless the leadership on the upper level again can

assess the performance better. In organizations with Human Resources management framework that formal performance assessment can be done by someone from the department of Human Resource Management. In some situations, subordinate co-workers and users of the service can provide very useful information about certain aspects of employee performance. For example subordinates have observed an important position in leadership skills, peers may be able to assess interpersonal relationships, and users can rate the quality of services provided

Process of Performance Management

According to Office of Personnel Management of USA (2011) performance management is the systematic process of :

- Planning
- Monitoring
- Developing
- Rating
- Rewarding

a. Planning

In an effective organization, work is planned out in advance. Planning means setting performance expectations and goals for groups and individuals to channel their efforts toward achieving organizational objectives. Getting employees involved in the planning process will help them understand the goals of the organization, what needs to be done, why it needs to be done, and how well it should be done. The regulatory requirements for planning employees' performance include establishing the elements and standards of their performance appraisal plans. Performance elements and standards should be measurable, understandable, verifiable, equitable, and achievable. Through critical elements, employees are held accountable as individuals for work assignments or responsibilities. Employee performance plans should be flexible so that they can be adjusted for changing program objectives and work requirements. When used effectively, these plans can be beneficial working documents that are discussed often, and not merely paper work that is filed in a drawer and seen only when ratings of record are required.

b. Monitoring

In an effective organization, assignments and projects are monitored continually. Monitoring

well means consistently measuring performance and providing on going feed back to employees and work groups on their progress toward reaching their goals. The regulatory requirements for monitoring performance include conducting progress reviews with employees where their performance is compared against their elements and standards. On going monitoring provides the supervisor the opportunity to check how well employees are meeting predetermined standards and to make changes to unrealistic or problematic standards. By monitoring continually, supervisors can identify unacceptable performance at any time during the appraisal period and provide assistance to address such performance rather than wait until the end of the period when summary rating levels are assigned.

c. Developing

In an effective organization, employee developmental needs are evaluated and addressed. Developing in this instance means increasing the capacity to perform through training, giving assignments that introduce new skills or higher levels of responsibility, improving work processes, or other methods. Providing employees with training and developmental opportunities encourages good performance, strengthens job-related skills and competencies, and helps employees keep up with changes in the workplace, such as the introduction of new technology. Carrying out the processes of performance management provides an excellent opportunity for supervisors and employees to identify developmental needs. While planning and monitoring work, deficiencies in performance become evident and should be addressed. Areas for improving good performance also stand out, and action can be taken to help successful employees improve even further.

d. Rating

From time to time, organizations find it useful to summarize employee performance. This helps with comparing performance over time or across a set of employees. Organizations need to know who their best performers are. Within the context of formal performance appraisal requirements, rating means evaluating employee or group performance against the elements and standards in an employee's performance plan and assigning a summary

rating of record. The rating of record is assigned according to procedures included in the organization's appraisal program.

e. Rewarding

In an effective organization, rewards are used often and well. Rewarding means recognizing employees, individually and as members of groups, for their performance and acknowledging their contributions to the agency's mission. A basic principle of effective management is that all behavior is controlled by its consequences. Those consequences can and should be both formal and informal and both positive and negative.

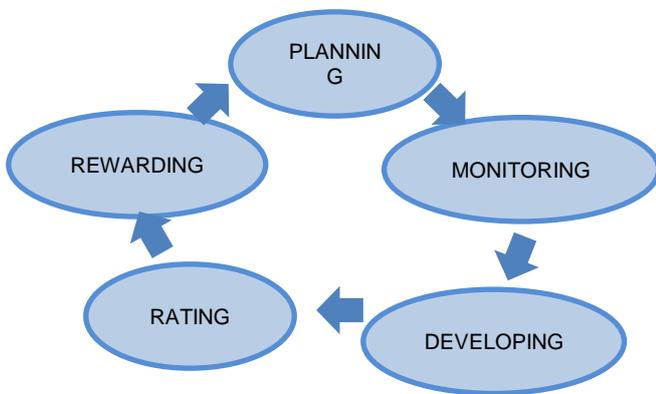


Figure 1. Employee performance Process
Source : Office of Personal Management of USA (2011)

MATERIALS AND METHODS

Necessary Data

This study aims to produce a prototype web-based performance measurement system. In this research study variables defined as follows :

1. System Plan
This variable describes the activities to determine the system development plan to support the achievement of the vision and mission of the organization.
2. System Analysis
This variable portray the real situation and the organization as a portrait of the ideal conditions expected by the organization with regard to the performance measurement system. This variable has two indicators, namely : needs analysis information, the system generates the information
3. System Design
This variable is an activity to make system design of Web -based employee performance evaluation both conceptual and technical

design. This variable has three indicators, namely design input process and output design.

Location and Research Sampling

This study took place in the district of Sidoarjo and Mojokerto as the research location. The unit of analysis (samples) in this study was the leader of part of Program Development, Personnel, organization and governance, as well as the Government Finance in Mojokerto and Sidoarjo regency government. In addition it also employees of regional work units (SKPD) in the Government of Mojokerto and Sidoarjo.

Data Collection Methods

Methods of data collection will be done in this study are as follows:

1. In Depth Interview,
The method is carried out to analyze information needs, performance measurement procedures as well as making the design input, process and output of a web-based performance measurement system. Interviews were conducted with the involvement of the Head Department for Planning, Personnel, organization and governance, as well as government finance in the city of Surabaya and Mojokerto and Sidoarjo regency government.
2. Focus Group Discussion
That is a method to collect data from various experts: academics of information technology, and bureaucrats. The data is comparative to the data of FGD (cross check) with in-depth interviews.

Data analysis method

The data obtained will be processed in order to be presented in a form that is easier to read and interpret. The data for this study using qualitative descriptive analysis techniques.

RESULTS AND DISCUSSION

Employee performance evaluation system development done to motivate civil servants to work optimally. With the performance-based allowances, the government hopes that the implementation of government activities can be done well and completed in accordance with the planned deadlines. Employee performance evaluation is a measurement of the performance of the Regional Civil Servants Governments town or district in the province of East Java . Performance is the output / result of the activities / programs to

be or have been achieved compared with the predetermined targets.

Performance Assessment in order incentives for welfare of employees is measured by ratings on two things: the Individual Values and Behaviour Working with a weight of 80:20 where the calculations made through the Management Information System Performance with following provisions :

1. Individual Performance Score contains of :

a. Individual Performance Score of Process.

Covering aspects of quality, quantity aspect and the aspect of effectiveness. Excluded against common activities, Individual Performance Process Values calculated only on the aspect of quantity

b. Individual Performance Score of Process of Result

The individual performance value is measured by calculating the Annual Individual Performance Target (includes Key Performance Indicators and Employee Performance Indicators).

2. Score of Behavioral Performance

Assessment of workplace behavior was assessed through behavioral aspects of work carried out by way of observations carried out by the superior, peer relationships, and subordinates it is determined randomly through a system of performance management information from the Employee concerned in accordance with the following criteria:

1) Integrity

It is used to measure employee behavior in terms of honesty, objectivity to the problem, the courage and firmness in decision making and job risk; Commitment Used to measure employee loyalty in contributing to the Organization;

2) Discipline

Employees used to measure compliance in complying with the rules, procedures, and policies;

3) Cooperation

It is used to measure the ability of cooperation, sharing of tasks and roles with other clerks;

4) Leadership

Employees used to measure the ability to be a pioneer and driving force of change in mindset towards the better;

5) Creativity

Employees used to measure the ability to give the idea/ideas in developing new working

patterns towards a better, faster, and efficient and constantly improve their skills in management methods in the scope of the activities on education, employment and Local Government Units;

6) Initiative

Employees used to measure the ability of the ha take advantage of opportunities or find ideas that might emerge in the future;

7) Achievement motivation

Employee motivation is used to measure the orientation towards work, mastery and competitiveness;

8) Orientation of Services

It is Used to measure employee attitudes and behaviors in providing services to the communities served include, among others, bosses, co-workers, work units, and/or other agencies.

The performance assessment of municipalities in the province of East Java is basically coined the similarity constituent assessment. Nonetheless, there are some differences in conditions between the respective governments city or district government. It mainly deals with the scope factors units of organization and funding. This difference these conditions encourage the need to create a prototype system control web-based employee performance rather loose and flexible, so developers can adjust to system application program with the situation of each condition among local government agencies.

From the other side, the readiness of skilled human resources in developing web-based performance assessment system between local authorities in each city or county is also different. However, in general it can be said that all municipalities and counties have limited expert of information technology. In general, any city government or district government does not have a team with adequate employee performance evaluation information system independently. This prompted the entire city or county government to involve external parties in the system development of web-based employee performance evaluation.

Despite these limitations in the number and quality of experts in the field of information technology, local governments do not need to give system development projects of web-based employee performance evaluation entirely to outsiders. Need to set up a Steering Committee in the development of employee performance



assessment system is web-based, consisting of a leader in several major departments in local governments that are technically led by Team Leader who comes from the personnel department or the department in charge of Information Systems. Thus local governments pay enough system development team from outside the organization to assist the development of employee performance evaluation system based on the direction of the internal team. This will be able to save money, while reducing excessive reliance on external parties

In developing the system of web-based employee performance evaluation using a prototype approach these leaders could encourage the involvement of employees/users in the process from the beginning. In terms of effectiveness, the prototype approach in the development of employee performance appraisal system also helps to identify problems more accurately than analysis needs, design and programming activities. This is because the prototype approach make it possible for users early on to give an idea of the final system of users (Mishari and Jain : 2012)

Development of the system using a prototype approach could be potentially cause problems for the users of the system if the process is no good interaction between the development team with the users system. Prototype is not a web-based system for local governments. Precisely system developed based on the prototype approach is highly suited to support the development of employee performance appraisal system the municipality or district in East Java, which still continue to improve and trying to adapt to the changing circumstances of the organization. Therefore, to avoid the potential problems associated with the design and maintenance of system development using a prototype approach needs to carefully define the purpose and scope of the prototype

CONCLUSIONS

Prototype approach is one method of system development testing to clarify the needs of the system or to uncover the critical consideration. Prototype approach can provide benefits for both developers and users to test the system to ensure that the system has to meet the needs of users.

In developing the system of web-based employee performance evaluation using a

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ACKNOWLEDGEMENTS

This study was conducted under the supervision of Institute for Research and Community Service Veterans National Development University of East Java Indonesia. This research was made possible through financial support from the Ministry of Research and Technology of the Government of Indonesia.

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THE PERCEPTION NEW STUDENT TOWARD UPN "VETERAN" JAWA TIMUR AS THE NEW STATE UNIVERSITY

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ABSTRACT

UPN "Veteran" Jawa Timur is the new state university. The Change of that status make the perceptions around new the students toward UPN "Veteran" Jawa Timur as a new state university. The method of this research use frame explanatory research the population of this research is the students registred in 2015. The widrawal sampling technique is proporsional random sampling totally 120 students using the method of accidental sampling. The analyzes of the data using descriptive quality analyzes is linier regrestion analyze, to know there is or no indepent variable facility (X_1) non academic activity (X_2) and the activity of promotion (X_3) towards + the dependent of the perceptions of new students (Y).

The results of the research indicate that the result of F above. Show how F counting on is 616.916 with the level of signifcantly 0,000 less than 5% (sig<5%). Its mean that the regrestion models succed explain the variation of the independent variable totally. So far the influence towards indepent variable Ecounting on the variable of facility is 2.197 the level of significant is 0,030 because the level of significant it's mean the variable of facilities partially influence towards the perception of the students. E counting on that the promotion activity is 20.376 with the level of signifcanelly 00,000 because the level of significant on that the variable of promotion activity partially influence toward the perception of the student.

Keywords : perceptions, students, university.

Background

UPN "Veteran" Jawa Timur is the highr education in form of university, had many changes of status established by fighters for independence since 1959, continues to grow and make a big change after the launch of UPN "Veteran" to Universities dated 6 October 2014 and, pursuant to Presidential Decree No. 122 of 2014. One of the foundations of the change in status is retain a characteristic as Bela Negara campus.

The change of status UPN "Veteran" Jawa Timur is not necessarily followed by improvement of infrastructure and infrastructure that is still far from the expectations of new students while the student interest in signing up for UPN "Veteran" East Java is quite a significant increase. Data reception year 2015/2016 there were approximately 22,000 registrants from SBMPTN lines and Line Mandiri, while capacity / quota number of 2613 students, this means quite competitive conditions. From the data found a decrease in the number of students who do regestrasi, for the next semester. the number of student class of 2015 in the 1st half amounted to 2613 decreased to 2454 students.

Based on the things that have been described above, the specific objectives of this study are as follows:

a. Knowing Perception New Students Against UPN "Veteran" East Java As New State Universities.

b. Knowing the factors that determine the most dominant perception of Students Against UPN "Veteran" East Java as New State university.

Urgency Research

Many universities are competing to attract public sympathy and strive forward information that lift the achievement of the academic community with a variety of activities both academic and community service nature of society. All done to build awarens in order to meet the quota of new admissions. Dicapi targets for Higher education is not a commercial value, but the number of applicants a state of university

s one determinant of achievement of accreditation of institutions and study programs. It could also be a determinant to obtain the input of qualified students, university management strategy was good and the role of public relations is a positive provision of information to the public is needed. Information in the form, Socialization, publications, ad formats and other promotional advertorials status change Colleges (PTS) to State Universities (PTN) UPN "Veteran" Jawa Timur makes the emergence of perceptions of the society be it negative or positive.

This study is expected to be a reflection of how students rate the input UPN "Veteran" East Java, to contribute to the institution to keep them in policy making to meet the expectations of the students. Thus in the process of learning the academic community will not experience significant obstacles and ultimately capable of producing

graduates who have a soul pioneer the development of National Defence

STUDY OF LITERATURE AND ROADMAP

Students are someone who is in the process of studying or learning and registered undergoing training in one form college consisting of academic, polytechnics, colleges, institutes and universities (Hartaji, 2012: 5). Sugihartono, et al (2007: 8) suggests that the perception is the brain's ability to translate the stimulus or process for translating stimulus into the human sensory organs. Human perception standpoint there are differences in sensing. There are perceiving something is good or perception of positive and negative perceptions will influence human actions that appear or real.

Based on the above definition can be concluded that the stimulant can be received through the five human senses are selected, arranged and interpreted by humans to create an overall picture to a particular object. Besides the differences in perception between individuals can also be caused by the differences of perception, intelligence phase and hopes that exist in each individual.

According to Kotler (1999) suggested that the promotion is the activity of communicating information from the seller to or other party in the sales channel to influence attitudes and behavior. Then they split into three methods of sale: the sale of individual (personal selling), bulk sales (mass selling) and sales promotion (sales promotion).

Roadmap / Planning Research This study focused on permasa-land in UPN "Veteran East Java, especially in relation to how the reception, student feedback, as well as the level of student satisfaction on UPN Veteran East Java. Researchers want to know the perception of new students, after experiencing the learning process in the UPN "Veteran" Java. How is the level of student satisfaction. Research continues on how the level of user satisfaction graduate UPN. The study will be conducted over three (3) years 1. Year 1. Researching about the new student perceptions of the UPN "Veteran" East Java as the New State Universities 2. Year 2 of the study to the Student Satisfaction Rate UPN "Veteran" East Java 3. Year 3. Research on User Satisfaction Levels graduates UPN "Veteran" East Java

RESEARCH METHODS

Operational Definition and Measurement of Variables The variables in this study are: Variable

Bound: Students' Perceptions of UPN "Veteran" East Java as the New State Universities (Y). Variables: Facility (X_1), Non-Academic Activities (X_2), and Activity Promotion (X_3).

Operational definitions of variables will then be used as reference in making the questionnaire that will be answered by the respondents. The variables used in this study is a) Perception of Students (Y) is the variable that will be used as predictors of response to various predetermined. The model that will be produced will represent students' perceptions of UPN "Veteran" East Java as the New State Universities. The indicators that form of perception is as follows : 1. Accreditation Program (Y_{11}), 2. Service (Y_{12}), 3. Location Easily Reached (Y_{13}) and 4. As Bela Campus Country (Y_{14}). b) Facility (X_1) is anything that can be offered to students for needs in the form of physical goods, services, people, organizations and ideas that can help in the completion of the study. The indicators that make up of the facility are as follows: 1. Class Facility (X_{11}), 2. Means Laboratory (X_{12}), and 3. Supporting Facilities (X_{13}). b) Non-Academic Activities (X_2) is covering the activities carried out in addition to the academic activities of which could be the scope of activities of the organization and ekstrakampus intrakampus or joined in a student activity unit. The indicators that form of non-academic activities are as follows: 1. Implementation of New Student Week (X_{21}), 2. Student Activity Unit (X_{22}), 3. Student Organizations (X_{23}) and 4. Ease of Administration (X_{24}). c) Promotional activities (X_3) is the activity of communicating information from service providers to the student or others to influence attitudes and behavior. The extent to which the promotional effect on student perceptions. The indicators that form of promosi adalah as follows: 1. Quantity Publicity (X_{31}), 2. Type Promotion (X_{32}) and 3. Socialization (X_{33}).

Population Sample, Large Sample and Sampling Techniques

The population in this study were new students enrolled in the academic year 2015, the population is divided into sub-sub-populations based on specific criteria that possessed elements of the population. In this case would be divided into six (6) Faculty of Faculty of Economics, Faculty of Agriculture, Faculty of Industrial Technology, Faculty of Social, FTSP and Faculty of Law.

The samples of the population in proportion to the assumption of homogeneous population, the

sampling of populasi dilakukan by proportional sampling. The sample size is taken as a whole by 120 respondents. The size of the consideration that according to plan analyzer which requires that the number of samples / respondents at least to meet the normal distribution assumption of at least 30 respondents (Malhotra, 2009). Because variables defined by 4 units then at least a sample set of 30 time. So the total sample to be taken by the researchers was 120 by using accidental sampling method.

Linear regression multiple

Regression analysis was used to determine whether a relationship or significant influence or not the independent variable (X) on the dependent variable (Y) (Kriyantono 2006, p. 180). The formula used to calculate the regression of the variables is linear regression formula. Multiple linear regression is research that is already known in which the independent variable (X) and in which the dependent variable (Y).

The formula is as follows:

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

Where : Y = the dependent variable (Student Perception), X1 = Facilities, X2 = Non-Academic Activities, X3 = Promotional Activities, a = the

value of intercept/constants and b = regression coefficient, the number increase or decrease variable a. Koefisien Correlation (R) To determine the strength of the relationship of the independent variables simultaneously study the dependent variable.

R^2 = coefficient of multiple determination, Coefficient of Determination Regression (R^2) To determine the influence or contribution of independent variables simultaneously study the dependent variable.

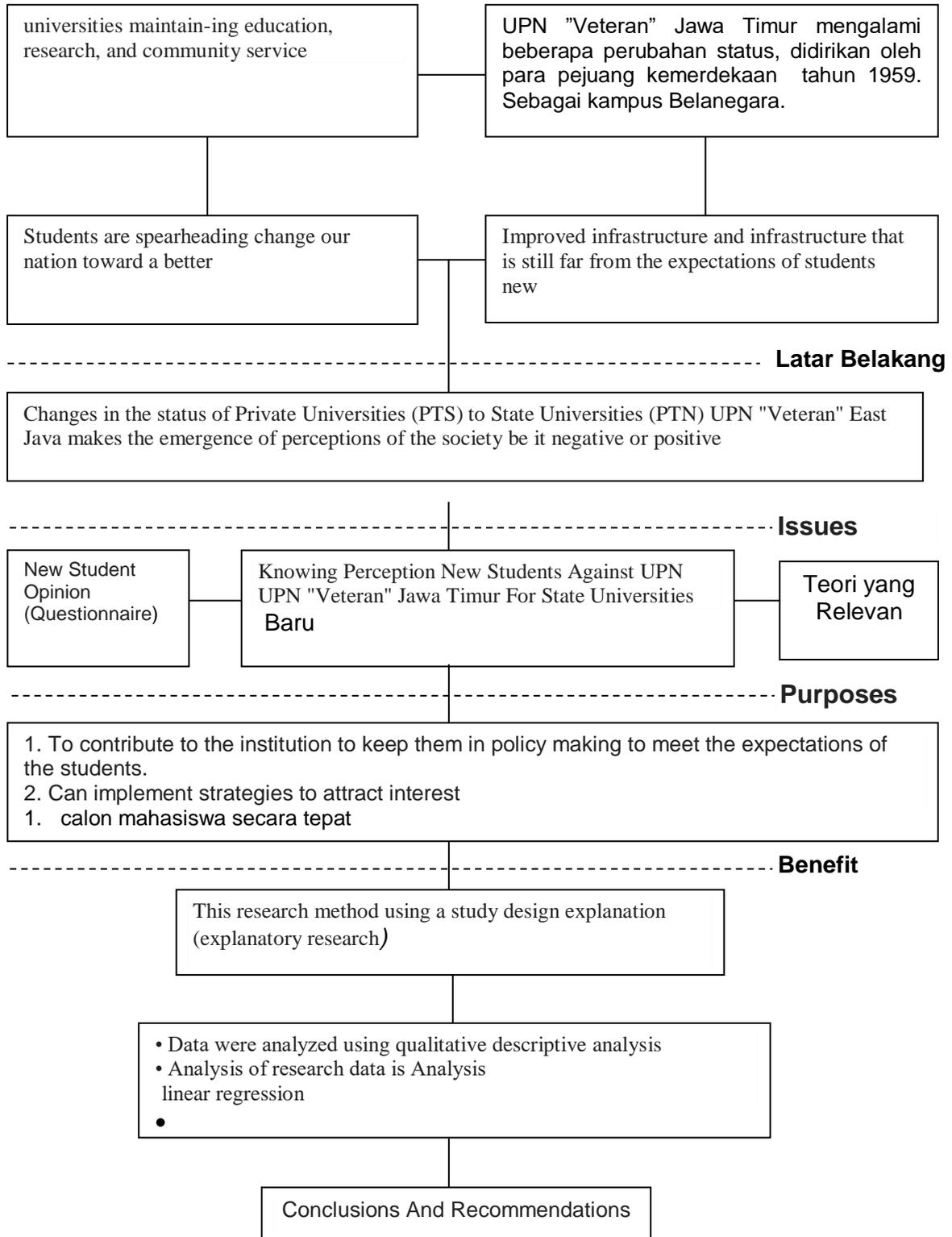
$$R^2 = \frac{SS_{reg}}{SS_{total}}$$

R^2 , The amount varies between 0% - 100%, test the significance of the simultaneous influence of independent variables on the dependent variable of research.

$$F = \frac{SS_{reg} / k}{SS_{res} / (n - k - 1)}$$

- $H_0 : R^2 = 0$, variabel-independent variables research has no effect on the dependent variables
- $H_1 : R^2 > 0$, variabel-smoking variables the study no effect on the dependent variables
- H_0 if $F_{count} > F_{table}$ or $sig < 0.05$ (5%) F_{table} at $\alpha = 5\%$
- $F(0.05; k; n - k - 1)$, which can be seen from F_{table}

Research Flow Chart



RESULTS AND DISCUSSION

An Overview of Research Object

1. The period 1959-1965 was named the Academy of Corporate Administration Veterans Branch Surabaya.
2. In 1968 changed its name to College of National Development (PTPN) Veteran Jawa Timur Branch.
3. The period 1976-1994 saw a shift PTPN Veteran status as the East Java branch of Polytechnic under the Ministry of Defence coaching Security Affairs.
4. In 1977 changed its name to Veterans National Development University of East Java branch.
5. In 1995 turned into Colleges by name UPN Veteran East Java operationally under the guidance Kejuangan Yayasan Panglima Sudirman and functionally under the guidance Department of Defense and Security Affairs.
6. In 2007 UPN Veteran operationally under the guidance Welfare Foundation Education and Housing functionally under the Ministry of Defence coaching.
7. In accordance with the development and progress that has been achieved, then the UPN Veteran East Java projected by the Ministry of Defence to be Perguruang State (PTN).
8. Monday, October 6, 2014, President Susilo Bambang Yudhoyono, signed inscription that marks the attestation UPN "Veteran" of Jawa Timur PTN.

4.3. Hypothesis testing

4.3.1. Test F - Simultaneous

From the results of the analysis with the aid of a computer program SPSS for Windows version 22.0 it is known the F test results in this study. The F-test analysis results are shown in the table simultaneously Anova follows:

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1219.436	3	406.479	616.91	.000 ^b
Residual	76.431	116	.659		
Total	1295.867	119			

Dependent Variable: Persepsi Mahasiswa

b. Predictors: (Constant), Keg. Promosi, Keg. Non Akademik, Fasilitas

F The above test results show that the value of F generated at 616 916 with a significant level of 0,000 is less than 5% (sig <5%) ,. This means that from the regression model successfully explains the overall variation of the independent variables, the extent of its effect on the variable not free.

Test t – Partial

From the results of the analysis with the aid of a computer program SPSS for Windows version 12.0 it is known t test results in this research. The results of t-test analysis partial shown in the following table:

Table 4.6. Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-.113	.352		-.321	.749
Facility	.055	.025	.080	2.197	.030
Non Academic Activity	.028	.030	.033	.945	.347
Promotion Activity	.894	.032	.892	28.376	.000

a. Dependent Variable: Perception of the student

1. The value of the variable thitung Facility totaling 2,197 with a significant level of 0,030. Due to a significant degree on this variable is less than 5% (sig <5%). This means that the variable partial effect on the amenities of Student Perceptions
2. Value thitung variable Non Academic activities for 0945 with a significant level of 0.347. Due to a significant degree on these variables is greater than 5% (sig > 5%). This means that the variable Non-Academic Activity partially no effect on Student Perceptions
3. The value of the variable thitung Promosisebesar activities 28 376 with a significant level of 0.000. Due to a significant degree on this variable is less than 5% (sig <5%). This means that the variable partial Promosiseacara activities affect the Student Perception

Dominance test

From the results of the analysis with the aid of a computer program SPSS for Windows version 20.0 it can be seen the dominance test results in this study. The results of the dominance test analysis are shown in the following table:

Table 4.7. Beta Coefficient Table

No.	Variabel	Standardized Coefficients Beta
1.	Fasilitas (X1)	0.080
2.	Kegiatan Non Akademik (X2)	0.033
3.	Kegiatan Promosi (X3)	0.892

Source: SPSS output

From the results of SPSS output, it is known that the beta coefficient variable Facility (X1) is approximately 0.080 mean Facility (X1) has contributed to changes in perception of Students (Y) of 8%. Beta coefficient variable Non-Academic Activities (X2) is approximately 0.033 means

variable Non-Academic Activities (X₂) has contributed to Student Perceptions change (Y) by 3.3%. Beta coefficient variable Promotion Activity (X₃) amounted to 0.892 means that the variable Promotion Activity (X₃) have contributed to changes in perception of Students (Y) amounted to 89.2%.

Tabel 4.7. Beta Coefficient Table

No.	Variabel	Standardized Coefficients Beta
1.	Fasilitas (X ₁)	0.080
2.	Kegiatan Non Akademik (X ₂)	0.033
3.	Kegiatan Promosi (X ₃)	0.892

Source: SPSS output

Due to the partial effect of variable Promotion Activity (X₃) amounted to 89.2%, it is higher than other variables, the variable Promotion Activity has dominant influence on the perception of students.

Coefficient of Determination and Correlation, Here is the calculation of the coefficient of determination and correlation:

Table 4.8. Correlation Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970a	.941	.939	.812

a. Predictors: (Constant), Keg. Promosi, Keg. Non Akademik, Fasilitas

Multiple correlation coefficient (R) the calculation, the value of 0.970 which indicates a strong correlation between facilities, Academic Activities and Events Promotions by Perception of Students. This correlation is strong enough in the opinion of Sugiono (1998) which states correlation values between 0.4 up to 0.6 included in the category is strong enough.

Coefficient of multiple determination (R²) or R squared = 0.941, meaning together 94.1% variable change student perceptions caused by the variable facilities, Academic Activities and Promotion Activity. While the remaining 5.9% is caused by other variables not examined.

Regression coefficients From the table above are known regression coefficient in this study as follows: $Y = -0.113 + 0.055 X_1 + 0.028 X_2 + 0.894 X_3$, Where : Y = the dependent variable (Student Perception), X₁ = Facilities, X₂ = Non-Academic Activities, X₃ = Promotional Activities, a = value intercept/constants, b = regression coefficient, the number increase or **Decrease in the variable**

1. The value of the regression coefficient Facility (X₁), amounting to 0.055 indicates a positive influence on the perception of Students (Y). If the

variable score Facility (X₁) increased by one unit then the perception of students will increase

1. amounting to 0.055 units, assuming other variables constant. Conversely, if variable score Facility (X₁) down one unit then the perception of students will decrease by 0.055 units, assuming other variables constant. This means more and better facilities (X₁), the Student Perceptions also getting better.

2. The regression coefficient value Non-Academic Activities (X₂), of 0.028 indicates a positive influence on the perception of Students (Y). If the score variable Non-Academic Activities (X₂) increased by one unit then the perception of students will be increased by 0,028 units, assuming other variables constant. Conversely, if the variable score Non-Academic Activities (X₂) down one unit then the perception of students will decrease by 0,028 units, assuming other variables constant. This means the better the Non-Academic Activities (X₂), the Student Perceptions better.

3. The value of the regression coefficient Promotion Activity (X₃), amounting to 0.894 indicates a positive influence on the perception of Students (Y). If the score variable Promotion Activity (X₃) increased by one unit then the perception of students will increase by 0.894 units, assuming other variables constant. Conversely, if the variable score Promotional Activities (X₃) down one unit then the perception Mahasiswaakan down by 0,894satuan assuming other variables constant. This means the better the Promotion Activity (X₃), the Student Perceptions also getting better

4. If all variables constant, the perception of students will be valued at £ 0.113

CONCLUSION

1. Of primary data obtained from questionnaires, the reliability testing done to find out that the answers of respondents to the statement are consistent over time. And the validity of the testing performed to measure the legitimacy of a questionnaire. The results of reliability and validity testing showed that all the statements in each variable is reliable and valid.

2. From the discussions that have been described, it can be concluded as follows: 1. Factors which consists of Facility (X₁), Non-Academic Activities (X₂) and Activity Promotion (X₃) has a

real effect simultaneously (together), to the New Student Perception (Y).

3. Factors which consists of Facility (X1), and Activity Promotion (X3) has a real effect partially (their own), the New Student Perception (Y).
4. Among the factors comprising Facility (X1), Non-Academic Activities (X2) and Activity Promotion (X3), it turns Promotion Activity (X3) has dominant influence on the perception of New Students (Y) amounted to 89.2%.

SUGESSTIONS

Based on the results of research and descriptive analysis of data, researchers need to provide some input as material improvement in performance increase. As for some feedback or suggestions from researchers that:

1. Should an institution can improve its main facilities associated with the condition of the lecture hall and equipment in the classroom to support students in the learning process, the number of laboratories and equipment in the lab meets the standard.
2. Increasing the number of collection of reading / reference in the central library or faculty can support. teaching and learning process.
3. Add the open space and a comfortable resting place student
4. Maintain to continue to publish information required students and the community on a regular basis.

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“STATE DEFENSE” BRAND ACTIVATION OF UPN “VETERAN” JATIM USING SOCIAL CAMPAIGN

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ABSTRACT

This research will discuss about how to do an effective campaign in Universitas Pembangunan Nasional "Veteran" Jawa Timur in order to implement brand activation. The purpose of this activity is to strengthen the campus image as "State Defense Campus" in internal neighborhood. This research will choose cafeteria area in the campus as a research focus. Brand activity using social campaign in Universitas Pembangunan Nasional "Veteran" Jawa Timur is expected to rise the spirit of defending the country of all campus residents. This paper will explain about how to collect the data using observation and literature review, analyse the problem, strategic planning, and designing supporting media for campaign.

Keyword : Brand Activity, Social Campaign, State Defense, University

INTRODUCTION

Universitas Pembangunan Nasional "Veteran" Jatim is a campus which has state defense vision, that implementation is applied in the learning process, research and community service. That state defense context can be interpreted as a branding on campus by Universitas Pembangunan Nasional "Veteran" Jatim (Gobe, 2005). The importance of branding for academic world is to determine the *positioning* of every campus, so that audience or prospective students can see it as consideration to determine the campus that will be addressed. In 2016, the education sector will experience new challenges, that is the emergence of the AEC (Asean Economic Community) that makes climate education is very competitive. The emergence of AEC will certainly give the real climate of competition in the campus, therefore deepening internal imagery on campus will certainly be *diferentiation* in the middle of the campus that excel in their field.

In 2014, Universitas Pembangunan Nasional "Veteran" Jatim switched status from private university belonging to the military defense to college belonging to government under the department of college, this matter will certainly be an impact at "state defense" context to lecturers, employees and students. State defense branding concept in this research will be desained with social campaign model at campus. Social campaign was chosen because it can evoke a sense of defending the county in Universitas Pembangunan Nasional "Veteran" Jatim, especially students. The selected location of social campaign is canteen. The canteen was selected as brand activation location because of three

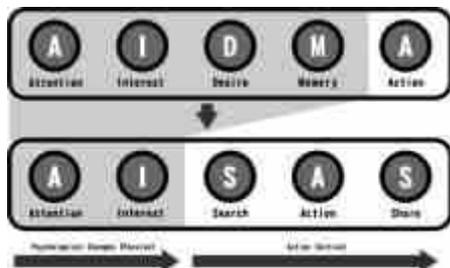
reasons, first, canteen is a meeting place of intellectual students for discussing, second, canteen is a rest place and a place to eat for the stake holder of Universitas Pembangunan Nasional "Veteran" Jatim, the third factor, canteen as a sector of food industries which dominated by merchants, to give nutrient intake for the residents of Universitas Pembangunan Nasional "Veteran" Jatim (Tsan & Wang, 2016).

Design of the social campaign in this research contains the messages to invite the audience for the campus environment early changes (Shimps, 2007:265). It means, that messages must have strong factors to persuade the audiences (Venus, 2004:29). The other factor to support social campaign in this research is the precence of the targeted media, those media must have strong messages but expected to have low budget (Shimps, 2007:330). Other than that, in visual social campaign "state defense" takes a social model that suits the character of the Universitas Pembangunan Nasional "Veteran" Jatim audiences, because the right communication creates more relevant targets to be implemented (Fishbein & Ajzen in Perloff, 1993).

LITERATURE REVIEW

Campaign in the modern era has a lot of differences from the last campaign model, in modern era, a lot of audiences jog with social media (Chi 2016). Data in Indonesia shows the number of active users in social media, it's 65 million people (Kominfo_Online). That factor in media campaign strategy will certainly has communication model influence to the audience (Perloff dalam Venus, 2004:43). According to

Sugiyama and Andree in The Dentsu Way book, communication process before social media era use a lot of AIDMA method - Action Interest Desire Memory Action, but in online era, the communication model that suits is AISAS - Attention Interest Search Action Share (2011:79).



Pict. 1 The AIDMA and AISAS models

Brand activation is corporate implementation in the field which activities commercial or non commercial that has a strength to penetrate the audiences (Saeed et.all, 2015:94). Davis (2009:74-78) believes that behaviour of audiences have some factors which can be excavated and synergized with a corporate. From Gao and Feng research (2016) states that successful factor of brand activation in modern era can be supported by social media. "Share" factor in social media made the "message" can be accepted by

audiences in the unreachable location by conventional media (Wibisomo, 2015)

According to Marist brand activation through social campaign can form loyalty, trust and satisfaction of audiences (Marist, et.all, 2014). Because through social campaign can make the audiences as the main character, by following the action and spread the social campaign (Venus, 2004). Brand activation through social campaign could be assumed that it still dominated by commercial sector through non commercial.



Pict. 2 Conceptual framework for the study

DESIGN METHODOLOGY

- A Data collecting At this research stage, we will collect data at the Universitas Pembangunan Nasional "Veteran" Jawa Timur through (Kriyantono, 2012):
1. Interview the students at the canteen in Universitas Pembangunan Nasional "Veteran" Jatim.



Pict. 2 Interviewing the students

2. Observation at the canteen of Universitas Pembangunan Nasional "Veteran" Jatim ; Demographic : Age 18-25 (Unisex) ; Occupation : College students ; Geographic : Comes from big cities in Indonesia like Jakarta, Semarang, Jogja, Bandung dan Surabaya ; Psychographic : Consumptive when shopping ; Behaviour : Like discussion and active at campus



Pict. 3 Observation at the canteen in UPN "Veteran" Jawa Timur
 3. Literature data from books, and scientific journal to support the background in this research.

B Formulating the Design Concept	At this stage, we will analyze the collected data from the interviews, and observation to make idea and concept of social campaign.
C Alternative design	At this stage, we will do visual studies to determine the last result of design from the alternative designs that will be developed.
D Campaign strategy	At the campaign strategy stage, we will do media planning and action process of campaign in the field. Other than that, this campaign strategy will make communication model in the beginning until the end of campaign.

Table 1. Design Methodology

RESULT AND DISCUSSION



Pict. 4 Keyword

Concept of visual design in this campaign is represented by "Super Canteen" keyword. "Super canteen" concept was chosen because the consideration of campaign vision and mission that

will be synergy on heroes day. In designing visual for the Universitas Pembangunan Nasional "Veteran" Jatim campaign will combine those words, "canteen" and "super". To design social campaign factors in Universitas Pembangunan Nasional "Veteran" Jatim is divided over :

A. Unique Selling Point

This campaign has Unique Selling Point (USP) in the applied event. The applied event synergize between visual concept which has heroes theme with heroes day with momentum of heroes day on 10th November. This USP (Unique Selling Point) will be a strong encouragement to create communication model of "action" and "share" to audiences.

B. Campaign Steps

Social campaign model in Universitas Pembangunan Nasional "Veteran" Jatim has 5 stages (Larson in Venus 2004:18)

PRE SOCIAL CAMPAIGN	SOCIAL CAMPAIGN	PRA CAMPAIGN
<p>1) Identification, from this stage, it has visual identity which has been imaging the purpose of social campaign in UPN Veteran East Java. That visual appear as a sign of campaign identity, those visual are logo, tagline and colours of visual.</p> <p>2) Legitimacy, the second stage of social campaign is the emergence of experiment video which is conducted to know the problems in the field, from the video result, we expected the sympathy and the support from residents of UPN Veteran East Java</p>	<p>3) Participation, the third stage of campaign concept is the intense media spreading. The purpose of media spreading, audiences know if there will be social campaign in UPN Veteran East Java. Other than that, the emerging media has message or invitation to support social campaign.</p> <p>4) Penetration, in this stage, social campaign has begun, we expect that campaign penetration in the field has a role to change the paradigm of audiences behaviour.</p>	<p>5) Distribution, the result of social campaign will be evaluated related action that was held for 5 days in the canteen of UPN Veteran East Java. That evaluation will give a measure of success of the campaign, through experiment video that has been recorded after the event in the canteen of UPN Veteran East Java.</p>

Table 2 Campaign Steps.

C. Media Strategy

No	MEDIA	STRATEGI KAMPANYE
1	Campaign logo	Logo came out in early stage of pre campaign, so the early campaign stage will be known by audiences.
2	Building The Buzz	At this stage is referred to as pre-campaign. The strategy of this stage is announced the concept of brand activation to audience in the cafeteria UPN "Veteran" Jawa Timur. The goal is to build perception to the audience (Kotaro & Andree, 2011: 65).
3	Campaign mascot	Campaign mascot as a visual outcomes that intersect with the audiences in the field.
4	Experiment video	The first purpose of this experiment video is to determine the problem identification, the second is to share the social campaign action in UPN Veteran Canteen.
5	Ambience Media	Ambient media has a role as a messenger at the end of the campaign, through media ambience UPN "Veteran" Jawa Timur vision can influence and increase audience loyalty

Table 3 Media Strategy.

CONCLUSION

Brand Activation in the modern world should have a concept to communicate to audience precisely because the concept of media is now air-transformation into a microblog (Edwards, 2011). In the modern era of communication model that is attractive, and appropriate to the audience will certainly be able to develop into "viral" on social media. Social campaign is one way to communicate a brand, through social campaigns promotional expenditure could be reduced because of the concept that was brought to the social campaign is around the existing problems.

Besides social campaign is in accordance with the virtual era, because the more pressing the search and share in the action.

ACKNOWLEDGMENT

We would like to express our appreciation to Heru Subiyantoro. for giving us advice to fix this paper. We would particularly like to thank our family for giving us motivation, and also the following people in our Departement for their assistance in our data collection : Aris Sutejo, Masnuna, Albert.



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Website : www.kominfo.go.id (https://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Juta+Orang/0/berita_satker) 29 October 2016



TYPOGRAPHY LEGIBILITY AND READABILITY OF ELECTRONIC LEARNING MEDIA IN THE FACULTY OF CIVIL ENGINEERING AND PLANNING

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ABSTRACT

Typography is an important component as a means of communication. Choosing the right typeface requires a broad understanding and knowledge of its own discipline. The ability to choose and use typography in accordance with the purpose and function, become a special consideration concerning the delivered messages' effectiveness. Legibility and readability of typography has become one of the determinants of the electronic learning media messages' effectiveness in the Faculty of Civil Engineering and Planning. Legible and readable typography does not mean that the subject can be read quickly, but it tends to communication more effectively and efficiently. Letters or layout that has been designed with highly accurate calculations and beautifully formed does not necessarily guarantee its effectiveness as a messenger. There is a final factor that works as a determinant of everything, namely optical factors: 1) Objective: the text itself, 2) Subjective: the subject who is reading, 3) External: conditions outside the objective and subjective factors. The method used in the study is experimental. The first experiment tested the characteristics of typography based on the size and function. The second treatment to test the application of the colors from the FS. Breed and Katz research results in adolescents. Experimental method is being used to find legible and readable typeface at the Faculty of Civil Engineering and Planning.

Keywords: Legibility, Readability, Typography, Learning Media

INTRODUCTION

Education according to Ki Hajar Dewantara is to lead all the forces of nature that exist in children in order for them as human beings and as members of the community to get the safety and happiness of the highest¹. Education is the most important component of a country's development. A good education will determine the success of learners in which society as learners can develop their individual potential to be better.

Education in terms of the process is communication involving two human components, namely: teacher as a communicator and a learner as a communicant. The purpose of education is to increase people's knowledge about something that he overcame it. The educational objectives will be achieved if the process communicative. In general, the education takes place in the classroom face to face².

The smooth and successful of a communication activity is determined by the device that bridges between the sender and the recipient³. The device in question is a medium of learning. 'Media' comes from the Latin and is the plural of the word 'medium' which literally means an intermediary or introduction. Media is an intermediary messages from the sender to the receiver. Gagne (1970) said that the media is different types of components of the students who can stimulate to learn. Briggs (1970) argued that

the media is all the physical tools that can present the message and stimulate students to learn⁴.

The media can be classified into two namely print and electronic media. At this time, instructional media heavily influenced by developments in information and communication technologies that can facilitate the process of transformation into a more effective message delivery. Technology is the science and art are transformed into products, processes, services, and structures organized. Basically, the technology is a set of instruments expansion of human power so that it can be a resource for new ways to create wealth through productivity gains⁵. By technology, the process of digitalization of learning materials can be more easily made, packaged, and presented in an instant through the programs that are already provided by the computer.

Electronic learning media elements referred to in this research is the element that is used to deliver learning materials namely text (typography). Over the centuries has been proven that the written language is an effective communication device³. Thus, the focus of research conducted on the legibility and readability of typography in media electronic learning in the Faculty of Civil Engineering and Planning.

METHODOLOGY

This research method is experimental. Data collection techniques use questionnaires and

observations⁶. The observations were made at the Faculty of Civil Engineering and Planning to obtain data on the characteristics of the classroom. The sampling technique using non-probability sampling design is accidental sampling. Classes are used as sampling is Studio 4 Visual Communications Design Studies Program. Audience research is used as the respondents were 72 students in accordance with the capacity of the experimental class.

Experiments done by distributing questionnaires and explained typography in media electronic learning via LCD. Filling in the questionnaire based on the instruction slide presentation. The material used in the slide is "lorem ipsum" because of the letters that exist in the "lorem ipsum" has a normal distribution of letters and evenly.

The first experiment tested the typographic characteristics that include the shape and size of letters. Test of typography based on the shape include "Serif" and "Sans Serif". "Serif" typeface represented by Times New Roman, while "Sans Serif" represented by Arial. Each letter will be tested using a size 24 pt, 28 pt, 32 pt and 36 pt. A second experiment carried out by applying a background color in white and black text. Experiments on the background color refers to the results of the study FS. Breed and Katz on the top colors: blue, green, and red, coupled with neutral colors: black and white. After the necessary data collected in the study, the next process is data analysis. The results of data analysis used as the basis for strengthening the facts preparation of research and be accountable.

RESULT AND DISCUSSION

The concept of learning technologies by AECT (*Assosiation for Educational Communications and Technology*) is instructional technology is the theory and practice of design, development, utilization, menegement, and evaluation of processes and recources for learning⁷. Area of instructional media technology used in this research lies in the planning aspects, namely: the design of a message. Design of a message carried on the elements of electronic learning media, in this case, is the typography as

visual elements that play an important role as a messenger. Humans seek a variety of the best ways to communicate through writing by using of various devices and media³. The theory can be described by communication model of Hafied Cangara. Effective communication can occur if they are supported by their sources, messaging, media, receivers, and effects. Message transmitted by sources through media have the effect of or feedback to source. Feedback is to be considered as a guideline to redesign elements of effective media electronic learning.

Traditionally, the term typography is closely related to setting and printing letters. The development of digital technology has an influence very rapidly at this time so as to make the meaning wider. Digital technology in the world of typography began in 1973 by the company URW of Hamburg, Germany, with a product called IKARUS. The next technological advances occurred in 1984 when Adobe Systems released the Post Script Font and in 1991 Apple Computer and Microsoft Corporation issued a True Type Font. Furthermore, Adobe and Microsoft issued the Open Type Font.

The letter is the smallest part of the structure of the written language and a basic element to build a word or sentence. The series of letters in a word or phrase is not only able to give a meaning that refers to an object or idea, but also has the ability to express an image or a visual impression. The letter has a blend of functional and aesthetic value³. The most important part of this research is to understand the functional value of typography in terms of the communication function. However, different meanings if typography as a design element can be converted to other than text. Letters or layout has been designed with highly accurate calculations and formed with a very beautiful does not necessarily guarantee its effectiveness as a messenger⁸. There are optical factors that influence this: legibility and readability. How to analyze the optical factor to consider aspects that influence as follows:

1. Objective : The text itself
2. Subjective : Subjects who read
3. External : Conditions beyond the objective and subjective factor

Typography : Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Typography : Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Letters arial design having legibility low compared with letters times new roman. Uppercase letters l (i) and lowercase l (el) have the same shape. While the Times New Roman font have the same shape in lowercase l (el) with numerals 1 (one). However, a similar shape to the Times New Roman font instead of the uppercase and lowercase alphabet but the alphabet and numerals. Based on the function, uppercase and lowercase alphabets are used as the unity of letters, words or sentences. While the numbers used to express units that can stand alone or be used alongside other figures.

Average long text using the left and right seem clean and tidy. However, kerning and tracking need to be considered if the number of letters is not comparable to the width of a column. If tracking is wider than leading, the eyes tend to read to the bottom as it formed river on the sidelines of the word. In order to remain readability then simply aligned left or by reducing the size of the text type. If the media electronic learning, reducing the size of the text type will affect the legibility.

Subjective factor is a research subject that affects legibility and readability object typography in media electronic learning. The subject in question is a student of Visual Communication Design at the UPN "Veteran" East Java. Each student has the ability to read using the sense of vision. The ability is influenced by the health of each other's eyes and the distance students with white screen.

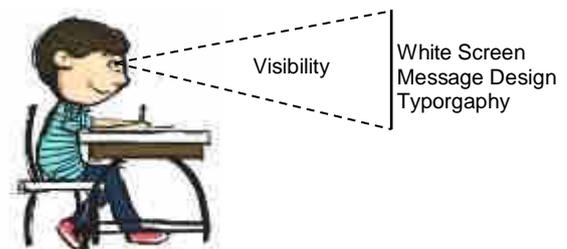


Figure-1. The distance between the subject with the object

The physical condition of the classroom can affect the subject of research. Factors spacious room measuring 7 m x 16.5 m with the distance between the research subjects were sitting in the front with research subjects who sat behind will affect the legibility and readability of typography objects. Digital data is presented to students using a computer or a display screen is called the LCD device can certainly change. But in this experiment displayed display measuring 140 cm x 120 cm. Classrooms generally have plenty of ventilation to regulate the temperature of the air. Light easy to go inside into the room through a window made of glass. The stronger the light that enters the room, the more difficult it is electronic learning media displayed a computer can be received by the senses eye.

The first experiment to prove that the Arial typeface more legibility than Times New Roman. The percentage of low readability of letters with size 24 pt to 86% Arial font and font Times New Roman of 62.5%. Readability highest percentage of letters with size 36 pt to 98.61% by Arial font and font Times New Roman amounted to 97, 22%.

Essentially that a) Sans Serif suitable for children who are just learning to read. The teachers found that a simple letter like Sans Serif shape is more easily recognized by children. The teachers found that a simple letter like Sans Serif shape is more easily recognized by children, b) Eyes do not move along a line of text to be smooth, but moving a few times jolt termed: saccadic movements, c) Our brain can recognize a text almost instantly. A letter more quickly recognize when they are installed in a word, it's called word superiority effect, d) A gap between words is enough to separate these words so that each word was unity⁸.

A second experiment proved that the application of the white color on the letter has a higher percentage than in black. The percentage of white on the application of the letters with a blue background color by 98.61%, green 100%, 98.61% red, and black 100%. Percentage of black color on the implementation of the letter with a blue background by 80.55%, 98.61% green, red 93.05%, and white 100%. The experimental results showed that the application of color in the media electronic learning affects legibility and readability.

CONCLUSION

The experimental results showed that the Sans Serif fonts are best used as elements of electronic learning media. Digital technology provides ease of arranging the letters liking. Typography legibility and readability in electronic learning media in Studio 4 Faculty of Civil Engineering and Planning as follows:

1. Type sans serif font: Arial
2. Font size 36 pt and at least 32 pt

3. Using the letters in white with a black background

ACKNOWLEDGMENT

The writer wishes to express the gratitude for Malizar Heruroso who have made the visual of this study more interesting, and colleague lecturer of visual communication design of National Development University "Veteran" of East Java, together with the big family whose support and motivation helps in the completion of this study.

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ALTERNATIVE DISPUTE SETTLEMENT BUSINESS MODEL TO SUPPORT ASEAN ECONOMIC COMMUNITY (AEC) IN INDONESIA

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ABSTRACT

The AEC is an ultimate goal of economic integration to be achieved ASEAN community as stated in the ASEAN Vision 2020, in which an economy that is open, outward-looking, inclusive and relies on market forces. These conditions resulted in the flow of business and trade is growing rapidly, so that the demands of fair competition, transparent, open and without borders. Potential business dispute realized or not will be the impact of the enactment of AEC. Business disputes arise based on a legal relationship that occurs between two parties who enter into agreements in the field of trade. Which occurred during the Asean Economic Community that business disputes have involved State (international business disputes), and must be resolved either through the courts or the use of Alternative Dispute Resolution. The research objective to be achieved are: (1) Determine the potential business disputes are likely to arise in the era of AEC (2) The legal protection of the parties' dispute. The method used is empirical juridical. Data obtained from businesses in various sectors, dispute settlement bodies, and others. Methods of Analysis using descriptive analysis. The conclusion is a business dispute is a dispute arise out of the implementation of trade agreements. This business is a potential dispute emerged after AEC apply. Business dispute arises starting with the ineffectiveness of the legal relationship between the parties well. Although business dispute has not appeared at this time, but businesses are already making efforts to anticipate if a dispute arises, namely by inserting a clause on dispute resolution in their commercial contracts. Trade contract or agreement that is legally binding to provide legal protection for businesses. Forum dispute resolution outside the court, especially arbitration as a dispute resolution which is expected to take precedence dibandingkan settlement of disputes through the courts. AEC requires the readiness of the parties, namely businessmen, arbitrators and other related parties. It is also necessary harmonization of the laws of the applicable national law in each country.

Keywords: Alternative Dispute Resolution, Arbitration, the Asean Economic Community

INTRODUCTION

The end of 2015, Indonesia had to undergo a free market of Southeast Asian (Asean Economic Community). MEA was formed as the ASEAN countries will be predicted to be the new economic powers. The basic principles of neoliberalism in the form of liberalization, privatization and deregulasi, into the spirit of the realization of the ASEAN Economic Community. Steps to strategic implementation with specific stages in the ASEAN Economic Community Blueprint. Reflects how neoliberalism became the cornerstone of regional economic integration, especially in Southeast Asia.

The AEC is an ultimate goal of economic integration to be achieved ASEAN community as stated in the ASEAN Vision 2020, in which there is a convergence of interests of the member countries of ASEAN to deepen and broaden economic integration. An economy that is open, outward-looking, inclusive and relies on market forces is a basic principle in the formation of this community effort.

ASEAN Economic Community (AEC) will establish ASEAN as a single market and

production base to make ASEAN a more dynamic and competitive with the mechanisms and measures to strengthen the implementation of existing and new economic initiatives; accelerate regional integration in the sector - a priority sector; facilitating the movement of business, skilled labor and talents; and strengthen the institutional mechanisms of ASEAN. As a first step to realize the ASEAN Economic Community.

Free trade Asean Economic Community will take the consequences of the emergence of a wide range of business disputes in all fields. The principle of the business relationship should go well between the two sides so that when a dispute occurs the business relationship should still be maintained. The principle of good relations in the event of disputes resolved through formal (court) can not be expected to return either (Munir Fuady: 2003). Among Employers extremely keeping his business reputation. Another issue when the dispute is resolved through the court cases examined adalh require considerable time given in court cases that were resolved very much. It takes a fast dispute resolution, short and costly light.

Asean economic community trade era, which raises complex business disputes, need a method of dispute resolution alternatives would effectively so what is the purpose of trading between the parties will be achieved well.

RESEARCH METHODS

The research location is in the city of Surabaya, on the basis of the consideration, that the provincial capital of Surabaya as well as the second largest city in Indonesia that did not escape the onslaught MEA market, so it can be considered to provide representativeness of the sample is sufficient for an objective research results. The other reason, because until the study was conducted, the research has not been done related to the issue of alternative dispute resolution model for mapping the business in order to support the ASEAN Economic Community (AEC) in Indonesia.

The technique used to determine the respondent and informant was by purposive sampling method, the sampling is not conducted random (non-random), but with certain criteria and considerations by researchers in accordance with the problems to be studied (Sugiyono, 2010). Those criteria are: Entrepreneurs who are engaged in businesses that are included in AEC in the city of Surabaya.

To supplement the data obtained from the respondents further specified persons, namely the Indonesian Employers Association (Apindo) in Surabaya, Chairman of the Indonesian Young Entrepreneurs Association (HIPMI) Surabaya and the Chairman of the Indonesian National Arbitration Board (BANI) Surabaya and Surabaya Consumers Foundation Chairman.

After the data obtained from the research literature and field research has been collected complete. Furthermore, the data is processed and analyzed qualitatively, namely with regard to the fact that actually happening in the field. Furthermore, compared with secondary data or norms that should apply, and then drawn conclusions using deductive method of thinking, which is based on theory or concept of a general nature (applied) to describe a relationship of data with other data. To further the research results will be compiled in a final report, descriptive research, which is a report that provides an accurate picture of the alternative dispute resolution model for mapping the business in order to support the Asean economic community in Indonesia.

RESULT AND DISCUSSION

Potential Conflicts Of Business After Era Asean Economic Community

Trade is one form of legal relationships made between legal subjects (humans private or legal entity) in the legal system, so that a pattern hubungannyapun colored by local culture. The rapid economic growth and the complex will cause various forms of cooperation in the field of activity or business or trade. Currently the business activity is increasing and in some cases, are potentially a dispute arises between the parties. Disputes or disputes may be related to the amount of money that can be counted, or that a sum of money which ranges from a few rupiah (US \$, Euro, etc.) up to a substantial amount. Or partially dispute may relate to the rights, status, lifestyle, reputation or other aspects of the trading activities or personal conduct. Disputes may also relate to a matter of simple or complex and involves the kind of issues, for example:

- a. The fact that might arise as a result of the credibility of the parties themselves, or from data provided by third parties, including explanation of these data
- b. The legal issue is generally a result of opinion or interpretation is misleading given pleh jurists related
- c. As a result of technical differences, including differences of opinion of the engineers and the professionalism of the parties
- d. Differences in the understanding of a thing that appears, for example in the use of words that are confusing or differences in assumptions
- e. Differences in perceptions of justice, the concept of justice and morality, culture, values and attitudes (Priyatna Abdurasyid: 2011)

Meanwhile, in any dispute over one of the parties may be on the right side, there is also the possibility of having a legal right, one party may be true in the matter - a particular problem and others right in other issues. Determine the kinds and forms of disputes requires careful assessment capabilities. By doing literature studies both primary and secondary legal materials, obtained the types of disputes (Priyatna Abdurassyid: 2011).

- a. international, which includes the legal issues of public
- b. Constitutional, administrative and fiscal, which is related to the nationality or status of governance, licensing, planning, taxation and social security

- c. Organizations, covering issues - issues that arise in the organization, management, structure, procedures and organizational disputes
- d. Labor, including the demands of salary, working hours and labor disputes
- e. Corporations, including controversies between shareholders and masalah issues that arise in liquidasi and bankruptcy
- f. Trade, this field is very broad and mencakup disputes in the field of contract, issues relating to partnerships, banking, transportation, commodities, intellectual property, construction industry and so on.
- g. Disputes between consumers, between business and consumers
- h. Disputes over property,
- i. Disputes arising from loss or errors including negligence or dereliction of obligation as a result of claims against insurance companies
- j. Problems arising from divorce, termasuk berkaitan with children, property and finance.

Understanding business dispute by Maxwell J. Fulton "a commercial Disputes is one the which arises during the course of the exchange or transaction process is central to a market economy" Business cooperation, among others:

- Patent
- Design
- Consultation
- Agency
- Franchise
- Construction
- Labor
- Environment
- Distribution
- Mining
- Joint venture
- Finance
- Air and Space Commercialization:
 - a. Aviation
 - b. Direct Broadcasting
 - c. Telecommunication
 - d. Remote sensing
 - e. Space commercial utilization
 - f. E-commerce

Act No. 30 of 1999 on arbitration and dispute settlement alternatives would explain that the dispute could only be resolved through arbitration is the only trade dispute. Through in-depth interviews with national arbitration body Indonesia (BANI) Surabaya representative data obtained

during the year 2014 as many as 88 business disputes. Then as many as 137 cases in 2015 and 2016 as many as 137. It is menunjukkan no increase in business disputes after the era of economic society asean apply. In some disputes involving member states of ASEAN. Indonesian National Arbitration Board (BANI) up to now handle many more trade disputes and construction disputes.

Arbitration Clause For Legal Protection As The Parties

State interference in the trading activities by understanding liberalism should be avoided wherever possible. But since the State has the task to realize the general welfare, then in certain circumstances acts or policies that cause the condition. In legal terms of the agreement must not be contrary to public order. What is meant by public order is a public regulation aimed at providing legal protection for the parties.

Trade contract or trade agreement is an agreement that raises the legal relationship between the parties (employers) within the scope of business cooperation has been mentioned previously. The contract is a legal institution that became the basis of the legal relationship of business or trade activities (Irwin: 1990). Any sale of property, services and labor relations will necessarily require a contract.

Commercial contracts, is basically a written document containing the wishes of the parties wishes to achieve its commercial objectives. (Djoko Imbawani: 2011). So that the commercial contract is a manifestation of the interests of the parties are protected by law. The function of a commercial contract is to provide protection and legal certainty for the business community. Article 1338 Book of the Law of Civil Law that the agreement made by the parties is the law, so the trade contract is a formal legal source. A commercial contract is a legal document which contains rights and obligations and is a manifestation of legal protection for the parties.

In Indonesia, for which also occurs in general in the countries that are growing, terutama in ASIA, where trading activity is based on trust and familiarity is usually not stated in the contract. In the future as part of the interaction of Indonesian businessmen with businessmen of other countries, especially ASEAN members must safeguard the interests of the trade in a written contract.



It should be considered in formulating a trade contract is to understand the true substance of the commercial desires, understand the legal consequences that may be timbul.masalah other thing to note is the problem and the time of payment, when and how the process of compensation, insurance issues and others. if the contract is one of the other countries then it is to be on international agreement and must pay attention to the regulations of the State where the contract will be implemented, knowledge concerning the preparation should be based on the provisions of international trade, such as the use of terms of international standard. Contracts do not pay attention to the normative aspects, but also the technical aspects and economic aspects. (Djoko Imbawani: 2011)

The important principle of a contract is the principle konsensualisme. Agreements born of agreement between the parties. In the Civil Code does not expressly formulated when the agreement is reached. The next principle that must be considered is the principle of freedom of contract, everyone is free to enter into agreements with anyone. Because of the international nature of this agreement the drafters should pay attention to what is forbidden and what is allowed. In international trade agreements the traders to trade in goods under the united nations (UN) has held an international convention to hold a law harmonization as a result of differences in legal systems and legal differences in the areas of agreement.

The basic principles that must be considered in the preparation of a trade contract is (Djoko Imbawani: 2011):

1. Principle Terms of Use
Drafting of contracts should be careful in using the term. Drafting contracts assume that all terms will be understood by the parties. The use of a standard term with no explanation, only possible in a simple contract and subject to the laws of Indonesia and the side everything is subject to the laws of Indonesia. If one side of the other countries that are subject to the law of the country, then a clear understanding will help avoid misinterpretation
2. The principle of freedom of contract
This principle other than shared by Indonesia also adopted by other countries and even the development of commercial law, this principle is the key to the success of the agreement. Everyone is free to trade anything and with anyone for matters relating to the agreement permitted by law. Violation of things that are prohibited under the provisions of public law would lead to an agreement becomes null and void
3. The principle of good faith
This principle must be in and implementation of the agreement and must be upheld by the parties. Although the contract has been made clearly and in detail if the parties disregard this principle would be futile. If this principle is not met does not result in cancellation of the agreement but not terlaksanakannya with the agreement carefully.
4. The principle of transition risk
This principle is the appropriate time determined as a limit where the responsibility of a party to assume risk in a transaction. The setting is made possible risks of certain risk transfer in part in accordance with the nature of the transaction. In internasioanal trade has formulated several terms that contain transition risks that Incoterms.
5. The principle of compensation
Any aggrieved party has the right to demand compensation for losses incurred due to non-fulfillment or violation of the provisions of the agreement by the other party.
6. Principle Emergencies
A state of emergency is a situation which led to one of the parties did not implement the agreement (defaults). In practice including force majeure is not only due to natural factors or other factors related to the implementation of the achievement but also a change in policy by the government very rarely included as an emergency situation. If this is set explicitly then the debtor will receive legal protection by not paying compensation or exempt from responsibility.
7. Principle of choice of law
In commercial contracts is not always done by the persons subject to the same legal system and committed in the territory that embraces the system anyway. In international agreement to resolve the legal difficulties which will be used will normally be used is the preferred approach of customary international law. Because of the principle of legal important when implementing an international agreement.
8. The principle of dispute settlement
In principle, the parties may choose how to resolving disputes that arise either through the court and

outside the court. mostly, the business that is international treaty choose means of dispute resolution outside the court.

Of the many agreements made by businesses in running the business, the agreement is the most frequent buying and selling goods in addition to buying and selling commercial services. With the enactment of asean economic community shows globalized economic system it should be noted by the businesses is the ability to anticipate and cope with competition with other parties. The ability to understand and penetrate the protection held by the State of the buyer and the ability to be creative agreements that afford not give legal protection to both parties. (Djoko Imbawani: 2011)

Top of Form Alternative Dispute Resolution

Law is none other than the protection of human interests that shaped kaedah or norms. Law as a set of rules or kaedah contain the contents of a general nature and normative. General because it applies to everyone and normative for determining what should be done, what should not be done or should be done and determine how to implement compliance (Sudikno, 1995: 39). The existence of law in society is a means for creating peace and order of society, so that the relationship between the community members to one another can be maintained interests. The materialization of such a law, is to provide legal protection to members of the public whose interests are impaired. One perspective function of law in society should be developed as a suggestion of conflict resolution (conflict settlement), including resolving conflict environment as part of a social conflict. (Rachmadi Usman: 2013). In case of dispute, it must be resolved according to the law so as to avoid vigilantism.

Dispute resolution process that has been known for a long time is litigation in court. Litigation tends to produce a new problem because it is a WIN-LOSE, not responsive, time consuming process berperkaranya, and open to the public. Along with the times, the process of dispute resolution outside the court also evolved.

Advantages of the parties choose dispute resolution outside the court is closed to the public (Close Door Session) and the confidentiality of the parties is assured (Confidentilaty), litigation process more quickly and efficiently. The process

of dispute resolution outside the court inhibiting delays caused as procedural and administrative proceedings in the General Court and win-win solution. Dispute resolution outside the court is called alternative dispute resolution (APS).

Arbitration

Arbitration (Arbitration, English) is a private court, which is often called the "court referee" so that the "arbiter" in the judicial arbitration functions like an "umpire" (referee) is like a referee in a football match.

Arbitration as a private court, and the functioning arbiter like as a referee in a football match at the top, at first glance seems right, but not right. True, because Justice is known in the justice system in Indonesia is categorized as State Justice. Law No. 48 Year 2009 regarding Judicial Power, determines that the 'Justice states apply the funds to enforce the law and justice based on Pancasila "(Article 2 (2). Then it is determined that" All courts in the entire territory of the Republic of Indonesia is the country's judiciary is governed by Act "(Article 2 (3). that means, the position of arbitration as a private judicial right, therefore not included as part of the State judiciary.

According to Article 1 paragraph 1 of Law No. 30 of 1999 defines arbitrage as follows: "Arbitration is a way of solving civil disputes outside the public courts based on the arbitration agreement made in writing by the parties to the dispute". Noting the definition of arbitration as mentioned above can be explained that arbitration is a form of dispute resolution outside the courts of general jurisdiction, based on the agreement, which was made in writing, by the parties to the dispute. Regarding arbitration, there are three things that can be put forward on the definition of the arbitration agreement, including:

1. The arbitration agreement is one form of the agreement
2. The arbitration agreement must be in writing
3. The agreement is aimed at resolving disputes outside the courts held in common.

Resolution of disputes arbitration in Indonesia to develop after the enactment of Law No. 30, 1999. Settlement through arbitration has been chosen because of the nature of confidentiality and the time required is much shorter than the resolution through the public courts. Besides settlement through arbitration over maintaining the confidentiality of the parties



Consultation

The term consultation (Consultation, English), according to Henry Campbell Black, defined as follows: "Act of consulting or conferring; e.g. patient with doctor; client with lawyers. Deliberation of persons on some subject. A conference between the counsel engage in a case, to discuss its questions or arrange the method of conducting it".

Consulting, is a "Request for advice or opinions to resolve a dispute amicably carried out by the parties to the dispute to a third party"

Negotiations

The term "Negotiations" in the terminology of the English language called "Negotiate" and "Negotiation". Henry Campbell Black, define "Negotiation" as "is process of submission and consideration of offers until acceptable offer is made and accepted". Negotiation as a process of bargaining with the talks between the disputing parties to reach a mutual agreement. (Munir Fuady: 2003)

Mediation

The term "Mediation" in English is called "Mediation" Mediation is a dispute resolution process in the form of negotiations to solve the problem through outside parties impartiality and neutrality, which will work with the parties to help find a solution in resolving the dispute in the splits side. The neutral third party called the mediator ". (Munir Fuady: 2003).

Institute mediation as a process that grows and develops from and for the needs of the practice of settlement of the dispute is between the state, groups and among individuals, are the main factors that make mediation is flexible and has a process or mechanism or stages are different from each other are always tailored to the needs and conditions of the disputing parties. Therefore, in the use of mechanisms or stages of the mediation process, there has been no uniformity and no firm standards among practitioners mediation. In general, in practice the use of mediation, mechanisms or stages of the mediation process is based on their experience as a mediator

CONCLUSION

1. The business dispute is a dispute that is derived from the legal relationship of business done by businessmen from Indonesia and from

other Countries. When the Asean Economic Community This has been going potential business disputes very large considering trade transactions among member countries of ASEAN opens freely in any type of business. As the dispute Patent, Trademark, Design, Intellectuall property rights, Consultation, Copyrigt, Agency, Licensing, Franchise, Insurance, Construction, etc.

2. The business contract is a legal document that contains wishes of the parties and as a legal protection business people should pay attention to some principles such as the principle therein agreement of the parties, the principle of transition of risk, the principle of compensation, the principle of settlement of disputes. If this contract is made with a detailed, clear and easy to perform the parties, business disputes can be avoided.
3. Completion of transnational business disputes should be resolved through alternative dispute resolution forums. As this forum memiliki several advantages such as the guaranteed confidentiality, does not require a long time, the business relationship is still going well. Model alternatives would dispute resolution can take the form of arbitration, mediation, negotiation or conciliation.

ACKNOWLEDGMENT

We would like to thank : 1. Head Of UPN "Veteran" Jawa Timur, 2. Head Of LPPM UPN "Veteran" Jawa Timur, 3. Dean Of Law Faculty UPN "Veteran " Jawa Timur, 4. My Research Team, 5. My Students who participated with this research and 6. BANI Surabaya

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