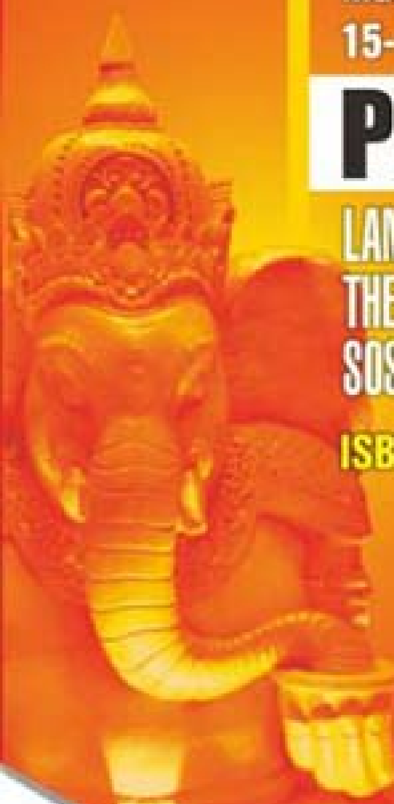

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PREFACE

Praise being said to Allah Almighty God for all the grace and guidance that has been given to us all, so the Proceedings of the 8th ADRI 2017 International Conference and Call for Papers Surabaya, February 15-16, 2017 can be realized. Proceedings contains a number of articles and research papers from lecturers, teachers, students, researchers and / or observer of the development of science and technology.

Proceedings are published in book form only contains abstract, distributed to participants in the form of compact disks (full paper) and published online at:
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Hopefully, these proceedings may give benefit to us all, for the development of science, technology, arts, culture, and sports. In addition, is also expected to be a reference for the nation and state-building efforts so that science and technology become a strong pillar in the face of the ASEAN Economic Community.

Lastly, there is no ivory that is not cracked. We are sorry if there are things that are less pleasing.

Thanks you very much.

Surabaya, February 15, 2017.
Publisher Manager of Perkumpulan Ahli & Dosen Republik Indonesia (ADRI),

Andi Mursidi.

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STUDY OF ORGANIZATIONAL BEHAVIOR INDEPENDENT ORGANIZATION ROOTED IN SOCIETY FOR DEVELOPMENT PROCESS OF CULTIVATING ORGANIC RICE

Agustin Sukarsono[1)], Achmad Syaichu [2)] , Ahsin Daroini[3)]

[1)] *Department of Industrial Engineering , STT POMOSDA, Nganjuk, Indonesia*
agustystt @ gmail.com

[2)] *Department of Industrial Engineering , STT POMOSDA, Nganjuk, Indonesia*
syaichu07@gmail.com

[3)] *Master Of Agribusiness, Postgraduate UNISKA, Kediri, Indonesia*
daroiniahsin17@gmail.com

Abstract. The need of a progressive organization is based on quality and integrity of human resource as one of its fundamental elements. So that an organization must have a management function within the organization, while the management functions of the four is *planning* (planning), *organizing* (organizing), *actuating* (briefing), *controlling* (supervision). It is intended that an organization can be run in accordance with the objectives to be achieved by an organization. In this study the source of the data used are organic rice farming model with *planting patterns healthy and mandate (PTSA)*, which has been applied by the working group (gapoktan) LM3 POMOSDA. While the method of problem solving by using effective methods of problem solving to find simultaneously solve the problems of guidance and assistance to farmer group in POMOSDA (Pondok Modern Sumber Daya At-Taqwa). The expected outcome of this research is to determine consumer loyalty and the partners of farmers while recognizing the success of organizational development at the farm agribusiness independent organization rooted in society Pondok Modern Sumber Daya At Taqwa (LM3 POMOSDA) Nganjuk Regency

Keyword: LM3, PTSA, *Planning, Organizing, Actuating and Controlling*

I. INTRODUCTION

Study of Organizational Behavior in a government agency or business is always focused on process optimization points and results, so that the vision, mission and goal the organization can be achieved. Orientation *operational managers* are always trying to direct the output in quantity, quality, price, time and place of certain correspond to the user or consumer demand. This is in accordance with the terms of the operational management of a business management to the fullest use of all factors of production that is both labor (SDM), machinery, equipment, raw materials (raw materials) and production factors are more in the process of transformation to be a wide range of products goods or services. What can be done by the operations manager and operational manager orientation? What can be done by the management of the operation is to carry out all the functions of the management process ie *planning* (planning), *organizing* (organizing), the establishment of staff, leadership and control.

While the responsibility for operational managers are producing goods or services, taking a decision regarding the operations function and system transformation and reviewing making a decision on an operational function. In carrying out the orientation and responsibilities, operational managers fully functioning production functions and operations that process of production and operations, supporting services in the ministry of production, Planning (Planning), and Controlling (control and supervision), operations manager is also a making of decisions.

When viewed from the perspective of the conditions for any decision to be taken, at least four (4) types of decision-making:

- Decision-making for an event that is certain.
- Decisions about events that are at risk.
- Taking decisions on an uncertain event.
- Decisions about events that arise from conflicting with other conditions.

Decisions in Management of Production Systems, among others, decisions in strategic planning, long-term in the resources, systems design productive, jobs, process flow, system flow, and the arrangement on the advice of the physical and decisions operational implementation of daily, weekly and monthly, decisions Strategic Planning, Selection of the circuit design of products or services, decisions on capacity planning, site location of the warehouse, and expansion plans, systems provisioning, storage and logistics. In relation to dealing with problems, operational management approach in the decision process to solve the problem can also be applied in the context of the "model of organic rice cultivation development planning".

I. Overview Pomosda

With the blessing and grace of Allah Almighty, activities Pondok Modern Sumber Daya At-Taqwa (POMOSDA) begins on the date July 17, 1995, initiated the establishment by Mr. KH Mohammad Afandi Munawwar. Legality POMOSDA legal entity under the auspices of the Foundation Lil Muqorrobien berakte notary number: 05 Date of October 22, 1995. And in the shelter foundation also PONDOK SUFI which essentially do the empowerment program, its prosperity of the earth God's intentions subhanaka. And since 2012 by deed of renewal in 2012 as a successor as well as the Leader / the Guide / the Caregiver POMOSDA is Mr. KH. Moh. Dzoharul Arifin Al Faqiri, Ir. And since that time the farm *planting patterns healthy and mandate* (PTSA) is growing very rapidly.

Referred cottage Modern cottage is managed with modern ways, not outdated. Aware to advance and stick together (guyub rukun) revealing His noble character. Maintain and preserve the spirit and consciousness as a servant. So disciplined and orderly in all behaviors in order to form the personality of the servant of God by the figure of Rabbani. POMOSDA have a curriculum with national standards, starting rate TPA / Madrasah Diniyah, junior high school to STT (College of Technology) majoring in informatics engineering and industrial engineering), complete with educational Madin as development softskill as Training Center is also working with the Department of Labour and LPK Institute for Education and Skills that cooperation with Dikpora Kab.Nganjuk. No Special classes that educate and train students to use the readiness of Indonesian, Arabic, English as the language of everyday.

Note that in this POMOSDA there is a working group in charge of units skills / vocational skills of the students who practice according to his choice. Led by one or two instructors according to their expertise. That all physical building cottage complete with frame-framed buildings and contents such as furniture, benches, cupboards-cabinets and so on are all done by the working groups, aided by the students and residents *Jamaah Lil Muqorrobin.* Even more food needs also managed independently by students or students who are boarding.

Which becomes the background the establishment of Pondok Modern Sumber Daya At-Taqwa (POMOSDA) is:

1. Ruled a view that the quality of human resources is the main factor of existence and progress of the nation. These qualities include personal qualities that have faith and devotion . Character of a person in recognizing the existence of the Self Dzat Al-Ghaib (Allah SWT), implemented in everyday life and the quality of their mastery of science and technology.
2. Educational paradigm that separates between science and technology with the religious sciences are treated as a science separate and stand on their own, which is actually something science called theology - eschatology, or general science and technology - the science world, is dependent intention and orientation as well as it was designed.
3. Exploration and exploitation of natural resources by foreign companies cause is due to the mastery of tablespoons of the field of science and technology, is very weak. And tertinggalnya Muslims in general and the *pondok pesantren* in particular in the areas of science and technology
4. Educational programs that are targeted outcomes spirit of independence. Because not all graduates of "opportunity" to proceed to a higher level. The human resources needed to have faith that is supported by science and technology-based skills.
5. POMOSDA through the "unitary system lodge and system of madrassas by reference divinity is seen as references that are absolute" to participate in a national education program to improve the quality / quality of human resources in Indonesia that is faithful and devoted to the ability in the field of science and technology and vocational skills (skills).
6. The decline in the morality of the nation's generation (moral decadence), to the point that is quite alarming, it requires a paradigm; vision, mission, goals and actions of education, in order to prepare a cadre of the nation with the values of "self-awareness" educating self and others to failure by makrifat billah. Science controlled and expertise is for the worship of God.

II. DEVELOPMENT OFAGRICULTURE *ORGANIC IN POMOSDA*

2.1 Rationale Idea

modern agricultural history in Indonesia begins approximately since 1969, at the commencement of mass intensification program (INMAS). In that year the farmers began to be introduced to the various types of fertilizers (inorganic / chemical), drugs exterminator - diseases and weeds (herbicides and pesticides) as well as the seeds are high yielding.

Organic farming is not yet fully socialized, either by farmers themselves or the government has initiated a program back to an organic *(go organic)* in 2010. Although the program back to an organic does not run as expected, but Indonesia still has the opportunity to develop the potential of organic farming has. In this paper described the development of organic farming in Indonesia in order to increase the production of safe food

Consumption *(food safety* attributes), high nutrient content *(nutritional attributes)* and environmentally friendly *(eco-labeling attributes),* and can increase farmers' income and foreign exchange.

Healthy lifestyles that are environmentally friendly has become a new trend to leave the old life patterns that use non-natural chemicals (fertilizers, synthetic chemical pesticides and growth hormones). Healthy lifestyle has been institutionalized internationally, which requires a guarantee that agricultural products should be safe to consume (food safety attributes), high nutrient content (nutritional attributes) and environmentally friendly (eco-labeling attributes). Food that is healthy and nutritious can be produced by organic farming methods **(Yanti, 2005).**

With the use of inorganic fertilizers / chemical with other packages known as Panca Usaha Tani, resulting in increased plant productivity is considerably higher than the previous conditions, until Indonesia can achieve self-sufficiency in 1986, and received an award from the organization of the world's food in the United Nations (FAO).

However, shifts in farming culture, from the use of organic fertilizers (coop, compost, crop group *Leguminoceae)*to the use of inorganic fertilizers (chemical) within a period of relatively long, until now, has lead to side effects that agricultural lands in Indonesia became the harder (hardening of the ground) resulting in lowerproductivity.The more the rigors of land is not caused by the loss of topsoil*(topsoil)*but rather due to the buildup of waste or residues chemical fertilizers ofin the soil resulting in soil difficult **to**decompose.Because it is one of the chemicals that are relatively more difficult to decompose or destroyed compared with organic materials.

When the soil becomes increasingly harder, will result in increasingly difficult plants absorb fertilizer or soil amendment. So to get the same farm with the results of previous farm, required higher dosages. In addition, with the increasing severity of the soil, the spread of the roots (roots) and *aeration* (breathing) roots will be disturbed, resulting in the roots can not function optimally, so that in turn will reduce the production of these crops.

The pattern of environmentally friendly farming (land and its farmers) really processed in the process of healthy and healthful. And based on that, Chief POMOSDA Mr. Ir. Moh. Dzoharul Arifin Al Faqiri named her the Order "*Pola Tanam Sehat dan Amanah and called PTSA"* . In PTSA taught how to farm the healthy process from upstream to downstream.

2.2 NAME POSITION

As the person in charge of the work program of agriculture it is necessary to set up institutions that are operational organization responsible for the work program berjalanya.

Organization Name:	LM3 POMOSDA as the: INDEPENDENT ORGANIZATION ROOTED IN SOCIETY PONDOK MODERN SUMBER DAYA AT-TAQWA
Position:	Jl. Wakhid KH Hasyim 312, Tanjunganom, Nganjuk. Tel. : (0358) 773350, 773352. Fax .: (0358) 773 351

2.3 *VISION AND MISSION*

a. VISION

By doing recovery of agricultural land, the balanced fertilization, integrated pest control using materials that are environmentally friendly, as well as changes in attitudes of farmers towards agricultural patterns are environmentally friendly will be able to increase the quantity and quality of agricultural production, as well as increased conservation of nature with *pola tanam sehat dan amanah called* PTSA (*planting patterns healthy and mandate*).

b. Mission

1. Cultivate interest of farmers to environmentally friendly farming practices.
2. Increasing the quantity and quality of agricultural production means also increase farmers' income.
3. Cultivate the agricultural products are safe for consumers.
4. Open, cultivate organic rice market both at home and abroad.

2.4 PURPOSE

a. Emporewing farmer how to farm with environmentally friendly manner.
b. Cultivate a healthy ecosystem.
c. Increasing the quantity, the quality of agricultural production and the preservation of nature.
d. Improving the competitiveness of agricultural products on the world market in Indonesia.
e. Improving the welfare of farmers and society in general.

2.5 Managerial Aspects And Institutional (Management Operations)

LM3 POMOSDA (POMOSDA Agriculture Working Group) is a sub unit of the technical implementation unit (UPT) Service and Citizen Empowerment (Society) in Pondok Modern Resource Attaqwa institutions (POMOSDA). LM3 POMOSDA legality under the auspices of the Foundation legal entity Lil Muqorrobien berakte notary number: 05 Date October 22, 1995 as a sub unit (technical implementation units). The scope of activities in departemential POMOSDA consists of education and propaganda; Research Development and Planning; Social and Health; Economics, Finance and Administration; Youth, Sport and the arts and culture; Law, human rights and security; Moslem and Women's Empowerment.

III. DISCUSSION

1) Conception Of Organic Agriculture *During This* Approach Through Ptsa [Pattern Planting Healthy And Trustees]

In recent years the cultivation of rice in the neighborhood POMOSDA have done in ways farmed PTSA. The results actually exceeded ways of farming in general. Then intentionally agricultural working group to formulate a partnership POMOSDA poktan potential in applications for rice cultivation PTSA fairly in the built LM3 POMOSDA and work of group farmer are called **BKT** as operational.

Method of rice cultivation in PTSA is then stimulated on poktan Cold Bureau, crooked, Getas, Baron, Kertosono, Nganjuk, Bagor and Ngluyu whose members 109. The members poktan willing to follow the program this organic rice cultivation, and observations will likely continue to grow.

2) Development Program Evaluation Of Findings

organic rice cultivation is a trigger for growth and development of ways of farming that is environmentally friendly and safe for consumers. Cropping pattern is expected, in the end, become a tradition of farmers in every agricultural cultivation. So every time farmers always farmed using organic agricultural cultivation. Organic rice cultivation program is run with the approach of mutual compassion - sharpening - parenting is based on the notion that:

1. Land as land cultivation of diminishing its potency so that tends to be inefficient and productivity tends to decline.
2. The level of contamination of the soil as the higher cultivated land.
3. The pattern of fertilizer by farmers in general are not balanced between macro and micro nutrients - as essential nutrients.
4. The pattern of pest control that does not use environmentally friendly pest control, they have increased the use of a high degree of pest control by farmers in general.
5. The attitude and behavior of farmers in general are less concerned about the preservation of nature, and other significant risks in the long term (such as the destruction of ecosystems, decreasing the degree of human health and others).
6. There are constraints, inefficiency and less effective in the use of manure / compost, in the cultivation of organic mass.

that in order to overcome this problem is unlikely to make treatment insendental, partial, or just bits and pieces. But needed a program*(sustainable)*with personnel who have the commitment and high integrity, supported the participation of institutions and competent stakeholders about this.

There are four (4) Factors that can in effect be controlled four variables that determine the success of this program, namely; (1) Land Cultivation, (2) fertilization, (3) Pest control, and (4) Attitude Farmer. Technical explanation, are the following:

1. Aquaculture**,** include:
   a. introduction and explanation of the pattern of farming that is environmentally friendly and technically organic rice cultivation.
   b. Technical cultivation and basic fertilization and measurement of the health of the soil.
   c. Technical seeding rice
   d. paddy seed planter Technical
   e. Technical Fertilization either sow or spray.
   f. Technical integrated pest management.
   g. Technical irrigation.
   h. Target quantity of dry rice harvest 10-15 tonnes per hectare.
   i. Increased land area of organic rice cultivation.
   j. Demonstration planting - organic rice cultivation.
   k. Research and development of organic rice cultivation.

2. Post-Harvest Processing

   That latter organic rice harvest pattern PTSA with a total of 109 farmer partners with area of 16 hectares, reaching an average of 5600 kg per hectare. Total production is absorbed by the market like rice / paddy usual. And we all know, organic rice which produces organic rice is able to achieve a better market. The sale price is higher for better quality rice.

   Therefore, this POMOSDA Agriculture Working Group intends to develop organic rice market, through a partnership between the ministry and LM3 poktan, in the form of
   a. purchases of dry grain harvest, Rp. 500, - up to Rp. 1000 - above the local market price.
   b. Grain drying.
   c. Processing of milled rice into rice.
   d. Labeling / certification of organic rice, rice keorganikan percentage.
   e. Packing (packaging) rice into 5 Kg and 25 Kg.
   f. Marketing of rice in the packaging.
   g. Distribution of rice in the packaging.

3. Human Resource Development (HRD) Rice Cultivation of organic
   a. trainings and education.
   b. The comparative study of
   c. studies in relevant scientific reference
   d. studies(researchs)

4. Development of equipment and production facilities
   a. Development of store fertilizers, pest control and inputs.
   b. Processing tracktor land.
   c. Handsprayer.
   d. Warehouse.
   e. Scales seated.
   f. Points of grain drying.
   g. Threshing machine.
   h. Grain grinding machines (huller / Slip).
   i. Carrier wagon.
   j. Making good greenhouse for breeding as well as cultivated lands.

5. Development of Organic Agricultural Products More
   a. Organic horticultural cultivation development (environment friendly), both in conventional and land use and pipe verti polybeg
   b. Fisheries Development and farms organically, namely providing balanced nutrition with the lowest possible content of chemical residues.
   c. The cultivation of plantation crops organically (eg, mango, guava, etc.), both in conventional and land use polybeg.
   d. Research and development of cultivation of medicinal plants organically.

3) Evaluation Of Findings Program Development

   From the evaluation results and findings of data management, we can report as well as the recommendations advanced program is as follows:
   a. Identification of the product and lead
   b. The marketing planner in consumer community
   c. Required investment and operating costs
   d. Aspects capital easier

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusion

a) Frame operational management independent organization that ties between poktan can be used as an evaluation of management and solutions to solve problems in product development strategies both just form opinions and to influence consumer loyalty partners farmer LM3 POMOSDA

b) By combining the management approach, operational and Effective problem solving developed *at the University of Maryland* contributed substantially in solving the problems of guidance and assistance to the working group POMOSDA farmers and farmer partners.

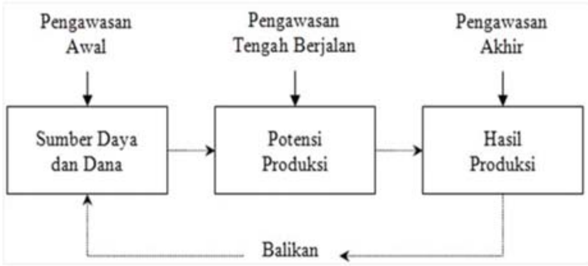
c) By applying the operating system of managerial, we are able to manage completely and measured properly in each level (PDCA) and in each STEP, as the following example:

A. In Cultivating Organic Rice

1) Introduce and explain the pattern of farming that is environmentally friendly and technically organic rice cultivation to the farmers good individually or in groups.
2) Coaching in land management and basic fertilization and measurement of the health of the soil.
3) Coaching and mentoring in rice seeding
4) coaching and mentoring in rice seed planter
5) coaching and mentoring in both sow and spray fertilization.
6) Coaching and mentoring in integrated pest management.
7) Coaching and mentoring in land irrigation.
8) Expected quantity of dry rice harvest 10-15 tonnes per hectare
9) Increased land area of organic rice cultivation.
10) Demonstration planting, organic rice of cultivating
11) Research and development

B. In Post-Harvest Processing:

1) Purchase of dry grain harvest, Rp. 500, - up to Rp. 1000 - above the local market price.
2) Grain drying.
3) Processing of milled rice into rice.
4) Labeling / certification of organic rice.
5) Packing (packaging) rice into 5 Kg and 25 Kg.
6) Marketing of rice in the packaging.
7) D



n
of rice in the packaging.

C. In the Development Program

1) Farmers have had the initiative of planting or cultivation in ways that are environmentally friendly.
2) Farmers in farmer groups forming business cooperatives; for among other husbandry inputs and purchases of dried grain harvest, post-harvest and is able to process (into the organic rice in the packaging).
3) Having established the organic rice market both inside and continuity in abroad.
4) Institutions LM3 POMOSDA (Koppontren JAPO Jawatan Uswatan) can be recognized to make organic label.
5) Having Laboratories, Libraries farm and field test (Greenhouse).

4.2 ADVICE

From the description above based on the principles of theory organization of agribis management. and in the development of agribusiness activities Pondok Modern Sumber Daya At-taqwa (POMOSDA) with partners group of farmer. The policy is needed in form of fund support for agribusiness development (organic product). The fund is managed and coordinated by POKTAN management under controlled LM3 POMOSDA (BKT Jatayu POMOSDA/ BKT Japo). Following this frame :

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SETTING OF GUIDANCE AND COUNSELING SERVICES FOR "SMA/MA & SMK" IN CURICCULUM 2013

Galang Surya Gumilang[1)]

[1)] *Guidance and Counseling Department – University of Nusantara PGRI Kediri*
galangsuryagumilang@yahoo.com

Abstract. This article describes and discusses (1) setting of guidance and counseling services in formal education and (2) setting guidance and counseling "SMA/MA & SMK" In connection with the program "specialization". Guidance and counseling an integral part of the education system in schools have an important role with regard to the fulfillment of the functions and purposes of education and improving the quality of education in schools. Education can take advantage of guidance and counseling as a partner in carrying out his duties as a series of relief efforts. In the 2013 curriculum guidance and counseling activities filled with services towards specialization which expects independence of learners in accordance potentials, talents, and interests. The task of counseling's independence and foster self-control capabilities integrate with the task of teachers who make students master the subject matter.

Key words: Guidance and counseling services, "SMA/MA & SMK", Curriculum 2013

INTRODUCTION

Guidance counseling is an organization that is vital in schools. In particular, guidance and counseling aimed at helping the counselee in order to achieve development tasks that include personal aspects-social, learning (academic), and career (Asmani, 2010). During this time, setting of guidance and counseling services in the "SMA/MA & SMK" tend to be ambiguous because meteri self-development is an area of guidance and counseling services. So the role of the counselor is to use the course materials as a service context, sebagimana used by subject teachers. Part of self-development is a complementary region between teachers and counselors, not just the duty of the school counselor. But more directly related to the service area teachers. While only a small part of self-development of guidance and counseling services in schools. It is inseparable with the birth of the new curriculum is the curriculum 2013 with the term "specialization". Setting guidance and counseling in schools, or more specifically in the "SMA/MA & SMK" also experienced a change in curriculum 2013.

Services specialization of students is an integral part and integrated in the program guidance and counseling services in the educational unit, especially in primary and secondary education. This effort refers to the implementation of the program curriculum, particularly related to the specialization of academic, vocational specialization, deepening specialization and across subjects and specialization advanced studies. This program is the responsibilities of guidance and counseling teacher or counselor at each level of education. In the construct and content curriculum in 2013 concerned the implementation process of interactive learning, inspiring, fun, challenging, motivating students to actively participate and provide sufficient space for the initiative for creativity and independence in accordance with their talents, interests, and physical and psychological development of students. Guidance and counseling teacher or counselor through guidance and counseling services to help students meet the direction of specialization students in accordance with the basic abilities, talents, interests, and the

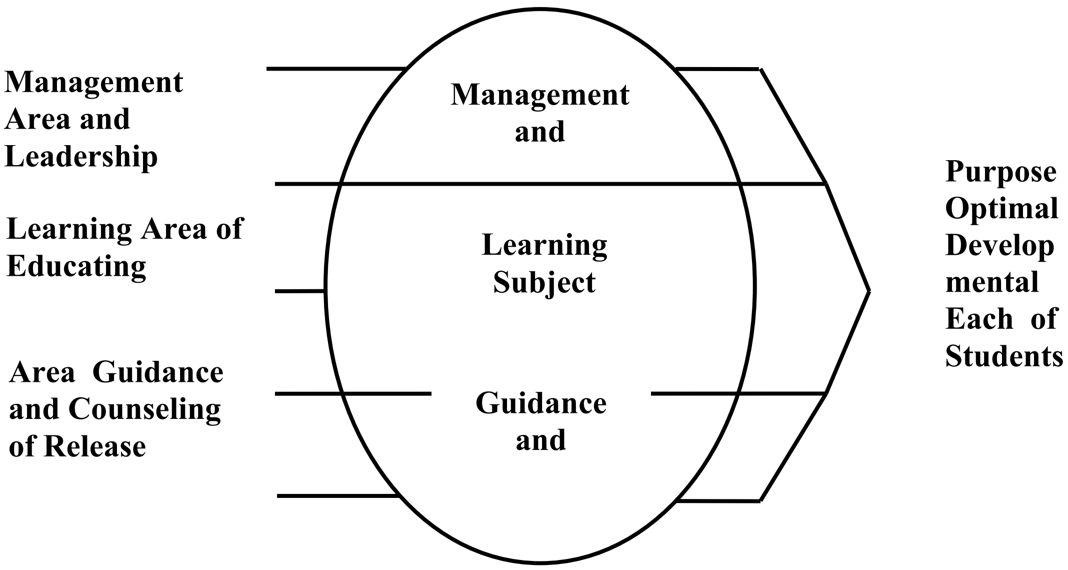
DISCUSSION

Setting of Guidance and Counseling Services in Formal Education

Setting guidance and counseling services in the scope of formal education is a setting of the largest of guidance and counseling services, this is because the service counselor at the school is the foundation/ base formation of man and the

general trend of private students.

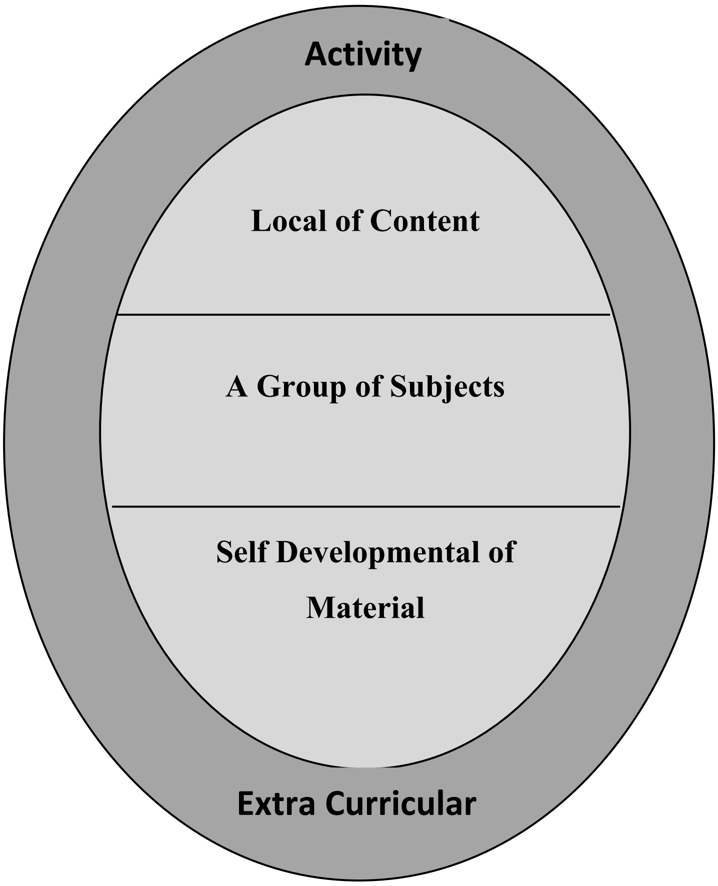
community, and also to ensure the quality of graduates and the optimization of the educational process. According "Depdiknas (2008)", guidance and counseling services in the formal education has been mapped precisely in the 1975 curriculum, although when it was still called the education, guidance and counseling services, and services in the areas of learning are framed in the curriculum, as shown in picture 1.



PICTURE 1. SETTING OF GUIDANCE AND COUNSELING SERVICE IN FORMAL EDUCATION

1. Field of learning subject
   This field has a responsibility in teaching activities that aims to provide the knowledge, skills and attitudes. In general, this area is a center of educational activity the most visible and most widespread. This field is the duty and responsibility of teachers.
2. Field of management and supervision
   This field is a field of activities pertaining to administrative matters and leadership, namely issues related to how to implement activities such as planning, organization, financing, division of personnel staff, infrastructure (material), and control (supervision), In general, this area is the responsibility of principals and other administrative personnel.
3. Field of guidance and counseling
   This field has the responsibility to provide services to enable students to acquire both inner and outer well-being in the process of education that is being gone through, so as to achieve the goal. This field will be felt important, because the learning process will only be successful if the students are in a prosperous, healthy, and in the optimal stage of development.

The conclusion that a good activity that includes three components. These three components are interrelated and provide sumbangsi each other. Mapping of guidance and counseling services are thus display clear parallels between the position of guidance and counseling services who's independence, the education management services, and service-learning curriculum framed by the school system as a particular institutional form in the formal education. There is confusion in the setting of guidance and counseling services in the formal education that is in the picture as follows:



PICTURE 2. CONFUSION OF COUNSELOR SERVICE AREA WITH TEACHER SERVICE IN "KTSP"

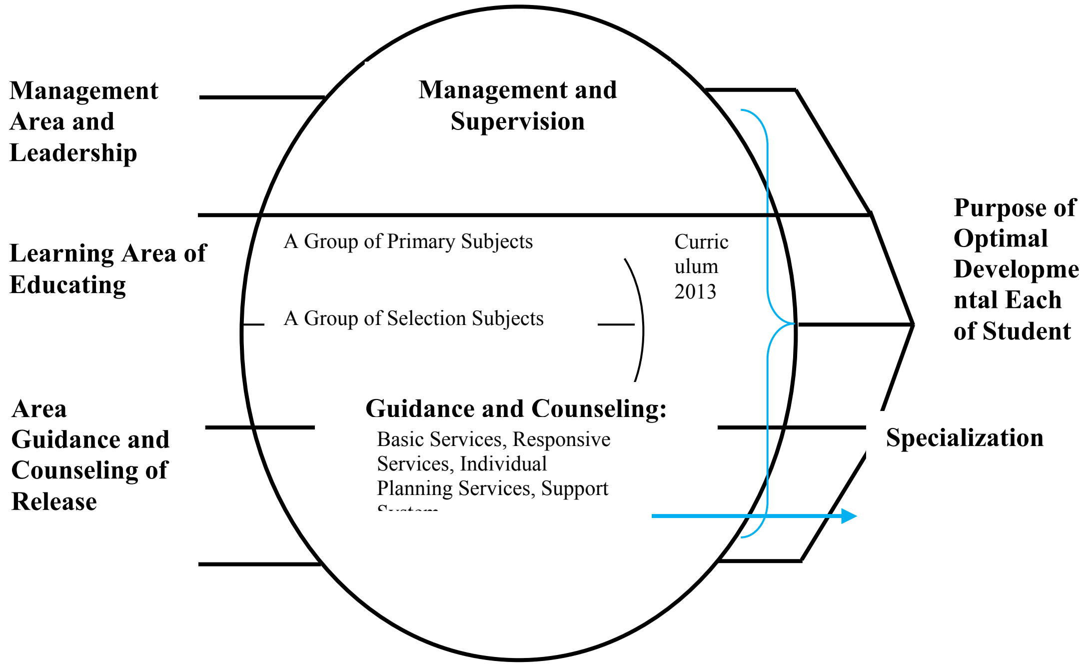
Meaning the image is actually handling personal development more directly related to the service area teachers, in particular through pengancaraan impacts Bridesmaids (nurturant effects) relevant to and therefore it is necessary, knitted into learning that educates the use of subjects as a service context. Material of self-development is an area of guidance and counseling services. So the role of the counselor is to use the course materials as a service context, as used by the subject teachers. Part of self-development is a complementary region between teachers and counselors, not just the duty of the school counselor, but more directly related to the service area teachers. While only a small part of self-development of guidance and counseling services in schools.

Guidance and counseling services in schools is an integral part of the overall education efforts in formal education and the service is carried out by the counselor, but his professional performance expectations differ with professional performance expectations conducted by the teacher. The position of guidance and counseling in formal education as shown in Figure 1, indicate that guidance and counseling services are an integral part of the education program (Kemendikbud: 2013). Therefore, the position of the guidance and counseling teacher/counselor parallel with studies teachers / subjects and the school administration/islamic school.

Setting of Guidance and Counseling Program for "SMA/MA & SMK" with "Specialization"

The education system in the educational unit in "SMA/MA & SMK" during this time (before to the curriculum in 2013) there was a majors program learners, for students "SMA/MA & SMK" held in class XI and in vocational program majors held in conjunction with the new students. The term majors learners are not stated in Curriculum 2013, a term that appears is students specialization.

Guidance and counseling teacher/ counselor at "SMA/MA & SMK" help students determine their interests to pursue higher education in accordance with the basic capability umun (intelligence), talents, interests, and trends in the choice of each learner (Kemendikbud: 2013). Thus the guidance and counseling services that help memandirikan learners through the decision-making related to selecting and determining selection umun accordance with basic capabilities, talents and interests of each learner. To be clear, specialization courses in the curriculum 2013 embodied in the following picture:



PICTURE 3. SPECIALIZATION PROGRAM IN CURRICULUM 2013

1. Field of management and supervision.
   This field is a field of activities pertaining to administrative matters and leadership, namely issues related to how to implement activities such as planning, organization, financing, division of personnel staff, infrastructure (material), and control (supervision). In general, this area is the responsibility of principals and other administrative personnel.
2. Field group of primary subjects and group of selection subjects .
   This field on the previous curriculum "for learning the field of study" which turned into a group of primary subjects and group of selection subjects and become a major task for teachers.
3. Field of guidance and counseling
   This field focuses on determining the direction of specialization students. Counselors provide services to students in order to make choices and decisions by learners to optimize potential and opportunities (oppurtinities) that exist in the environment.

In carrying out guidance and counseling program related specialization, counselors need to collaborate with other school community as the principal, vice-principal, subject teachers, homeroom, administrators, and parents. Guidance and counseling services to help students determine the direction of specialization groups of subjects, across subjects and deepening of the subjects in accordance with the basic abilities, talents and interests. According “Permendiknas No. 27 Tahun 2008 “ about qualified counselors that the counselor is able to implement internal collaboration at work among others by teachers, homeroom, principals, and other parties. Collaboration between counselors and teachers of subjects that understand the readiness of student learning and the application of the principles of guidance and counseling in learning, assess the potential of learners, perform diagnostic difficulties of learning and development of students, and to encourage the internalisation of values as the individuation process students.

CONCLUSION

Guidance and counseling services described in the formal education curriculum in 1975 with the name of guidance and counseling services in the field of education and learning are packed in the curriculum. There is confusion guidance and counseling in “KTSP” or more in the know with the self-development in the context of performance of subject teachers for self-development included in the complementary between teachers and counselors that lead to self-development is only the smallest part of the guidance and counseling services in schools.

The education system in the educational unit in “SMA/ MA & SMK” during this time (before to the curriculum in 2013) there is a program of majors students, for high school students carried on in class XI and in vocational program majors held in conjunction with the new students. The term majors learners are not contained in the curriculum in 2013, a term that appears is specialization students.

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THE EFFECT OF ENGLISH KAMPONG ON SOCIETY SOCIAL-CULTURAL LIFE IN PARE-KEDIRI- EAST JAVA.

Putut Handoko[1)], Cahyaningsih Pujimahanani[2)],

[1)] *Dr.Soetomo University Surabaya puh_andaka@yahoo.co.id*

[2)] *Dr.Soetomo University Surabaya thesis.sastra@gmail.com*

Abstract. English kampong is a community who lives and communicates in English situated in Pelem and Tulungrejo Villages, Pare,Kediri, East Java. The establihments and the increase of English kampong cause the effect on society social-cultural life.The aim of this research is to find out the effect of English Kampong on society social-cultural life in Pelem and Tulungrejo villages.The theory used is theory of social and cultural change and the method applied is a qualitative research and method of data collecting is an interview and a questionnaire.

The finding shows that the society experiences social and cultural change. The people's value of togertherness, community service and obedience are descreasing.The care of qualification and the importance of education for their children and the society motivation to maintain local tradition are still high. The society are optimistic, pragmatic and materialistic. They tend to live individually and their participation to social activities is decreasing. The tradition of cleaning up the village and tradition relating to religion run well, and the economic tradition changes to be trader or enterpreneur. The infrastrcuture and residential quality are good and the usage of technology for supporting life is maximum. Society does not place religion aspect as the only intention of life.

Keywords : English kampong, social change, cultural change

A.Introduction

Background of the Study

English kampong is a community who lives and communicates in English situated in Pelem and Tulungrejo Villages-Pare Kediri East Java. There are around 84 English courses and many students coming from all around Indonesia study English.

Established in 1977 and pioneered by Mr.Khalend, this kampong is a small area and agricultural place. Mr.Khalend taught the people English in any place. Mr.Khalend then established English Course-BAC (Basic English Course) and his students, the alumny of Basic English Course also established English Courses.English Kampong developed and attracted students from all around Indonesia to study English.They lived in homestay and in English camp. In homestay or English camp, they were recommended to speak English. If They did not speak English, they would get a fine.

The establihments and the increase of English kampong cause the effect on society social-cultural life.The people living there were not ready to accept the development of English Kampong and the coming of students from all around Indonesia. Some of people utilized this development to up grade their financial condition but it did not work for the rest of society.

The development of English kampong and its effect on social–cultural life inspires the reseacher to conduct a research focusing on the effect of English Kampong on society social-cultural life in Pare, Kediri, East Java. The reseachers applies the theory of social and cultural change.

B.THEORETICAL BACKGROUND

The Conceptof Social Change

The meaning of social in the aspect of society is everything releated to live system of togetherness or living in the society of a person or group covering structure, organization, social values, life aspiration and how to achieve them (Ranjabar, 2006: 9).Soekanto defines social change as every changes on social institution in a socity affecting social system including values, attitudes and behaviour patterns in the group of society life (1918b).It is concluded that social change relates to structure, social values, attitude, a pattern of bahavior of society and life aspiration as well.

The Conceptof Cultural Change

Ranjabar (2006 : 9) says that culture or civilization is a way orhuman behaviour in relationto mutual relationship with nature and environtment including creation, sense, intention, and working, both physic and pshycology, ideal and spiritual. Keesing highlights culture as a system (a pattern of behaviour inherited socially) relating to human community with their ecology environment(http/www.akademik.unsuri.ac.iddownload/jurnal fills/fisif/Keesing). The statements above means that culture or civilization ralates to human behaviour covering a pattern of behaviour inherited socially in relating to mutual relationship with nature and environment.

Kinsley Davis (in Soekanto, 2006:226) states that cultural change covers all parts, that are, art, science, technology, philosophy, and etc. Taylor (in Soekanto, 2006:266) formulates that cultural change covers science, belief, art, moral, law, customs and every society's ability and human's custom as a residents.

Research Method

This research applies a qualitative approach in which the analysed data and the analysis result are inthe forms of phenomenon description coming from the understanding. The technique of data collecting used are an interview and a questionnaire. The researches interviewed tradition figures, an officer of villages and sub-disrict, and the existing native inhabitants in English kampong.

In a questionnaire technique, the researcher asked thetradition figures, an officer of vilages and the existing native inhabitans in English kampong to fill a questionnaire consisting of a question of the development of English kampong and its effect on society social-culural life in English Kampong, namely Pelem and Tulungrejo villages.

This research was held in Pelem and Tulungrejo villages, Pare sub-district, Kediri regency, East Java province in one and half month.

Analisys

The Effect of English Kampong on society social life

The following data arethe result of research done at Pelem and Tulungrejo villages, Pare sub-district, Kediri regency, East Java province via interview and questionnaire.It is a result of societry social life as an effect of English kampong :

No	Change aspect	Deskription		Source of data
		English Kampongin the past	English kampong Today	
1.	Social Values	a. The value of togetherness is still high b. The values of communuity service is still high c. The value of obedience is still high d. The value of care of people is still high	a. The value of togetherness is decreasing b. The value of Community service is decreasing c. The value of obedience is decreasing (juvenille delinquency appears) d. The value of care of people is decreasing	An interview and a questionnaire
2.	Social attitude	a. They didn't care of qualification and the importance of education for their children b. The society motivation to the maintain local tradition is very high	a. They care of qualification and the importance of education for their children b. The society motivation to the maintain local tradition is still high	An intreview and a questionnaire

		c. They are apathetic to life quality d. The socity receives the life principle and lives simply	c. The society is optimistic d. The society is pragmatic and materialistic	
3.	Pattern of social behaviour	a. They like to help others b. The society participation to social activities is high.	a. They tend to live individually b. The society participation to social activities is decreasing	An interview and a questionnaire

The above table shows that the effect of English kampong on social values is that the values of togetherness, community service and obedience are decreasing. The effect of English kampong on social attitude is that they care of qualification and the importance of education for their children.The society motivation to maintain of local tradition is still high.The society are optimistic, pragmatic and materialistic. The effect of English kampong on pattern of social behaviouris that they tend to live individually and their participation to social activities is decreasing.

The Effect of English Kampong on cultural life

The following data are the result of research done at Pelem and Tulungrejo villages, Pare sub-district, Kediri regency, East Java province via a questionnaire and an interview.It isa result of cultural life as an effect of English kampong :

No	Change aspect	Deskription		Source of data
		English kampong in the past	English kampong Today	
1.	Tradition	a. The tradition of cleaning up the village runs well b. Tradition relating with religion runs well c. Economic tradition are that they are farmer, peasant and worker in general	a. Tradition of cleaning the village runs well b. Tradition relating with religion still runs well c. Economic tradition changes to trader/enterpreneurEnglish course, homestay and laundry)	An interveiw and a questionnaire
2.	Science	a. The society understanding of attemting is not so good b. The society understanding of increasing life quality is not so high	a. The society understanding of attempting is so good b. The society understanding of increasing life quality is so high.	An inreveiw and a questionnaire
3.	Technology	a. The Infrastructure is not good b. Residential quality is not good. c. The usage of	a. The infrastructureis good b. Residential quality is good	An interview and a questionnaire

		technology for supporting live is very minimum.	c. The usage of technology for supporting life is maximum.	
4.	Belief	The society place religion aspect as the only intention of life (religiosity)	The society does not place religion aspect English course, homestay, and as the only intention of life.	An interview and a questionnaire

The above table shows that the effects of English Kampong on cultural life of people are that the radition of cleaning up the village and tradition relating with religion run well, and the economic tradition tend to be trader or enterpreneur. The effect of English kampong on science is that the infrastructure and residential quality are good and the usage of technology for supporting life is maximum.The effect of English kampong on belief is that society does not place reloigion aspect as the only intention of life.

CONCLUSION

English Kampong affects social and cultural life. The effect of English kampong on social values are that the values of togetherness, community service and obedience are decreasing. The effect of English kampong on social attitude are that they care of qualification and the importance of education for their children, the society motivation to maintainlocal tradition is still high.The society are optimistic, pragmatic and materialistic. The effects of English kampong on pattern of social behaviour are that they tend to live individuall and their participation to social activities is decreasing.

. The effects of English Kampong on cultural life are that the tradition of cleaning up the village and tradition relating with religion run well.ThE economic tradition tend to be trader or enterpreneur. The effect of Eglish kampong on science is that the infrastrcuture and residential quality are good and the usage of technology for supporting life is maximum. The effect of English kampong on belief is that society does not place reloigion aspect as the only intention of life.

This research can motivate the English kampong to maximize the good effect of English kampong on social and cultural life people living in English kampong and minimize the bad effect of English kampong. English kampong should be able to solve the existing problem. English Kampong gives the chance to the people living in Pelem and Tulungrejo village to participate in English course free of charge or get discount and English Kampong should be organized by the native inhabitants, not the visitors.

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COMPETITIVE DYNAMICS IN MICRO: ANALYSIS OF PERCEPTION ABOUT COMPETITION IN DEAFPRENEURSHIP

Bambang Raditya Purnomo[1)]

Management Studies University Dr Soetomo, Surabaya, Indonesia
E-mail: dewi_raditya@yahoo.com

Abstract. *The purpose of the study this is to explore small and micro businesses in their connections with competitors and the competitive force in the market. This study uses the information processing approach to examine three activities, scanning the competitive environment, the interpretation of competitive actions, and reactions based on that assessment. This research is motivated by the lack of competitiveness of micro businesses, especially deafpreneurship those engaged in the culinary field. This study uses qualitative approach with phenomenological methods, in which researchers try to explain or reveal the meaning of a concept or phenomenon of experience based on the awareness that occurs in some individuals. In this study, researchers collect, summarize and interpret the data obtained, which is then processed back in order to obtain a clear, directed and thorough pictures of the problem which become the object of research. Phenomenological approach is used to analyze the original data collected from interview with the informant. Structural interpretation of the experience described by researchers in the description of the participants.*

Keywords**:** *competitive dynamics, perceptions of competition, micro-business, phenomenological, deafpreneurship.*

I. INTRODUCTION

Small and micro Enterprises (SMEs) always portrayed as a sector which has an important role in economic development in Indonesia, since the majority of the population lives in small business activities both traditional and modern sectors. The role of small businesses that become part of precedence in the planning stages of development that are managed by two ministries, the Ministry of Industry and Trade and the Ministry of Cooperatives and SMEs. However, development efforts that have been implemented is still not making satisfactory result, because in reality the progress of SMEs is very small compared to the progress made in large multinational enterprises.

In the increasingly fierce competition, since the increasing openness of the domestic market, the SMEs threated by the increasing number of goods and services that go beyond the impact of globalization. Therefore, the promotion and development of SMEs currently felt increasingly urgent and very strategic to lift the economy of the people, the independence of the SMEs can be achieved in the future. With the development of the people's economy is expected to increase people's income, employment opportunities, and prosperity of the society as a whole.

According to Laforet & Janifer (2006), the main obstacle experienced by small business is a great dependence on customers, lack of skills and knowledge acquired through training, and poor attitude of learning and building networks for their traditions to work alone (autonomous). Vaaland and Heide (2007) adds that the small and micro enterprises are not paying too much attention to the methods of planning and controling than the large companies. This cause the capacity of small businesses are less competitive and subsequently affects sales. The low power of small businesses forced them to sell their products with the following terms and conditions of the buyer. Therefore, it can be concluded that small businesses can not show a good performance because of the lack of practice and the strategies used.

Various strategic management literature that studies about competition emphasize to the process behind the competitive strategy and competitive action decision-making process at the level of corporate analysis. According to the competitive dynamic approach, an important role in the competitions are played by key decision makers who monitor rival organizations and formulate strategies to achieve competitive success (Porter, 1980). A critical element of this view is how companies perceive their competitive environment and react based on these perceptions.

The approach that widely used to study the competitive perceptions is the information processing approach that consists (a) observation to information, (b) the interpretation of the information, and (c) a reaction based on this interpretation (Kiesler & Sproul, 1982; Daft & Weick, 1984). Such approach is more often used in strategic management and marketing literature (eg Chernatony, Daniels & Johnson, 1993; Lang, Calantone & Gudmundson, 1997; Clark & Montgomery, 1999; Waarts & Wierenga, 2000). However, various authors emphasize that there are still much empirical research needed to explore these variables. This research studied perceptions of small and micro businesses in the competitive environment.

II. THEORETICAL FRAMEWORK

Small and Micro Business

According to the Office of State Minister of Cooperatives and Small and micro Enterprises argues that the Small and Micro Businesses are businesses entity that belong to the citizens, both individuals and legal entities who have a net worth (excluding land and buildings) as much as Rp.200 million and/or have a turnover/value of output or sales results on average per year until maximum Rp.1 billion and the stand-alone business.

While the World Bank provides Small and Micro Businesses definition are non-agricultural (including livestock and fisheries), which employs at most 10 workers, including business owners and family members, have the sales approximately Rp.100 million per year, and had assets excluding land and buildings at most Rp. 25 million.

Competitive Perception

There are two perspectives that explain the perception of competitive*(competitive* perception), *firm driven* perspective and *event oriented* perspective.

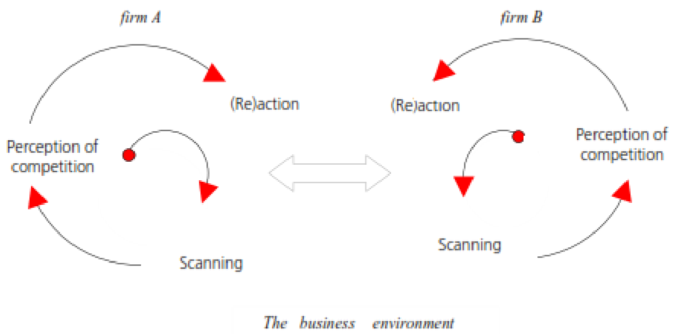

Figure 1. Competitive Perception (Kemp & Hanemaaijer, 2004)

1. **Driven Firm Perspective**
   This perspective is rooted in cognitive psychology in categorizing the competitive environment (Porac & Thomas, 1994). The underlying assumption is the company's vision and business strategy will determine how the competitive environment is perceived (Porter, 1980). The company's competitive strategy can be seen as "stable focusing device" which is presented as a point in the middle of the company (see figure 1). The selected strategic focus directs attention of the company's managers on topics and certain competitive actions of other companies that are considered as the main competitor. For example a company with a cost reduction strategy will focus attention on competitors who have the same strategy, supplier at a low cost, and so forth. Consequently the same company will form a group of strategies that have the same perception of the competition. They identified the same company as a competitor and the same thing as a competitive threat. In Figure 1 the arrows indicate the direction of the company's head scanning, which symbolizes that the company will focus the scanning activies on the basis of business strategy.

2. **Event Oriented Perspective**
   The second perspective is more market-oriented and rooted in the marketing literature. This perspective explains how entrepreneurs and managers perceive events in the market, such as price changes, new product introductions or new market players, as a threat to the company's business. The illustrations are as follows: Company A as the lead company in the market is going to introduce product innovations (action), while company B as the target company scans the environment and heard about celebrities for advertising making contracts with companies A. After doing some quick research, company B perceives information as a threat because it affects the profitability of the company. As a reaction to this interpretation, the company accelerate their product innovation, which should have two months to two weeks. Sooner or later, the company A will hear about it and plan for more intensive advertising. If company B does not perceive the actions of the company A as a threat, then they will not take any action.

Scanning

Scanning is gathering information about events and relationships in the external environment to gain knowledge that will guide top management in defining the company's actions in the days to dating (Aguilar, 1967). Choo (1998) frame scanning activities into four aspects (Figure 2).

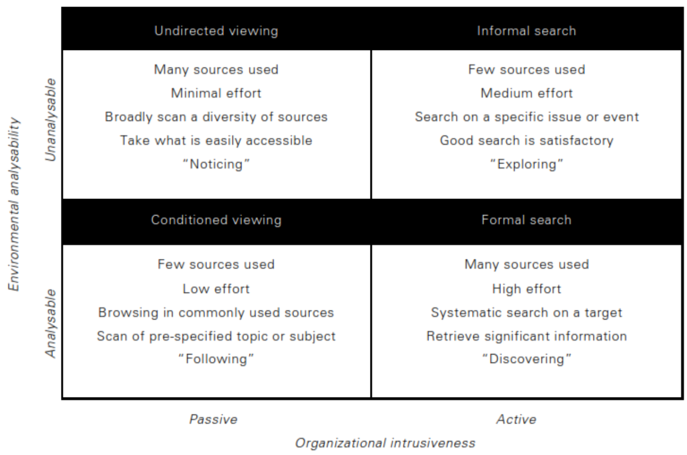

Figure 2. Model scanning activity (Kemp & Hanemaaijer, 2004)

Undirected viewing aiming to get coverage to detect any movement or change in competitive action. There are various sources and forms of information used (eg, internet, business magazines, conferences, business meetings, etc.). In *conditioned* viewing, scanning process narrowed to topics and specific standardized resources, such as external reports, or information sources are widely used in industry. The aim is to monitor and evaluate the significance of the environment and the effects of competitive information found.

In *informal* search, employers actively looking for more information to learn about certain specific issues. His quest is referred to informally as not a formal analysis, they are more limited and unstructured (eg, visiting a store competitors). The goal is to obtain information about matters that affect competition, such as the time and effort required. In *search of formal,* entrepreneurs make a conscious effort to get information that is specific and sensitive. The procedure for obtaining more standardized information (such as SWOT analysis, benchmarking). The goal is to get more detailed information as a basis for decision making adequate strategic.

III. Methods

This study is a qualitative research with a phenomenological approach, where researchers try to explain or reveal the meaning of a concept or phenomenon of experience based on the awareness that occurs in some individuals. In this study, researchers collect, summarize and interpret the data obtained, which then reprocessed in order to obtain a clear picture, directed and thorough of the problem which is the object of research.

Phenomenological approach is used to analyze the original data collected from interview questions and dialogue with the informant. Structural interpretation of the experience described by researchers in the description of the participants. Once the data is collected and examined to reveal the structure, the configuration of meaning, coherence, and the state of the informant, the clustering of the theme/topic ascertained (Moustakas, 1994).

Subjects as key informants in this study are deafpreneurs at Surabaya. In addition, researchers also assign some deafpreneurs as a regular informant. Collecting data in this study was done by using interviews, literature study, and documentation. Interviews were conducted with the merchants and the board of SLB School as key informants and ordinary consumers as informants.

The data analysis research conducted with qualitative descriptive strategy. In this study, the data obtained from the interviews. The results of the interview obtained from respondents, is presented in tabular form containing questions a respondent's answers to the questions. So that researchers understand the tendency of respondents to be analyzed based on logical arguments. While the data obtained through library and documentation used as supporting data relating to the aspects studied.

IV. Discussion

The ability to survive (life skills) is one capability that should be owned by everyone to survive in difficult conditions, both normal and disabled individuals (individuals with special needs). With their lack of resources, people with disabilities need to get help to master certain life skills, such as the ability to develop a business. The government has a strong commitment to encourage an increase in the number of entrepreneurs, because in turn it will promote the progress of the nation economic conditions. However, existing government programs has not been able to reach those individuals with limited capabilities such as the disabled. In fact, the disabled also have the potential to become an entrepreneur. These issues also experienced by deaf persons in Surabaya as part of the disabled community.

From the analysis of the situation, special schools for the deaf are indeed provide some skills training in order that the students have the capital to develop a business. However, the school gives less capital in the form of competence that is needed to develop the business, such as how to increase entrepreneurship motivation, good financial management skills, or skills in packing goods or services of interest to marketing to increase sales turnover of goods / services. As a result they are more work as laborers or laborers in factories with minimal income.

Among these workers there are some deaf people who open a small business, namely the sale of cold drinks. However, the effort they are doing is very simple and have no concept, in terms of production, product packaging, marketing, or business management.

Scanning Competitive Environment

In gathering information about the competitive relationship in the external environment, researchers are using Porter's Five Forces Model which consist of r*ivalry among* competitors, the potential entry of new competitors, the potential development of substitute product, the bargaining power of suppliers, and the bargaining power of consumers. The results of the analysis conducted by researchers in scanning the competitive environment can be described as follows:

1. **Competition Between Rival Company**
   Threat from a rival company to the fellow traders is the easiness of customers to switch to another trader. This resulted in the reduction of the number of consumer demand as the number of competitors from fellow traders increased. Moreover, the products offered by traders in Surabaya tend to be similar, namely food and local drinks.
2. **Potential Entry of New Competitors**
   A new business in the culinary field in Surabaya is very easily open, proven that today there are a lot of new food traders kept popping. Especially around the area of Surabaya, there are a lot of places to eat, ranging from constructed stalls, depot, warkop to restaurants. The number of new eating places that popping up is certainly going to create competition in the field of culinary, and efforts are becoming increasingly stringent. The threat from those new competitors are increasingly difficult to attract customers to become regulars because the choice of restaurants are growing.
3. **Potential of Substitute Products**
   Threat from substitute products of merchants in Surabaya are the increasing number of fast food restaurant around the area of Surabaya, like AW, Dundee, KFC and Mc Donald Restaurant. Not to mention the food delivery services such as Go Food (Products of GoJek) makes the consumer becomes easier to find food that desirable though located far away. With that services they can be easily and quickly get. Of course, the potential replacement products will create competition in the culinary field Surabaya become heavier.
4. **Bargaining Power of the Suppliers**
   The bargaining power of suppliers is not too much of a threat that complicate deafpreneurs in Surabaya. Traders can book a sustainable raw material of course by making payments under the contract that have been determined. Supported by the ease of information technology and transportation make cooperative relationships with suppliers became easier.

5. **Bargaining Power of the Consumers**
Consumers have more bargaining power than deafpreneurs' merchants in Surabaya. Consumers have more options to determine the menu and place the desired food. Consumers were also able to switch to substitute products offering quality, taste and a better price. In addition to the advances in information technology, transportation and food delivery service makes consumers have more choices. This is what causes the bargaining power of traders to be lower than the consumer.

Competitive Perception

Researchers observed that deafpreneurs using Event Oriented Perspective competitive perception, in which traders have a tendency to more market-oriented perception. This perspective explains how entrepreneurs and managers perceive events in the market, such as price changes, new product introductions or new market players, as a threat to the company's business. And to analyze this competitive perceptions, the researchers analyzed the strengths, weaknesses, opportunities and threats that exist in deafpreneurship in Surabaya

1. Strength

(S1) There are strong desires of traders to continuously improve the quality of their products and services.
(S2) Traders always maintain the quality of its food by purchasing the raw materials of food every day.
(S3) Prices of products sold very affordable, especially for high school students and undergraduate students which is the biggest market share for deafpreneurs Surabaya.
(S4) The strategic location, since it is close to schools, colleges, housing and highways.

2. Weakness (Weakness)

(S1) The system used is still very traditional financial management that is done manually
(S2) There are no special marketing strategy
(S3) Depending on competitor pricing.
(S4) There are no evaluation to analyze visitor or customer satisfaction.

3. Opportunities (Oportunity)

(S1) Market is huge because it is surrounded by many junior high school, high school and university.
(S2) Many media campaign that cheap as through social media
(S3) Increasing consumer purchasing power.
(S4) Supplier options quite a lot.

4. Threat (Threat)

(S1) Number of new competitors that have sprung up around the area Surabaya
(S2) Competitors have good business concepts, from the outlet until management (ie. Fast food outlet)
(S3) At any particular time raw material prices increased.
(S4) Competitors are heavily promoting.

The fourth element was added to the SWOT matrix to obtain alternative strategies that can be used are:

1. S-O Strategy

a. Increase sales turnover by improving service to consumers / visitors.
b. Increase sales turnover by improving communication with consumers through effective promotional concepts.
c. Increase sales turnover by improving services through inter-service food concept.
d. Improving the quality of taste and food menu to build customer loyalty.
e. Improving cooperation relationship with suppliers through food raw material ordering which is done regularly.

2. W-O Strategy

a. Intensify promotion through social media.
b. Improve services through inter-meal services.
c. Improve marketing strategies such as promo discount to be better known.
d. Creating a computer program to facilitate the recording of financial accountability.

3. S-T Strategy

a. Keeping customer satisfaction by improving service.
b. Improving the quality of taste and diet to maintain customer loyalty.
c. Creating the concept of menu packages so the price can be more efficient ..

4. W-T Strategy

a. Optimizing management system mainly marketing and finance.
b. Creating the concept of discount or package with a variant of the alternate menu so that consumers have a lot of menu options sparingly.

The Reaction from Competitive Perception

By using SWOT analysis mentioned above, the researchers were able to conclude that the reaction in the management of the business in a competitive perception by using Matrix Strategy with the position of the Quadrant II which rapid market growth and a weak competitive position.

Quadrant I 1. Market Development 2. Market Penetration 3. Product Development 4. Integration Horizontal 5. Divestiture 6. Liquidation **Competitive Position Weak**	**Strong Competitive Position**

Figure 3. Matrix Strategy Large Rapid Market Development

With the first indication that the rapid market growth because it is known that the food and beverage industry has a high growth with the emergence of many new arrivals, especially from SMEs elements.

The second indicator that the competitive position is weak because the traders of deafpreneurs in Surabaya has no concept of marketing management and finance, that are well proven with lower promotional activities, pricing that is still very determined competitor and financial records are still done by hand.

In reaction to the perceived competitive, traders of deafpreneurs can use two concepts, namely *Strategy Formulation* and *Implementation Strategy*. At the stage of *Strategy Formulation*, deafpreneurs merchants should be able to identify external opportunities and threats, determine strengths and weaknesses, and to set long-term goals. Such identification will be generated from alternative strategies for the next few selected and implemented to achieve long-term goals have been determined.

While on stage *ImpementatitonStrategy*, deafpreneurs merchants should be able to choose an alternative strategy to be applied in achieving long-term goals. This stage is considered very difficult because it would require a lot of sacrifice for the changes that will be made according to the strategy have been implemented.

Deafpreneurs should start market development strategy in a way to intensify promotion through social media to introduce new products and variants menu. In addition, some marketing strategies such as creating service packages so that consumers have the variant menu to find more efficient, improving service to enhance customer loyalty and increase the quality and taste of the food menu is offered.

V. CONCLUSION

From the results of research and discussion can be concluded:

1. From the analysis of the Competitive Environment Scanning can be concluded that the trader deafpreneurs earn considerable threat from the many vendors of food and drinks around the new emerging area of Surabaya. In addition, competitors have a good concept to begin service, outlet design, marketing management and financial management. Additionally competitors are also promoting more vigorous.
2. From the analysis of perception Competitive, traders of deafpreneurs through the analysis of strengths, weaknesses, opportunities and threats that exist in deafpreneurs traders in Surabaya can be concluded at this time is in Quadrant II on the Rapid Growth Market and Competitive Position Weak.
3. From the data analysis can be concluded that it is necessary to run a market development strategy in a way to intensify promotion through social media to introduce new products and variants menu. In addition, some marketing strategies such as creating service packages so that consumers have the variant menu to find more efficient, improving service to enhance customer loyalty and increase the quality and taste of the food menu is offered.

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DOMESTIC VIOLENCE (DOMESTIC VIOLENCE) IS OPPOSED TO HUMAN RIGHTS (HAM) IN THE VILLAGE OF NGEMBAL WAJAK

Cahyo Edi[1)], Didik Iswahyudi [2)]
Civics Education Department, University of Malang, Indonesia
Cahyoedi49@gmail.com

Abstract : Families in Ngembal Wajak experiencing domestic violence problems due to lack of understanding of the concept of domestic violence itself, the two families assume that they do and who they receive is part of the vagaries of family life that had to be faced by every family. Perpetrators of family violence in Ngembal Wajak assume that what they did to his wife as a victim is a natural thing. In family life, who became head of the household is the husband, then anything related to the family economy should be based on the consent of the husband. From the research that is often the case in the family is violent physical form eg. beatings, slaps and kicks. Whereas psychological violence in the form of harsh words and cursing with harsh words.

Keywords: Domestic Violence and Human Rights

A. INTRODUCTION

In the household, tension and conflict are common. Disagreement, debate, arguing, teasing or even cussing common place. But all is not necessarily referred to as a form of domestic violence (domestic violence). Domestic violence is far worse. This usually happens if the relationship between the victim and the offender is less harmonious. Moreover, the abuser has the status and greater power both in terms of economic, physical strength or social status within the family. And because of the special position the offender often impose its will for others to follow. To achieve his wish, the perpetrator will use a variety of ways, if necessary accompanied by violent means of force: Domestic violence and Human Rights.

B. RESEARCH PROBLEM

Not yet known, Forms of domestic violence that has been experienced by families in the village Ngembal Wajak. And the impact caused by domestic violence on families who have experienced it.

C. AIM AND BENEFITS RESEARCH

In accordance with the formulation of the problem above, the purpose of the study was: to get to know the perception of the family against domestic violence experienced by families in the village Ngembal Wajak and wants to know, forms of domestic violence experienced by families in the village Ngembal Wajak. The reseacher wants to find out the underlying causes of domestic violence in the family in the village Ngembal Wajak. We want to know the impact that occurs as a result of domestic violence experienced by families in the village Ngembal Wajak.

While the benefits of this research are: Theoretically expected to be a discourse or academic feedback on the rationale for the department of Education Pancasila and Civics. For Practical Benefits of the results of this study are expected to provide input or enriching for the government in terms of attention to domestic violence often occur in society, even expected not reappear incidents of domestic violence.

D. RESEARCH METHOD

This study uses a case study approach. According Furchan in Made (2001: 38) a case study is "an intensive investigation of an individual". Similarly, Winarno Surakhmad (1982: 143) argues that "a case study focusing on one person, one body, one family, one event, one country, or one group of people and groups of objects others are quite limited, which is seen as unity".

E. RESULT AND DISCUSSION

In the domestic violence. They themselves have a different understanding between each individual one with other individuals, as well as the understanding of the families of victims of domestic violence in the village Ngembal Wajak. Violence is part of human life. It cannot be separated by age and time, each person must have experienced domestic violence. Violence in the family has existed since ancient times, only once there is no law that clearly states that violence against a person in a relationship can lead to someone's family or household be destroyed. Violence itself has a meaning that the act of making oneself a feeling uncomfortable and abused and very menyakiykan. Domestic violence is violence that occurs in families, as revealed by Gelles in Elmina (2003: 31) defines family violence (family violence) as "Someone who commit acts of beating, slapping, torture, persecute, to toss objects to others crux of the problem involving family violence".

Violence within the domestic sphere itself is not limited to class, race, education level, ethnicity, religion or. However, all that is felt by every human being. Based on the results of research in the village Ngembal Wajak, District Wajak there are families who experience domestic violence, but the perpetrators and victims do not understand that what is done and what is accepted as a part of domestic violence. Because those who do it considers that it is fair and is not a thing to be exaggerated, they receive this condition the way it is, even though they also suffered.

F. Conclusion And Suggestions

From the results of research and discussion in mind that families in the village Ngembal Wajak experiencing domestic violence due to lack of understanding of the concept of domestic violence itself, even from some of the families who became correspondent in the study assume that they do and who they receive is part of family life that had to be faced by every family. Perpetrators of family violence in the village Ngembal Wajak assume that what they did to his wife as a victim is a natural thing and has become a habit. In family life, who became head of the household is the husband, and has enormous power it something to do with a family then anything done must be based on the consent of the husband. Because in their belief there is a saying that "*Swargo Nunut Neroko Katut*" which means that the wife was not having any role. While the suggestions to the parties concerned, including: Family Expected for the husband and wife to know that domestic violence does not have to happen in their family, if each of the individual to know the consequences that would occur if the family's use of violence to solve a problem. The “LSM” Women Activists for further enhanced its reach in helping victims and a growing number of “LSM” were established, the sooner the problem can be solved and victims of domestic violence can be helped as soon as possible. For law enforcers is expected that the law enforcement agencies in dealing with domestic violence is not only based on physical violence, during this psychological violence are more prevalent in the family, but because there is no concrete evidence that law enforcement officials cannot process the law for the offender, in reality the Domestic Violence Law had there are so law enforcement agencies should be guided by the terms of the Act.

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COMMUNITY MOVEMENT OF SEKELIK SEDULUR IN BUILDING CULTURAL HARMONY OF LAMPUNG AND JAVA ETHNICS AS CONFLICT PREVENTION IN CENTRAL LAMPUNG

Dr.Ida Umami, M.Pd.Kons[1)], Dharma Setyawan, MA[2)],

[1)] *IAIN Metro Lampung alidaumami@yahoo.co.id*

[2)] *IAIN Metro Lampung dharmasetyawan@metrouniv.ac.id*

Abstract. This current paper discusses the movement Sekelik Sedulur community in building a culture of inter-ethnic harmony Lampung and Java as an attempt to Prevent ethnic conflict in Central Lampung. The core foundation of this community used a part of a cultural approach Harmony Among maintain ethnic, religious and community groups in Central Lampung. 'Sekelik' in Lampung means 'brother' and 'sedulur' in Javanese language means 'brother'. Community Sekelik Sedulur actively makes the discussion, friendship, and cultural acculturation activities in maintaining inter-ethnic relations. As Lampungnese were famous with the ethnic conflict, economic and social dialogue, it is Necessary to conduct forum as a form of concern for inter-ethnic harmony. Actually, the problems is there is no action blended multicultural entities. This study uses ethnographic approach. To answer the questions of this research, Utilization thinking of Koentjaraningrat Cultural is used as acculturation theory. Acculturation is a cultural fusion that occurs when a group of people with a certain culture are confronted with elements of a foreign culture so that different elements of foreign culture are gradually accepted and processed into their own culture without losing their own cultural identity.

Keywords: Sekelik Sedulur Community, Intellectual Collective, Harmony and Cultural acculturation

INTRODUCTION

Conflict is a human tragedy. Society would have no conflict without any consensus or agreement before. Conflicts occur due to a violation of consensus.[1] In the case of Lampung and Java communities since before Indonesia's independence, this consensus has been formed as part of the cultural dialectic for one another. So the conflict actually arises from the perception of the difference in interest *(perceived divergence of interest).*[2] Java as settlers in Lampung should adapts to the Lampung culture to avoid conflicts.

Conflicts can also be triggered by the domination of power. In the case of power primordial, ethnic or indigenous stakeholders can influence the conflict. In this case, the position of power between the tribe and the other felt threatened to each other so that the influence of the elite can add more actual conflicts which only happens at the core of the tribes. In this case, the violence could be organized and driven by a certain legitimacy of power. This kind of violence can be called as 'structural violence'.[3] Structural violence occurs on the legitimacy of power, inequality of development, and certain cultural marginalization by the dominance of the ruling elite which made this structural violence creates conflict. Leadership that does not provide justice for all, or just favor the majority group to make the structures of society increasingly divided can also lead to these conflicts. Giddens[4] says that there are two factors causing the structural violence. *First,* the dominance of elite, and *second,* the legitimacy of different treatment. Conflict occurs not just about ethnicity, race, religion and between groups (SARA), but conflict can be resulted from economic

[1] George Ritzer & Douglas J. Goodman, *Teori Sosiologi Modern*, (Jakarta: Pernada Media, 2003), h. 154

[2] Dean G Pruitt & Jeffrey . Rubin, Teori *Konflik Sosial*, (Yogyakarta: Pustaka Pelajar, 2004), h. 21

[3] Haryatmoko, *Etika Politik Kekuasaan*, (Jakarta: Kompas, 2003), h. 48

[4] Anthony Giddens, *Teori Strukturasi untuk Analisis Sosial*. (Pasuruan: Pedati, 2003), h. 313

and political factors. Conflict then can be spread into the phenomenon of turmoil in the racist problems.

Kymlicka argue about the inclusiveness based on liberal view. This inclusion of specific groups such as indigenous communities or religions should implement the principles of liberal democracy, namely equality and participation.[5] Yet another case stated by *Parekh* that the principles of liberalism would be difficult to put into practice if democracy has not yet become the norm and behavior.[6] Communities that are not built with active participation among individuals will find difficulty due to the fact of multiculturalism in practice hampers the harmony.

One of the causes of continues structural violence is the result of silence and resignation *(pasivitisme).* Usually this attitude are demonstrated by the minority because of the powerlessness in facing such violence. This violence will continue, as *Frans Magnis Suseno* said that violence and legalized injustice and maintained by the passivity in man himself.[7]

Salmi divides violence into four categories, namely direct violent, indirect violent, violent repression violent, and violence aleniatif violence.[8] In the case of conflict relations in Lampung, acculturation comes into another problem. Acculturation[9] is a cultural fusion that occurs when a group of people with a particular culture are confronted with elements of a foreign culture that is different, so the elements of foreign cultures are gradually accepted and processed into their own culture, without losing the personality of their own culture , There is also a state that acculturation is basically a vehicle or area meeting of two cultures where each culture can accept the default values.

[5] Kymlicka, W, *Multicultural Citicenship: Liberal theory of Minority Rights*, (Oxford: Clarendon Press, 1995)

[6] Parekh, B, *Rethinking Multiculturalism: Cultural diversity and Political Theory*, (MacMillan: Press Ltd, 2000)

[7] Frans Magnis Suseno, *Melawan Kekerasan Tanpa Kekerasan*, (Yogyakarta: PP Kesehatan Remaja Muhammadiyah, 2005), h. 179

[8] Jamil Salmi, *Violence and Demokratic Society*, (Yogyakarta: Pilar Media, 2005), h. 32-40

[9] Koentjaraningrat, *Pengantar Ilmu Antropologi. (*Jakarta: Aksara Baru, 1980).h. 149

In Lampung, acculturation occurred between indigenous peoples of Lampung ethnic migrants such as Java, Bali, Minang, Batak and others. Therefore Lampung people start admixture with other customs. In urban life, for example, acculturation really happen where the groups mingled easily with the release of ego-communal. Another case in inter-tribal border communities which are prone to conflict such as conflict in Balinuraga[10] South Lampung, Lampung Bumijawa East Conflict, Padang Ratu Conflict, Central Lampung[11] and other conflicts. Ali Humaedi call Balinuraga conflict as a failure of acculturation and religion[12] in the ethnic Lampung and Bali.[13]

Sedulur Sekelik community is a community in Central Lampung in order to ward off ethnic conflict.[14] it was established by the concern about conflicts nuances of race, religion, and welfire which occured in Central Lampung. Within the last few years, the conflict in central lampung has occurred by 17 times.[15] Community Sekelik Sedulur tries to restore a sense of peace, which has really become a noble philosophy of life of Lampung and Java.[16] There is an understanding that the community began to shift. Therefore, the sharing understanding of brotherhood,

[10] Bethra Ariestha, *Akar Konflik Kerusuhan Antar Etnik Di Lampung Selatan (Studi Pada Kerusuhan Antar Etnik Lampung dan Etnik Bali di Lampung Selatan).* Skripsi. Jurusan Psikologi Fakultas Ilmu Pendidikan Universitas Negeri Semarang (2013).

[11] Putut Ary Sadewo, *Dinamika Konflik Agraria dalam kehidupan sosial Masyarakat Sendangayu dan Surabaya Kecamatan Padangratu*, (Tesis Pascasarjana Pendidikan IPS Fakultas Keguruan dan Ilmu Pendidikan Universitas Lampung, 2014).

[12] M. Alie Humaedi, *Kegagalan Akulturasi Budaya Dan Isu Agama Dalam Konflik Lampung*, Jurnal "Analisa" Volume 21 Nomor 02 Desember 2014, halaman 149-162

[13] M. Alie Humaedi. *Konflik Komunal Lampung-Bali: Anatomi dan Pemicu Konflik.* Laporan Penelitian. (Jakarta: LIPI, 2013)

[14] http://www.pojoksamber.com/komunitas-sekelik-sedulur-sebuah-ikhtiar-membangun-persaudaraan/ downloaded on 21 Februari 2015.

[15] http://www.pojoksamber.com/komunitas-sekelik-sedulur-sebuah-ikhtiar-membangun-persaudaraan/ downloaded on 21 Februari 2015.

[16] Wawancara Abdul Mukahfi, Koordinaor Komunitas Sekelik Sedulur (2/8/2015).

nationality, and the values of unity is required. Community sekelik sedulur aslo tries to build life together, mutual respect, and a spirit of brotherhood.[17] In addition, Community Sekelik Sedulur also active through social media, such as Twitter,[18] Facebook, or Instagram. Community Presence Sekelik Sedulur focus to embody the spirit of togetherness, and avoid conflicts in the future.[19] Diplomacy culture turns into one effective way. The emergence of the community indicates that young people in Central Lampung has very good insight and idea to bring together all the differences that exist especially in Bumi Beguwai Jejamo Wawai.[20]

RESEARCH METHODS

The research reveals a community movement of Sekelik Sedulur in building cultural harmony of Lampung and Java as an attempt to prevent the ethnical conflict in Central Lampung. Since its beginning foundation, this community used a part of a cultural approach to maintain the harmony among ethnic, religions and community groups in Central Lampung. This study uses ethnographic approach.

The research instruments was based on Koentjaraningrat's theory of cultural accultuation. Acculturation is a cultural fusion that occurs when a group of people with a certain culture are confronted with elements of a foreign culture so that different elements of foreign culture by gradually accepted and processed into their own culture without losing their own cultural identity.

This ethnographic approach aims to provide an overview for Sekelik Sedulur active community discussion, friendship, and cultural acculturation activities in maintaining inter-ethnic relations. As Lampung people are very well known by the ethnic conflict, economic and social dialogue, it is necessary to conduct such movement as a form of concern for inter-ethnic harmony. The main data used in this study derived from observations and structured interviews with informants, while secondary data obtained from the data that existed previously in the form of records, papers, documents, reports and other sources related to the research theme , The informants are community activists Sekelik Sedulur. Data were then analyzed by *induction-conceptualization* from fact or empirical information (data) to build a conclusion.

The Harmony Community

`According to Indonesian Dictionary, harmony can be stated as a statement of taste, actions, ideas, and interests;[21] Harmoni *lexicon* means the *agreement* according to the meaning *of feeling, interests, opinions etc,* in terms the notion of harmony (pillars) in this study was "to overcome differences, cooperation, mutual acceptance, being quiet and live in harmony". For example, the value of harmony is embodied in behavior by superiors to be respectful, polite, obedient and kind. The fellow members of the community should be able to be as well as family members: nostalgic and fun-pillars, while eliminating any signs of tension in the community or among individuals, so that social relationships remain visible and well aligned.[22]

Harmony in religious community is the state of the relationship among religions, which is based on tolerance, mutual understanding, mutual respect, respect of equality in the practice of their religion and cooperation in social life and nation within the Indonesia Nation under Pancasila and the Constitution of Indonesia in 1945.[23]

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17 http://lampost.co/berita/anang-prihantoro-hadiri-dialog-kebudayaan-dan-pentas-seni downloaded on 21 Februari 2015.

18 https://twitter.com/sekeliksedulur downloaded on 21 Februari 2015

19 http://www.radarlamteng.co/?p=516 downloaded on 21 Februari 2015

20 It is name for lampung which mean work hard or do something for society

21 The definition of harmoni on http://kbbi.web.id/harmoni, downloaded on pada 22 Mei 2016

22 *Haidlor Ali Ahmad, "Antara Harmoni dan Konflik Etnis di Kota Sorong"* dalam jurnal Harmoni, Puslitbang Kehidupan Keagamaan Badan Litbang & Diklat Kementerian Agama RI, Volume X, Nomor 1, Januari - Maret 2011

23 Haidlor Ali Ahmad, *"Umat Beragama di Kabupaten Kediri: Antara Harmoni dan Konflik",* dalam Jurnal Harmoni, Puslitbang Kehidupan Keagamaan Badan Litbang & Diklat Kementerian Agama RI, Volume X, Nomor 2, April - Juni 2011

Theoretically, all religions teach goodness and practiced as a behavioral expression of divinity.[24] however, in reality there is a potential conflict which unbelievably fabulous. There is a belief to be *exclusive* to other religions and attitudes on his own religious justification *(truth claims).*[25] The potential for the history of religious life in this country are in flux and, within certain limits, has been presenting the reality of latent conflict.

Religious teachings articulate ideals that are not entirely used in life. The reason is that the social realities are much more complex. Social reality hooked various interests and controlled by many actors. In order for the various facts and socio-cultural factors had not collide with the ideals of religion, it would require a sophisticated interpretation of doctrine. The sophistication of the interpretation is directed to find points of contact in which Hans Kung is called *common value*[26] and by Nurcohlish Madjid called *kalimatun sawa.*[27]

Here, the role of the ulama' was very necessary to give more inclusive religious interpretations, universal-minded and support the human values. The the religious elite should read their holy book from more intelligent and enlightening perspective. They are not trapped in proprietary attitude that put themselves as God's mouthpiece.[28] As such, they are not authoritarian to use religion as an instrument of subjugation or domination over others.

Harmony in Multiculture

It's different between the views of a plural society *(pluralism)* with multiculturalism. As *Furnival* describes that plurality illustrates that people living above racially in different communities live side by side, but separately in the same unit.[29] Just like in view of the economic culture, a diverse society with the interests in the market, after it was separated and back into the community. According to Achmad, culture pluralistic society is seen as an autonomous entity, *distinctive,* which has some difference. While the boundary between each cultures looks more clear, but equally in the interests in the public space in the market or specific interests.[30] Lampung have diverse characteristics, ethnic and religions.

The multiculturalism normative is discussed by *Heywood. As a normative term, multiculturalism implies a positive of communal diversity, based upon the right of different cultural grups to recognition and respect. In this sense, it acknowledges the importance of beliefs, values and ways of life in establishing a sense of self-worth for individuals and grups alike.*[31] In his view, positive support for the existing diversity is important in binding the trust for each other. By achiving this trusr, each communities support each others in differences roles and supports creating harmony. *Multicultural education* can be also said as an attempt to institutionalize the philosophy *of* cultural *pluralism* within the education system with the main principles of equality, mutual respect, acceptance and understanding as well as their moral commitment to social justice.[32]

The conflict of Racist

Before World War II there was a tendency among social scientists to explain social conflict rooted in social gap . But after World War II, among social scientists that

[24] Look at sebagai perbandingan Frithjop Schuon, *The Transcendent Unity of Religions* (New York, London: Harper and Row Publisher, 1975).

[25] Frans Magnis Suseno in Alef Theria Wasim dkk. (ed.), *Harmoni Kehidupan Beragama: problem, praktek dan pendidikan,* (Yogyakarta: Oasis Publisher, 2005), h. 1-21

[26] Hans Kung, "*Sebuah Model Dialog Kristen dan Islam*" dalam Jurnal Pemikiran Islam Paramadina, Vol. 1, Nomor 1, Juli-Desember 1998, h. 9-32.

[27] Nurcholish Madjid, Islam, *Doktrin dan Peradaban: Sebuah Telaah Kritis tentang Masalah Keimanan, Kemanusiaan, dan Kemodernan*, (Jakarta: Pramadina, 1992), cet. I

[28] Mudhofir Abdullah, *Jihad Tanpa Kekerasan* (Jakarta: Inti Medina, 2009), h. 7-9

[29] Achmad Fedyani Syaifudin, "*Membumikan Multikulturalisme di Indonesia*" Jurnal Antropologi Sosial Budaya ETNOVISI, (Jakarta; UI, 2006) Vol II/No I, h. 4

[30] *Ibid.*, h. 4

[31] Heywood, Andrew. *Political Ideologies* (3th Edition). (Palgrave: McMillan, 2007). h. 53

[32] Geneva Gay, "*A Synthesis of Scholarship in Multicultural Education*" dalam Urban Education Monograph Series, (Washington, NCREL's Urban Education Program, 1994), h. 2

there increased attention to the study of the relationship of ethnicity. studies on ethnicity even more important, because most of the countries in the world have multiethnic character. Among 175 UN member countries, only 12 countries have homogeneous population. Therefore, *Koentjaraningrat* assess that issues of ethnicity is a global problem.[33]

Similarly, *Bambang Setiawan* said that after the war between countries, inter-ethnic conflict became a very prominent part in violent behavior involving the masses. The more frequent issue of ethnicity came into an open feud between groups of ethnic communities which showed more sensitive sentiments of social differences.[34]

In looking at the issue of Racist, *La Ode Ida* saw two basic negligence. *First,* related to understanding of the symptoms of the conflicts that arise in the community. No studies have been considered negligent attention to sociological aspects which could give birth to future movements. They never explored the substance of a conflict, so the potential for conflict in society never can be detected accurately. *Second,* the assumption that the public could be resigned to various political and economic policies of the government. Thus, whatever is done 'for the sake of development' or 'for the sake of stability' or 'public interest' government, it can be said that the people are powerless to against it.[35]

Ethnic and Cultural Acculturation

Etymologically, the word ethnicity is derived from the Greek "*ethnos",* which refers to the notion of the nation or the people. *Ethnos* can also be called as any social group defined by race, customs, language, values and cultural norms, and others which indicates the minority or majority group in a society. In the development of time, *ethnos* turned into *etnichos* which has meaning that literally used to explain the existence of a group of "pagan" who only deal with their own group regardless of other groups.[36]

Another opinion about the ethnic proposed by *Fredrick Barth* and *Zatrow* who stated that ethnicity is the set of human beings because of the similarity of race, religion, national origin, or a combination of these categories which are tied to the system of cultural values. while *Koentjaraningrat*[37] stated that the meaning of ethnicity is a social group or entity who has a life of human interaction system, system of norms that regulate the interaction continuity and a sense of identity that unites all its members as well as having its own leadership system.

The concept of culture according *Koentjaraningrat* in the concept of culture is defined as a form, (1) the idea; (2) conduct; and (3) the results of behavior. By using this definition then one observer or researcher will see that everything that exists in the mind, which is performed and produced by human behavior is culture.[38]

Cultural heritage, according to Davidson (1991) is defined as 'a product, or as a result of physical culture of different traditions and spiritual achievements in the form of the value of the past that became a basic element in the identity of a group or a nation'. So the cultural heritage is the result of physical culture *(tangible)* and cultural values *(intangible)* of the past.[39] Cultural values of the past*(intangible heritage)* is derived from local cultures in the archipelago, include: tradition, folklore and legends, the mother tongue, oral history, creativity (dance, song, drama performances), adaptability and uniqueness of the local community.[40]

As a result of various teachings containing the values of unity and oneness which is owned by ethnic group in

[33] Koentjaraningrat. *Masalah Kesukubangsaan dan Integrasi Nasional*, (Jakarta: UI Press, 1993)

[34] Setiawan, Bambang. "*Persoalan Kesukuan dan Diskriminasi*" dalam *Proceedings Lokakarya Etnisitas dan Konflik Sosial di Indonesia*, (Jakarta: PMB-LIPI, 1999)

[35] Look at: Toriq Hadad et. Al., *Amarah Tasikmalaya: Konflik di Basis Islam*, ISAI, Jakarta. 1998

[36] Liliweri, *Op.Cit.*, hal. 8-9.

[37] *ibid*

[38] Koentjaraningrat, *Ilmu Antropologi.* (Jakarta: Bhratara, 1988)

[39] Davison, G. dan C Mc Conville. *A Heritage Handbook. St. Leonard*, (NSW: Allen, & Unwin, 1992), h. 2

[40] Galla, A. *Guidebook for the Participation of Young People in Heritage Conservation*. (Brisbane: Hall and jones Advertising, 2001) h.12

Indonesia became rare and little known by the younger generation in particular and society in general. Therefore, the values of unity and integrity should continue to be explored, developed, and disseminated so that national integration can be realized. Those values can be described as follows:

a. *Values related to the teaching of "Desa mawa tata negara mawa cara'".*[41] This doctrine in the Javanese ethnic contains the instructions for the wisdom of relationships between ethnic groups and between regions or countries, with the awareness that the people of each area have different customs and cultures.
b. It is directed to the harmonious atmosphere on the slogan *'Leladi sesameng dumadi memayu hayuning sesami'* which means devoting ourselves to the community to achieve the happiness of live.
c. In Bali tribe, there is an expression that contains the value of unity *"kiwa tengen mula matunggalan" (left-right indeed united)*[42]

In understanding the accultiration, Koentjaningrat stated that Acculturation is social process which occur when a group of people with a particular culture are confronted with elements of a foreign culture, therefore, the elements - elements of foreign culture mentioned was gradually accepted and be treated into such culture without the loss of cultural identity itself.[43]

J.Powel revealed that acculturation can be interpreted as the influx of foreign culture Values into hearts of traditional local culture. These different cultures have been established by the influence of Affairs towards a balance. Acculturation can occur through cultural contact of many forms, such as social contacts at all levels of society, part of the community, or even among individuals in the two communities.[44]

1. Cultural contact in friendly or hostile situations.
2. Cultural contacts between the group that controlled and dominated in all elements of culture, whether in economics, languages, technology, community, religion, art, and science.
3. Cultural contact between people or fewer number of its citizens.
4. Cultural contacts between the cultural system, social system, as well as elements of physical culture.

Sekelik Sedulur Movement

Sekelik Sedulur is a community that was born from the concern for the environment, with the hope to create an atmosphere of peaceful, secure, prosperous in Central Lampung in particular, and in Lampung province in general. This community gather themselves from different ethnicity, race, and religion, not just limited to the Lampung and Java people. However the majority of the members are these two tribes. To achieve the goal community, the support of all parties and groups is necessary regardless of differences.

With the visions to preserve the good old cultural and take a new better culture while also establishing brotherhood and maintain harmony amid of diversity. The community of Sekelik Sedulur always tightly bound so the conducive atmosphere especially in Central Lampung Regency of Lampung and generally are able to be maintained. It is also based on Pancasila and the Constitution 45 with the motto of mutual cooperation, and sensible nationalists, Sekelik Sedulur expected to be a sturdy place to establish a relationship between individuals to one another with a variety of backgrounds, and became a symbol of peace in the province of Lampung.

Until nowadays, conflict can be develop and occur in various reasson especially in the area of Lampung. All sorts of efforts have been made to reduce the conflict in

[41] N.N. *Mengungkap Budaya Kerja Bangsa Kita*. (Jakarta: Depdikbud, 1994/1995).

[42] Sigit Widiyanto, Anto Akhadiyat, *Bersatu Kita Teguh Bercerai Kita Runtuh*. (Jakarta: Depdikbud, 1994/1995).

[43] Koentjaraningrat, *Pengantar Ilmu Antropologi*, (Jakarta: Universitas Indonesia Press,. 1990) h. 253-254

[44] *Ibid.,*

Lampung. Straighten out misunderstandings that trigger conflicts in the society of central Lampung between Lampung and Java tribes. Java community as migrant communities in Lampung certainly has the desire to be accepted as immigrants, even long before Indonesia's independence and etinis meeting of various tribes in have been a consensus as part of the dialectic of culture.

> *"We're trying to introduce ourselves to the community and mingle to unify ethnic differences, especially Lampung-Java etnics in Central Lampung."*[45]

One of the efforts of the Community Sekelik Sedulur in anticipating the conflict was introducing a fraternal community Sekelik Sedulur to different places and communities. Fraternity campaign is basically a community activity Sekelik Sedulur whose purpose is to support and introduce themselves.

With this way, Sekelik community Sedulur finally made a sign of brotherhood campaign of Lampung and Jawa in various environmental and community elements such as environmental education campaigns, using banner Sekelik Sedulur on the edge of roads, installation of stickers on vehicles and homes in Central Lampung. The campaign was also utilized through social media such as *websites, facebook,twitter, blogs,* online media and sometimes used a local newspaper to demonstrate those activities.

1. Campaign in Education Institutions

Campaign in educational institutions, for example, openly held on August 3, 2015 as a result of the monthly discussion Sekelik Sedulur community members. The idea of the discussion then initiate activities early to start introducing Community Sekelik Sedulur through school educational institutions. As for those who participate in the campaign Sekelik Sedulur in school were chaplain Kahf, Emha Ihsanudin, Hanton Saputra, Purnama Putra, Sudra Kerta Jaya.

Campaign in schools has been conducted in various districts that have vulnerable points of conflict which is considered as an area that requires handling conflicts quickly. The campaign must be given in order briefed on the negative effects that occur when there is a conflict. This is what makes Sekelik Sedulur fraternity started the campaign in schools, given that student status is appropriate times to obtain guidance on the values of brotherhood.

Figure 4.1. Campaign photos of Sekelik Sedulur in Madrasah Aliyah Ma'Arif Jaya Bandar Lampung Tengah

Source: Documentation Sekelik Sedulur

> *"We visited schools in order to introduce the community to the students."*[46]

In addition to socialization in the school, community of Sekelik Sedulur also present on the campus in an effort to intoduce this community and movements. In its visit for the discussion forum in Islamic State Institute of Jurai Siwo Metro, Sekelik Sedulur were trying to introduce themselves to the students and discuss a matter of ethnic conflicts that have occurred in Lampung.

> *"Dialogue was also done in universities in order to build a network to students who study*

[45] Interview with Abdul Muk ahfi, Community Founder Sekelik Sedulur October 25, 2016

[46] Wawancara ke RA salah satu penggiat Komunitas Sekelik Sedulur 25 Oktober 2016

in Central Lampung. Hopefully they can join and see the movement as a call from their soul of the importance of inter-ethnic harmony especially in Central Lampung. "[47]

Figure 4.2. Discussions Sekelik Sedulur together with lecturers and students of STAIN Jurai Siwo Metro

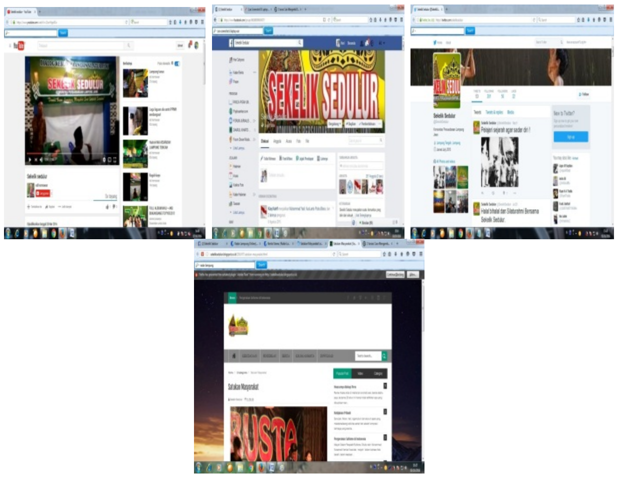
Source: Documentation Sekelik Sedulur (2016)

2. Campaigns Through Social Media

There are many communities made the campaign through social media. As a country that has ranked fifth in the world with most social media users, Indonesian has so many active users. Of course in this case given the ease of social media is able to cut the distance and time efficient, information can be accessed from anywhere at anytime and anywhere through a variety of features such as *facebook, twitter, blogs* and so on. With the ability to deploy a number of friends, it can be directly accessed by internet users anywhere so social media is capable of becoming a new alternative for promotion or campaign.

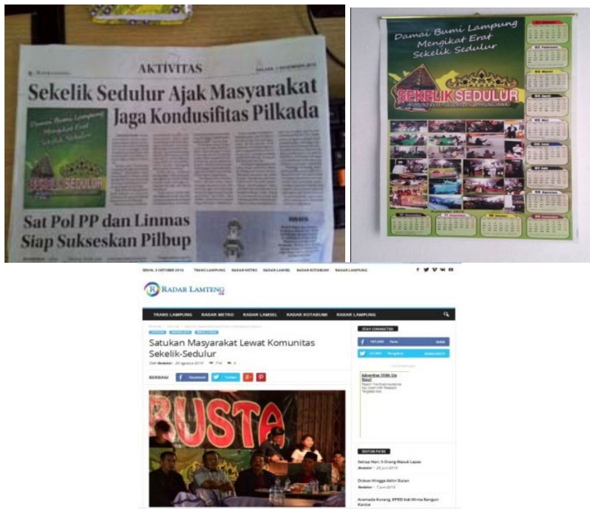
The condition of the development in technology provide an overview on all communities, especially the Sekelik Sedulur in Central Lampung in using social media to campaign fraternity. For example social media *fecebook* Sekelik Sedulur which was released in May 29, 2015 which is managed by several administrators including: Kiay Kahf (Univers Lampung), Emha Ihsanudin (UIN Sunan Ampel Surabaya), Kuslanto (BJ Fitnes Bandar Jaya), Muhammad Yadi (FH. Lampung University), Sudra Kerta Jaya, and Krishna. Followed by the 257 members of the group.[48]

Figure 4.6. Y outube, Facebook, Twitter, Blog Sekelik Sedulur



Source. Documentation Sekelik Sedulur

Figure 4.1 0. Through a campaign of Print and Online Media



Source. Documentation Sekelik Sedulur

[47] Interview with Abdul Mukahfi, Community Founder Sekelik Sedulur 26 September 2016

[48] https://www.facebook.com/groups/661688300643477/admins, accessed on 30 September 2016

Online newspaper also create campaigns of Sekelik Sedulur easier, so activists of Sekelik Sedulur do not forget to spread the activities Sekelik Sedulur through online newspapers, where the community is also easy to search for news and information relating to the need and the things about the events surrounding, without having to find a print newspaper sales, simply by opening the android and can go directly to the page of the newspaper online sites.

The difference between the two tribes is definitely there, but if the purpose Sekelik Sedulur has been reached, the two tribes will make these differences as something that beneficial to the culture in Central Lampung in varied color, so that confusions and divisions caused by differences of ethnic, religion, race and culture that have occurred in Central Lampung will not happen again.

As described before that Education is not only done in a formal environment but is also done through direct interaction such as discussion or other media. Humans are naturally developed through a process of learning. The first stage is a child learns from the vicinity. In this case the family is the first learning media. Then the next stage obtained from the school / formal education.

3. Caring Values Lampung

Lampung people have the philosophy *Sang Bumi Ruwa Jurai*, which means a household of two lineages, each of which gave birth to the community and society pepadun and sebatin. Now, the understanding of *Sang Bumi Ruwa Jurai* expanded into native Lampung people (ethnic Lampung) and Lampung immigrant communities (other tribes living in Lampung). The ancestors of Lampung according to legend is *Puyang Mena Tepik* in Sekalabrak country. The area is named Lampung because when viewed from the sea like a hill that floats.

On the other hand of course, Lampung people also already familiar with the word " *Siger* " as a distinctive symbol Lampung. Siger certainly has a meaning and a deep philosophy. Siger is a symbol of nature feminim . In general, the symbol of the archipelago is masculine. As in West Java, the symbol used is Cleaver, the traditional weapon of Sundanese, or with Mandau in Kalimantan and Aceh with Rencong. Generally, a symbol of the region reflects the nature of patriotic and defensive resilience territory. However, the use of the emblem siger currently not just a matter of dignity and the symbol of wealth due to the form of the crown, but also raised the value of feminism. Siger takes the concept of Islam. Islam itself is a religion professed entire native Lampung people.

Religion of Islam states that the male is the leader in the household, and women as managers who set everything in the household. This concept is currently applied in symbolization Siger. Any society of Lampung, women have very important role in all activities, especially in household activities. Behind the tenderness of women, there is hard work, no independence, no persistence, and so forth. Although the Lampung people themselves adherents of the paternal or patrilineal. Female figures are important for the people of Lampung, which also became the inspiration and driving force of progress.

Lampung people have local knowledge in the form of a philosophy of life *Piil pesenggiri* . *Pill Pesenggiri* containing views of community life that is placed as a guideline in order to maintain social harmony, prosperity and justice. *Pill Pesenggiri* have meaning as self-esteem, identity or dignity.

Esteem by *Stuart and Sundeen* (1991)[49], said that the *self-esteem* is an individual assessment of the results achieved by analyzing how far behavior meets the

[49] Stuart, G.W. dan Sundeen, S.J. *Principles and Practice of Psychiatric Nursing*. St. Louis: Mosby Company. 1991

ideal. It has been suggested that *self-esteem* describe the extent of the individual rate themselves as people who has capabilities, significance, value, and competent.

While Gilmore (in Akhmad Sudrajad) suggests that, "*... . self-esteem is a personal judgment of worthiness toward personal attitude that is Expressed in the individual holds toward himself* . " This opinion explains that self-esteem is an individual assessment of his honor, which is expressed through the attitude towards him. Meanwhile, Buss give a sense *of self-esteem* as an assessment of the individual against himself, that are implicit and were not verbalizied. Therefore, *pill pesenggiri* is a self-esteem associated with feelings of competence and personal value or a blend of confidence and self-respect, someone who has a strong pill pesenggiri means they has a feeling of confidence, responsible, competent and able to cope with life's problems. Piil pesenggiri was supported elements that *Bejuluk-beadek, Nemui-nyimah, Nengah-nyappur,* and *Sakai-samabayan.*

a. ***Bejuluk beadek*** in the literal sense *,* it is the name given to a person as the name of family affection, *Beadek* name given to a person after he had to take responsibility. Bejuluk, beinai, beadek is the implementation of a name attached to a person who has self-esteem, identity and dignity, therefore it should be kept from disgraceful behavior.
b. ***Nemui Nyimah*** *,* consists of two words. *nemui* which means guests and nyimah which comes from the word simah which means mannered. "guest" or "meeting" is intended as a person's existence. Person can be said as successful if he could be a good guest or it could be a host who can receive guests.
c. ***Nengah Nyapur*** consists of two words, namely, *Nengah-* and *Nyapur* . Nengah word has three meanings, namely: hard working, skilled and compete, but in this case must nyapur (tolerance). Good Work Hard, skilled, and competent, all three have the feel of competition, hard work in the search for him or compete to show something and are ready to take the fight to achieve the best. therefore the thing which is highly demand in the "nengah- nyappur" is competitiveness. *Nengah Nyappur* is also one of Lampung community effort to equip ourselves both in the intellectual and spiritual, in order to have the ability to organize the contents of the earth then can be utilized optimally toward the community prosperity.
d. ***Sakai Sambaiyan*** derived from two words Sakai and sambayan, sakai means giving something to someone or a group of people in the form of goods and services that have economic value which in practice tends to require mutually reciprocated. While sambaiyan means giving something to a person, group of persons or to the public interest as a social form of goods and services without expecting anything in return.

The presence of philosophy Lampung values above can not be separated as community needs Lampung itself, either in person, members of indigenous groups and society at whole. It also can be made into an expectation that the community's social life in Lampung consist of natives and immigrants have become a social environment with a community living in harmony, side by side and work together. The differences can be used as a new force in building a harmonious life. Each community maintain tolerance, improve and unite in brotherhood. Understanding *Sang Bumi Ruwa Jurai* itself is actually a symbol of unity of life which has two different cultural roots of the community. First is indigenous people of *Lampung Sai Batin* and *Pepadun* . With the presence of ethnic and foreign cultures are expected to co-exist or fused with both *jurai pribumi* who have been there in order to avoid the various types of conflict.

However over time, the philosophy of life in Lampung contained in *Piil Pesenggiri* decline in although some groups of people still adhere it to apply the values of *Piil Pesenggiri* well. Misunderstanding interpretation of *Piil Pesenggiri* also often occurs in social activities of people of Lampung. Moreover, young people are also likely to have misinterpretation of the values of *Piil Pesenggiri* .

Community Sekelik Sedulur held "Nyeruit Together" in order to strengthen the brotherhood as well as the establishment of the committee for the event Performing arts and Cultural Dialogue held on 28 October 2015 at the residence Isha Herman Glr. Pengiran Adi Pati in Buyut Udik District of Gunung Sugih.

Figure 4.16. Eating *"Nyeruit"* Together

Source: Documentation Sekelik Sedulur (2015)

The family atmosphere and sense of brotherhood were felt by throwing jokes and laughter and enjoy Seruit together .

> " *with all the limitations and shortcomings, this community continued to step forward to reach the goal of creating harmony, preserve the integrity of unity, gave birth to works that invite the present and future generation for the better life, although until recently most brothers and sisters out there still holds prejudices that this community is politically charged. These prejudices, resistance and pessimism that the community can survive for a long time because most of you have not fully understood the intent and purpose of this community. However, various prejudices will be answered by time and truths, since only God knows the real and hidden.* "[50]

4. Introducting Cultural Values of Java

When Lampung has Ruwa jurai and siger as symbols of philosophy, the philosophy of Java also has many forms of puppets as a medium of local wisdom. Puppet of Gunungan or often referred to *Kekayon* comes from the word which means tree. *Kekayon*can be interpreted as a tree of life.

Figure 4.17. The Emblem of Sekelik Sedulur Community

Source: Documentation sekelik Sedulur (2015)

Gunungan (*Kayon*) in the puppet has a wide range of symbols where each symbol has a meaning of each as well as mountains, big trees, fire, waves, ocean, hurricanes, caves and others. *Kekayon* actually symbolizes the philosophical life of Javanese people, because the mountains puppets shows the mythical concept of Java: *Sangkan Paraning dumadi* . Gunungan is painting sculpture shaped of mountain (in the puppet show) to initiate the limit between beginnings and end the story.

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[50] Interview with Abdul Kahf, Coordinator sekelik sedulur August 6, 2016

Figure of mountains is very important in any puppet show, without Kayon mountains, the performances can not run. Kayon was the form of the pointed mountain, hence later named mountains. It contained an assortment of ornaments, which can be seen from intentions and functions, Kayon mountains has several functions in the show, namely: 1) used in closing scenes; 2) As a sign of understanding of the array (*scene/chapter*); 3) To describe something that does not exist in puppet show, like the gate, ocean, rain, rocks, caves, chaos, thunder, dark, fire to realize that *Sang Hyang wins* . 4) One of the means of communication between a puppeteer with gemelan accompanying musicians. 5) As the clue of Dalang to the drummers of gemelan and their members.

As for as the elements and its meaning, gunungan can be said as an ornament of tree *of life* as a symbol of the life of the universe, so the tree of life contained different philosophy of life. This is proven that every person wants to stabilize the sense of the tree of life, namely inner and outer prosperity to their lives. The Islamic element in the puppet are in many kinds of variety. These values in a variety of stories have been prevailing in the puppet. Sunan Kalijaga is one master who was very successful in preaching through puppets.

For activities that build knowledge of the philosophy of gunungan, in the event *of halal bi halal,* member of sekelik sedulur always seek to utilize every encounter with anythings that can improve their knowledge and accompanied by a discussion of the philosophy of "Sekelik Sedulur" who in the occasionly held on Sunday, July 26, 2015, 09:00 until finished in the house of Branch Chairman Nahdlatul Ulama Central Lampung.[51]

5. Routine Discussion Community

[51] Observasi sekelik sedulur di gedung PCNU Seputih Jaya Lampung Tengah 26 juli 2015

The routine discussion of Sekelik Sedulur Communities held on Monday, August 10, 2015 At 13:00 pm in Building PCNU seputih Jaya, Central Lampung.[52]

Figure 4.20. Discussions with PCNU and Spiritual Pilgrimage Travelled Walisongo

Source: Documentation Sekelik Sedulur (2015)

Discussions of Sekelik Sedulur community in Central Lampung discussed the role of culture in in unitification across ethnic, cultural and religious different of society in Gunung Sugih Central Lampung on October 3, 2015.[53]

Sekelik Sedulur Community had opportunity spiritual traveling to walisongo. This event are conducted on December 20, 2016 which aims to get to know the history of the spread of Islam in Indonesia which were carried out by walisongo.[54]

6. Cultural dialogue

Inter-ethnic problems which often arise between tribes occurred due to lack of understanding toward each other. The munimum meeting intensity to have dialogue

[52] Observasi sekelik sedulur di gedung PCNU Seputih Jaya10 Agustus 2015

[53] Observasi Sekelik Sedulur di Gunung Sugih 3 oktober 2015

[54] Dokumentasi sekelik sedulur

together make unfamiliarity which lead to *stereotypes* against different tribes. This *Streotyped* then affect the behavior of the other tribes that interact with them. As a result, people will be very easy to justify others with something negative and finally shows hatred of each other.

To respond the problems of miscommunication and *misunderstanding*, Sekelik Sedulur Community hold cultural dialogue between Javanese and Lampung. A comprehensive understanding of the cultures of other etnics can generate positive effects on social relations. Because culture is something that contains many virtues. Therefore, cultural dialogues were implemented by Sedulur Sekelik community cooperated with the government and other social communities.

During one year of its existence, the Sekelik Sedulur community was trying to show its contribution by initiating positive activities such as making cultural dialogue that is held in various places in Central Lampung. it also gather two different cultures and articulate them each other so that there are no mutual suspicion.

CONCLUSION

Sekelik Sedulur is a community that was born from the concern for the environment, with the hope to create the peaceful, secure, prosperous atmosphere in Central Lampung particulary, and in Lampung province generally. This community gather from many different ethnics, races, and religions, not just limited for Lampung and Java only, but also open to people who want to join.

With the visions to preserve the good old cultural and take a new better culture while also establishing brotherhood and maintain harmony amid of diversity, the community of Sekelik Sedulur always tightly bound so the conducive atmosphere especially in Central Lampung Regency of Lampung and generally are able to be maintained. It is also based on Pancasila and the Constitution 45 with the motto of mutual cooperation, and sensible nationalists, Sekelik Sedulur expected to be a sturdy place to establish a relationship between individuals to one another with a variety of backgrounds, and became a symbol of peace in the province of Lampung.

Sekelik Sedulur Community was established with the spirit of fraternity between ethnic groups in Central Lampung. Sekelik in Lampung language and sedulur in the Java language have the same meaning as "brother". This community seeks to build a relationship of inter-ethnic harmony especially in Central Lampung between Lampung and Java ethnics. With the awareness to preserve the ancestral culture and explore the spirit of the values of local wisdom, Sekelik Sedulur community practices Putnam capital society. Building the trust amid public distrust of ethnic conflict is certainly not easy, but this community has consistently build its networks in order to foster the spirit of communication.

This community is also active in social activities and networks building toward all of ethnics leaders. This effort is optimized so that the ethnic conflict does not happen and even if it happens, the soultions will be easyly made. Socialization activities had been carried out, such as; Fraternity Campaign, Educational Institute campaign, Stickers Installation, Installation of Billboards and banners, and using Social Media Campaign. The cultural activities were one such as maintaining values Lampung and Java, , the Cultural Dialogue, the Performing cultural Arts. Community activities include tree planting, People Gathering, Independence Reflection, gathering and deliberation residents, Buka Bersama Sekelik Sedulur, Halal bi Halal Sekelik Sedulur .

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Interview with RA, one of the instigators Community Sekelik Sedulur October 25, 2016

EFFECTIVENESS GUIDANCE GROUP ENGINEERING sociodramas TO IMPROVE THE ABILITY OF SELF ADJUSTMENT OF SOCIAL IN CLASS VII IN SMP STATE 2 Singosari DISTRICT OF POOR

Erik TeguhPrakoso[1], Tri Desy Rahayu [2]

[1] *University Kanjuruhan of Malang*
erik@unikana.ac.id

[2] *University Kanjuruhan of Malang*
tridesirahayu@gmail.com

Abstract. Adjustment to the social is a human effort to be able to interact with other people and situations that exist in the surrounding environment effective and better so as to create harmonious relationships between itself and the surrounding environment.

From the results of this study concluded that there is a difference in scores of social adjustment to the students belonging to the low level of self-adjustment. Value *pretest* students' average scores before treatment with sociodramas technique that is 74.8 with a low classification. Then after a given technique sociodramas the average score increased to 97.3 with a high classification. If the results of statistical calculations show that the level of significance <0.05 then the hypothesis can be accepted on the basis based on the *Wilcoxon Signed Rank Test (WSRT)* values obtained Asymp. Sig. (2-tailed) of 0.005 and smaller than Sig. 0.05. In other words, the hypothesis acceptable means of group counseling services with sociodramas techniques to improve the social adjustment to the effective.

Keywords: Adjustment, Guidance Services Group (Mechanical Sociodramas).

INTRODUCTION

Education is the process whereby a person can develop the skills, attitudes and forms of behavior more in an environment where he lives. School is a place where a person getting an education, teaching and life skills in dealing with others. In the school environment is inseparable from a variety of developmental delays, especially in the development of personal influence on student achievement. One of these adjustment problems in the school environment as a social environment. Adjustment to the social by Gerungan (2002: 55) defines social adjustment as a way to change ourselves in accordance with the circumstances and the environment in accordance with the changing environmental circumstances (desire) himself. internal and external. internal and external. Internal

demand in question is the requirement that the form of encouragement or needs that arise in themselves, either in the form of physical and social, such as compassion and love, while the external demands are the demands are the demands that come from outside the individual, both barsifat physical and nature social.

Adjustment of social self is a capacity or ability possessed by each individual to be able to react effectively and the ability to reality, situations and social relations, so that the criteria to be met in the situation social life can be met in ways that are acceptable and satisfying, it expressed by *Schneiders* Agustian (2006: 147).

Problems adjustment to the social environment that is low also experienced by students of SMP Negeri 2 Singosari. This is indicated by an unqualified students in adjusting to the social environment, such as less able to control themselves in the face of a situation or issue on the social environment, has no rational consideration and restraint in behavior, less capable in terms of learning and so can not develop his qualities , do not have a realistic attitude objective in assessing the situation of their social environment.

With the condition of the student, the student becomes difficult menyesuaiakan themselves to the social environment, so the effect on the ability to socialize students in sekolah.Untuk, Master in addressing adaptation to the social environment hendaknyadisesuaikan dengankemampuan students in bersosial.Denganjalan Thus, students will easily be able to customize the social dirinyaterhadaplingkungan during the school day.

Based on these problems researchers provide group counseling services to assist students in menyeslesaikan problem is particularly adjustment to the social. Group counseling is assistance to individuals who performed in a group setting. Group counseling can be a group activity or information delivery to discuss issues of education, employment, personal and social.

In group counseling services there are several techniques that digunakan.Teknik group counseling is a way to do what group guidance activities undertaken and tools to achieve the purpose of guidance. One of the techniques is the technique sociodramas group guidance.

Mechanical sociodramas is an activity related to education, where the individual plays an imaginative situation (pretend), aims to assist individuals in achieving self-understanding, self-adjustment, improve skills in dealing with others. Role playing games are learning tools that can be used to develop skills and understanding of the links between people, in a way that parallels the situation played (the same is happening in real life) ".

METHODS

Methods in research carried out by using *one-group pretest-posttest.subyek in this study is Shiva class VII A in SMP Negeri 2 Singosar.* In this desaian given two tests are preliminary tests*(pretest)*and final test*(posttest)*using a questionnaire adjustment to the social. After the students were given a test awa, students were given the treatment in the form of sociodramas. Interest sociodramas awarded to assist students in their social adjustment to. Questionnaire adjustment given back after the treatment is given to students given the same questionnaire. Initial test results were compared with the results of the final test. A significant difference in the results of the initial test and final test. This study usesindicator instrument according toConceptsproblem solving can not be released from the aspect of adjustment is: Being able to have self-control in the face of a situation or issue on the social environment, Acting reasonable in reacting to problems, able to process thoughts and feelings well, Carries attitude realistic objective in assessing the situation of their social environment.

Problem-solving skills require adjustment to the social stage right and proper to use and understand. Stages appropriate in helping students to solve the problem is the stage of the technique sociodramas namelystages, the formation intermediate, activities terminations. At this stage of the activities of researchers discuss about the story characters will be played by students according to problems in adjustment to the social. At this stage students will understand how to improve the adjustment, especially in the social.

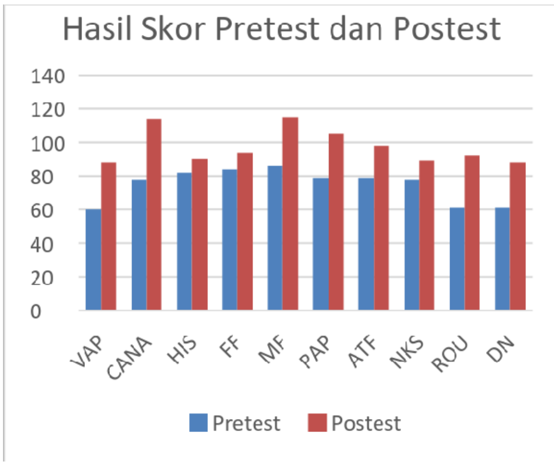
RESULTS AND DISCUSSION

The results of experiments conducted Besardasarkanresults *pretest* and *posttest* conducted on students who are not in conformity with the social. Brdasarkan results of pretest average value of 74 students, 8 and the results of the posttest was 97.3. Increased student adjustment at after a given treatment. Comparison of pretest and posttest results can be seen in the following table:

Table: 1 Data Comparison of *pretest* and *posttest*

No	Name	pretest		posttest	
		Amount	Category	Amount	Category
1.	VAP	60	Very Low	88	High
2.	CANA	78	Low	114	Very High
3.	HIS	82	Low	90	High
4.	FF	84	low	94	high
5.	MF	86	low	115	Very high
6.	PAP	79	low	105	high
7.	ATF	79	low	98	high
8.	NKS	78	low	89	high
9.	rOU	61	Very low	92	high
10.	DN	61	Very low	88	High

Table 1 it can be seen that there is a comparison of scores betweenresults. *pretest* and *posttest*Prior to treatment adjustment seventh grade students at SMP Negeri 2 Singosari darting low, it is seen from the results of *the*pretest.After the *treatment* is done on the level of social adjustment of students started already showing perubahan.Jadi can be concluded that the technique of sociodramas very effective in improving the students' social adjustment due after the *treatment* is done each student lots that showed an increased ability of adaptation to social. Serving comparison of the results of *the pretest* and *posttest* can also be seen in the following figure:



From the *pretest* 10 subjects showed that subjects who receive a score of 60 by 1, students who earn a score of 78 by 2 students, students who earn a score of 82 by 1 student, score 84 as one student, a score of 86 by 1 student, a score of 79 by 2 students, a score of 61 by 2 students. From the results of *the posttest* that get 88 as much as 2 students, score 114 in 1 student, a score of 90 by 1 student, a score of 94 in 1 students, score 115 in 1 students, score 105 in 1 student, a score of 98 by 1 student, a score of 89 by 92 students.

Based on Based on the results of the *pretest* and *posttest* showed an increase adjustment to thesosialmelalui *treatment* sociodramas group counseling techniques in class VII in SMP Negeri 2 Singosari district. Poor. Based on the analysis in this chapter there is an increase in the students' social adjustment to the givenafter *treatment* an average of adjustment increases with a score of 97.3%. Before theis given *treatment* in the form of group counseling techniques sociodramas students have social adjustment to lower with an average score of 74.8%,which is also indicated by symptoms among other things: less able to control themselves in a situation or an issue of the social environment, not have a rational judgment and restraint in behavior, less capable in terms of learning and so can not develop his qualities, do not have a realistic attitude objective in assessing the situation of their social environment. The low social adjustment to the students will hinder the process of the student association on the surrounding environment. According *Schnieider* (in Fashilah, 2013: 24) individuals who can menyesuaiakan themselves well are individuals with limitations on himself, learning to act against himself and his environment by way of a mature, healthy, efficient and attitude satisfactory and can adjust the mental conflict, frustration social and personal difficulties without impaired behavior in students. One of them using group counseling services with sociodramas techniques can help students in the adaptation to the social.

CONCLUSION

Based on the research that has been described can be concluded that the counseling group with sociodramas highly effective techniques to help students improve their adjustment to the social. It can be concluded that through the guidance of the group with sociodramas technique can be seen the increase of the average value keterlaksanaan group counseling services, students who previously could not adapt to the social, now students can begin to improve his adjustment to the social good. This means that the research objectives are met and the hypothesis is proven action, namely the application sociodramas technique can improve the social adjustment to the students. Guidance in student groups began to show a change in growth in the adjustment to the social, this is indicated by a change in the students tend to be active, enthusiastic and likely to be able to adapt when dealing with others.

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I.

HAIKU AND SENRYU IN THE INDONESIAN CYBER LITERARY

Gatot Sarmidi

Universitas Kanjuruhan Malang, Jl. Supriadi 48
Stonetitogats@yahoo.co.id

Abstract. Haiku and Senryu is a traditional Japanese poem. Haiku is a three-line poem with seventeen syllables, written in a 5/7/5 syllable count. This study aims to describe haiku and senryu on the Indonesian Cyber Literary (ICL). The study employing a research descriptive design and used hermeneutical study cyber literary. The study results, Haiku and Sensryu on ICL was explained based a create and context ICL in the Indonesian Sosiologi Literary (ISL).

Keywords: haiku, senryu, Indonesian Cyber Literary (ICL), Indonesian Sosiologi Literary (ISL).

INTRODUCTION

Haiku and Senryu develop on Indonesian Cyber Literary (ICL) and Indonesian Sosiologi Literary (ISL). In Indonesia, *Haiku* Learning revolves around our content. Create classroom pages or group on social media, add and organize content blocks, change layouts, and publish whenever we are ready. This context, Haiku and Senryu as Indonesian poem deferent Haiku and Senryu as traditional Japanese poem. As Japenese poem, a traditional *haiku* consist of 17 on (also known as morae though often loosely translated as "syllables"), in three phrases of 5, 7, and 5 on respectively. A kigo (seasonal reference), usually drawn from a saijiki, an extensive but defined list of such terms.

With reference to the Indonesian literary text, Haiku and Senryu was written on facebook group, as Newhaiku, Haiku Haiki, Haiku Nusantara, dan Haiku Internasional.As for all, his whole collection is discussed as special emphasis on some poems in context Indonesian literary history. The study Haiku and Senryu as appendicases are provided for reference only, and have been reproduced from copies of the original from facebook.

Haiku (俳句 *high-koo*) are short three-line poems with a 5-7-5 syllable structure that use sensory language to capture a feeling or image. A traditional Japanese haiku is a three-line poem with seventeen syllables, written in a 5/7/5 syllable count. Often focusing on images from nature, haiku emphasizes simplicity, intensity, and directness of expression. Haiku began in thirteenth-century Japan as the opening phrase of renga, an oral poem, generally 100 stanzas long, which was also composed syllabically. The much shorter haiku broke away from renga in the sixteenth-century, and was mastered a century later by Matsuo Basho, who wrote this classic haiku: *An old pond!/ A frog jumps in—/ the sound of water.* Among the greatest traditional haiku poets are Basho, Yosa Buson, Kobayashi Issa, and Masaoka Shiki. Modern poets interested in the form include Robert Hass, Paul Muldoon, and Anselm Hollo, whose poem

"5 & 7 & 5" includes the following stanza: *round lumps of cells grow/ up to love porridge later/ become The Supremes.* Haiku was traditionally written in the present tense and focused on associations between images. There was a pause at the end of the first or second line, and a "season word," or *kigo*, specified the time of year. As the form has evolved, many of these rules—including the 5/7/5 practice—have been routinely broken (Angelo,2016:Sutiana,2016)

There are two main ways thinking about poetry. One approach is to concentrate on the poet himself. Underlying this approach very often is the idea that poetry is primary the author expression of the poet's emotion. Second approach concentrates on discussing the poem it self. The focus of our attention here is on the words on the page (Peck and Coyle,1986:11). Literary studies with poetics as their vocal point, consist like linguistic of two sets of problems, synchrony and diacrony (Jacobson,1987:64). The task of poetics is to make explicit the underlying possible. It would not be a science of content which, in hermeneutic fashion proposed interpretation for work (Culler,1997:118). In context searching for models and approaches and reading the Haiku and Senryu poems As both a text and a cultural practice as synchrony study, ICL and ISL found that despite and growing interest in the genre among traditional Haiku and Senryu as Traditional Japanese poems.

The study Haiku and Senryu is study of poetic fungtion in the context of verbal message in general an in poetry in particular. An sinchronic description envisages the Haiku and Senryu not only the literary production of any given stage baut also that part of the literary tradition wich for the stage in question has remained vital or has been revived. Thus for instance Haiku and Senryu in the ICL. They are often inspired by an element of nature, a moment of beauty, or another poignant experience. Haiku poetry was originally developed by Japanese poets, and the form was adopted (and adapted) by virtually every modern language, including English and Indonesian. The secret to writing great haiku is to be observant and appreciate nature, as detailed below.

METHOD

The study of Haiku and Senryu in the ICL are employing a research descriptive design and used hermeneutical study cyber literary. Data and source of data with reference to the Indonesian literary text, Haiku and Senryu was written on facebook group, as Newhaiku, Haiku Haiki, Haiku Nusantara, Haiku Alam , and Haiku Internasional, on January and February 2017.

HAIKU AND SENRYU IN ICL

Haiku and Senryu In ICL as a traditional Japanese haiku is a three-line poem with seventeen syllables, written in a 5/7/5 syllable count or 5 syllable (S1), 7 syllable (S2), and 5 syllable (5) . On the Indonesian literary text, Haiku and Senryu was written on facebook group, as (1) Newhaiku (Table 1),(2) Haiku Haiki (Table 2), (3) Haiku Nusantara (Table 3), and (4) Haiku Alam (Table 4), Often focusing on images from nature, haiku emphasizes simplicity, intensity, and directness of expression. Haiku in ICL was written focused on associations between images. There was a pause at the end of the first or second line, and a season word or *kigo*, specified the time of year.

TABLE 1 HAIKU AND SENRYU IN THE NEW HAIKU

No	Author	Data	S1	S2	S3	Total The Word	Hasta gram	Kigo	Kireji	Haiku/ Senryu
1.	Neneng Sundari	senandung lirih di teduh damai pagi untuk ibunda	5	7	5	2,4,2	-	Pagi	ibu	Haiku
2.	Iwan Teja Nirwana	Menjelang panen Berburu hama padi Tikus sembunyi	5	7	5	2,2,2	-	-	tikus	Senryu
3.	Samuel Bona Panjaitan	Sepanjang sore Kertas bertulang bambu Tinggi melayang	5	7	5	2,3,2	#NH_ SBP	-	tinggi	Senryu
4.	Endri Wiyani	Bumi bergoncang Tengah malam terjaga Gunung berlarva	5	7	5	2,3,2	(ew) Taipei 0t022017	Tengah malam	gunung	Haiku
5.	Tursilo Widodo Dodoy	Keringat dahi Semangkok baso pedas Nikmati siang	5	7	5	2,3,2		-	siang	Senryu
6.	Endang Supriadi	Siang disini Tak seputih gigimu Oh kekasihku	5	7	5	2,3,2		-	kekasih	Senryu
7.	Gatot Sarmidi	Koran beredar Melayah pagi pagi Langsung beringas	5	7	5	2,3,2	#newhaik ugats205	Pagi-pagi	beringas	Haiku
8.	Cornelia Endah Wulandari	satu bingkisan hadiah ulang tahun sepeti ilmu	5	7	5	2,3,2	#lily2017	Ulang tahun	ilmu	Haiku
9.	Candra Hasan	Musim anginkah Bertiup sangat kencang Mengancam rasa	5	7	5	2,3,2	#haiku chan	Musim angin	Macam rasa	Haiku

10.	Kang Suhu	Dalam irama Tarian inti rasa Rahman dan rahim	5	7	5	2,3,2	#NH_ suhu	-	Rahman -rahim	senryu

On Table 1 represented Haiku and Senryu in The New Haiku Facebook group was written by Neneng Sundari, Iwan Teja Nirwana, Samuel Bona Panjaitan, Endri Wiyani, Tursilo Widodo Dodoy, Endang Supriadi, Gatot Sarmidi, Cornelia Endah Wulandari, Candra Hasan, and Kang Suhu. All Haiku an Senryu, As the form has evolved, many of these rules, including the 5/7/5 syllable practice and make a sense of sudden enlightenment and illumination represented in kigo and kireji as cutting word in Haiku or Senryu in ICL.

TABLE 2 HAIKU AND SENRYU IN THE HAIKU HAIKI

No	**Author**	**Data**	**S1**	**S2**	**S3**	**Total The Word**	**Hasta-gram**	**Kigo**	**Kireji**	**Haiku/ Senryu**
1.	Hardho Sayoko Spb Dua	Gumbala geni aji penjinak api milik leluhur	5	7	5	2,3,2	-	-	Milik leluhur	Senryu
		Musashi takjub ilmu Mahesa Jenar Lembu Sekilan				2,3,2	-	-	lembu sekian	Senryu
		Aji Panggendam diamalkan penipu mencari fulus				2,2,2	-	-	fulus	Senryu
		Hujan tak basah lompat menara batu ada di ...				2,3,2	-	-	ada di	Senryu
		Sebab tak mampu mantra dibilang klenik bermain nalar				3,3,2	-	-	main nalar	senryu
2.	Gatot Sarmidi	Kuda berlari saat penghujan tiba menuju desa	5	7	5	2,3,2	#haiku haiki gats205	Musim hujan	desa	Haiku
3.	Isni Heryanto	di luar hujan burung pun kedinginan tidak berkutik	5	7	5	3,2,2	-	digin	berkutik	Haiku
4.	Mahda Lena	Badanpun gerah Mandi tak kuat dingin	5	7	5	2,4,2	-	dingin	Kawin urung	Haiku

		Kawin diurung								
5.	AL Basyah AL Dirjo	Sebuah pasak Lebih besar tiangnya Tak mungkin masuk	5	7	5	2,3,3	-	-	masuk	senryu
6.	Harmaini Omar	Aloha pagi Ramai menggusur dingin Riang jalanan	5	7	5	2,3,2	-	dingin	jalanan	Haiku
7.	E L Winurita Rtg	Mataku perih Matahari bersinar Energi turun	5	7	5	2,2,2	-	Matahari	energi	Haiku
8.	Tursilo Widodo Dodoy	Andainya saja Malam ini kau ada Kamar tak sepi	5	7	5	2,4,3	-	malam	sepi	Haiku
9.	Dewi Hani	Sore berganti berita makin nyeni di layar tancep	5	7	5	2,3,3	-	-	Layar tancep	senryu
10.	Ness Kartamihardja	Udara lembab Sarang di pohon basah Burung menggigil	5	7	5	2,4,2	-	basah	burung	Haiku

On Table 2 represented Haiku and Senryu in The Haiku Haiki Facebook group was written byHardho Sayoko Spb Dua, Gatot Sarmidi, Isni Heryanto, Mahda Lena, AL Basyah AL Dirjo, Harmaini Omar, E L Winurita Rtg, Tursilo Widodo Dodoy, Dewi Hani, and Ness Kartamihardja. All Haiku an Senryu, As the form has evolved, many of these rules, including the 5/7/5 syllable practice and the philosophy of haiku and senryu has been preserved: the focus on a brief moment in time and a use of provocative as represented in kigo and kireji as cutting word in Haiku or Senryu in ICL.

TABLE 3 HAIKU AND SENRYU IN THE HAIKU NUSANTARA

No	Author	Data	S1	S2	S3	Total The Word	hastagram	Kigo	Kireji	Haiku/ Senryu
1.	Nashan-daru Mugia	Tadak mengeluh Si gemblung tak tersentuh Menunggu waktu	5	7	5	2,4,2	#harasemryu_daru	-	Tunggu waktu	senryu
2.	Rinrin Candraresmi	kabut dan malam lagu pilu sembilu langkah dan doa	5	7	5	2,3,1	#hara_rin #pic_google	-	doa	senryu
3.	Muhary Wahyu Nurba	Merekah bunga Warna warni pelangi Di kaki bukit	5	7	5	2,3,3	MWN_2017.02.05	pelangi	Kaki bukit	Haiku

4.	Chandra Yusuf	Ruang membisu Bunyi pagi menyapa Suara tivi	5	7	5	2,3,2	#Hara haiku_ Chandra	pagi	Suara TV	Haiku
5.	Teti Herawati	membawa rindu pagi menembus kabut cemara sendu	5	7	5	2,3,2	#Hara_ thels	Kabut pagi	cemara	Haiku
6.	Tar Yana	Senyum mentari Sinari jagat raya Hangat merasuk	5	7	5	2,3,2	#Hara Haiku_ Tar	sinar	hangat	Haiku
7.	Sukarsa Taslim	Maju selangkah Angin mendorong mundur Tetap di tempat	5	7	5	2,3,3	#hara senryu sutas	angin	Tetap di tempat	Haiku
8.	Opa Rachmat Hidayat	misteri cinta dewi malam tersenyum tak terpecahkan	5	7	5	2,3,2	#harah aiku_ oprach	malam	senyum	Haiku
9.	Rudi Anto	aroma pedas koki restoran bersin wajan menadah	5	7	5	2,3,2	#sen ryuras 04Feb 2016	-	wajan	senryu
10.	Achmad Zain	ramah mentari hembusan angin sepoi menuju pantai	5	7	5	2,3,2	#hara haiku_ AZ	angin	pantai	Haiku

On Table 3 represented Haiku and Senryu in The Haiku Nusantara Facebook group was written by Nashan-daru Mugia, Rinrin Candraresmi, Muhary Wahyu Nurba, Chandra Yusuf, Teti Herawati, Teti Herawati, Sukarsa Taslim, Opa Rachmat Hidayat, Rudi Anto, and Rudi Anto. All haiga in in The Haiku Nusantara must write hastagram as #harasemryu_daru, #hara_rin #pic_google, #Hara haiku_ Chandra, #HaraHaiku_Ta, #hara senryusutas, #harahaiku_ oprach, #sen ryuras 04Feb2016, and #hara haiku_AZ. All Haiku and Senryu in Haiku Nusantara, as the form has evolved, many of these rules, including the 5/7/5 syllable practice and make a sense of sudden enlightenment and illumination, colorful images and an ability to be read in one breath as the image itself is speech and the image is the word beyond formulated language of the influence of haiku. On the Haiku Nusantara represented in kigo and kireji as cutting word in Haiku or Senryu in ICL which began as a thirty-line poem and was eventually Indonesian word.

TABLE 4 HAIKU AND SENRYU IN THE HAIKU ALAM

No	**Author**	**Data**	**S1**	**S2**	**S3**	**Total The**	**Hasta gram**	**Kigo**	**Kireji**	**Haiku/ Senryu**

						Word				
1.	Neneng Sundari	sebutir debu didepak angin senja entah kemana	5	7	5	2,3,2	-	senja	kemana	Haiku
2.	Arkie Malique	Kicauan burung Memecah pagi hari Suara khasnya	5	7	5	2,3,2	-	pagi	suara	Haiku
3.	Lovely LiLy	Ukiran nisan elang terpahat sunyi musim ke musim	5	7	5	2,3,2	-	sunyi	musim	Haiku
4.	Rudi Anto	aroma pedas koki restoran bersin wajan menadah	5	7	5	2,3,2	#senryuras 04Feb2016	bersin	wajan	Haiku
5.	Roro Mendut	Kakek di bangku Menyaksikan dunia Senja berlalu	5	7	5	3,2,2	#haiku-rt-17011106	-	Senja	senryu
		Old man on the bench Watching the world runs by Gone under the twilight	5	8	4	4,6,3	hak cipta dilindungi undang-undang all rights reserved	-	twilight	
6.	Dan Sanur	semilir pagi daun daun menggetar embun menitis	5	7	5	2,3,2	-	Daun meng getar	embun	Haiku
7.	Lisbeth Ho	hidangan imlek penuh keberuntungan sarat berkmakna	5	7	5	2,2,2	-	Kebe run tungan	Sarat makna	Haiku
		chinese new year's dish symbols of fortunes and luck meaningfull cuisine	5	7	6	4,5,2				
8.	Kudawani ngpati IX	bukit terbuka kembang lalang merumbai semilir angin.	5	7	5	2,3,3	#haikuda17jan#	-	Semilir angin	senryu
9.	Surahardjo Prawiro Soebroto	bunga dan kupu nikmati hangat pagi saling memberi	5	7	5	3,3,2	-	pagi	Saling memberi	haiku
10.	Arkie Malique	Hutan yang kikis Simpan air menyusut Kirimkan hujan	5	7	5	3,3,2	-	-	hujan	senryu

On Table 4 represented Haiku and Senryu in The Haiku Alam Facebook group was written byNeneng Sundari, Arkie Malique, Lovely LiLy, Rudi Anto, Roro Mendut, Dan Sanur, Lisbeth Ho, Kudawaningpati IX, Kudawaningpati IX, Surahardjo Prawiro Soebroto, and Arkie Malique. All Haiku an Senryu in the Haiku Alam as the form has evolved, many of these rules, including the 5/7/5 syllable practice a kigo or seasonal reference, usually drawn from a saijiki or an extensive and defined list of such terms and make a sense of sudden enlightenment and illumination represented in kigo and kireji as cutting word in Haiku or Senryu in ICL add and organize content blocks as Haiku learning revolves around haiga content and to create classroom pages, change layouts, and publish whenever the Haiku Alam or haiga in facebook group are ready.

DISCUSSION

Study Haiku and Senryu in the ICL is study of poetic fungtion.Basic technique analyzing of Haiku an Senryu poems in to divide them into stanzas and how simetrical distribution into various grouping, especially in the ICL. In the study kigo and kireji, a semantic approach must aim at both operational and descriptive adequacy; that is to say it must use concepts which can defined in terms of empirical techniques or operations an it must account for intuitively attested fact about season meaning and representation of idea. However, the philosophy of Haiku and Senryu in the ICL have been preserved: the focus on a brief moment in time; a use of provocative, colorful images; an ability to be read in one breath; and a sense of sudden enlightenment and illumination. This philosophy influenced poet in the ICL who noted the power of haiku’s brevity images. The authors wrote the image itself is speech. The image is the word beyond formulated language. The influence of Haiku or Senryu in the ICL began as a thirty-line poem. All Haiku an Senryu in the ICL facebook group as New Haiku, Haiku Haiki, Haiku Nusantara and Haiku Alam as the form has evolved, many of these rules, including the 5/7/5 syllable practice In Indonesian, and Haiku And Senryu In The Micropoem and Haiku International in English. Haiku in Indonesian expression and other languange is defferent. Haiku and Senryu in ICL have the most rules never ceases to amaze and astound. The only real comfort one can find in this situation is the concept that this affords a wider range of rules from which a writer can pick and choose.

To write Haiku and Senryu in the ICL about one or two rules as if these are the real rules. Writing write Haiku and Senryu in the ICL could or should easily offend those of the society membership who have chosen to follow opposite or other guidelines. So let me make the disclaimer that in discussing these rules. This article is only discussing some of the current disciplines and following in Haiku and Senryu in the ICL writing and which are currently shared by a majority Haiku and Senryu of writers. If poets had over-used any idea or method his personal goal was to point this out and suggest something else.

In context writing Haiku and Senryu, the authors could choise writing Haiku and Senryu technique, as The Technique of Word-plays ,The Technique of Double entendre (or double meanings), The Technique of Verb /Noun Exchange, The Technique of Close Linkage, The Technique of Leap, The Technique of Mixing It Up, The Technique of *Sabi,* The Technique of *Wabi,* The Technique of *Yûgen,* The Technique of the Paradox, The

Technique of The Improbable World, The Technique of Humor, The Above as Below Technique and The Technique of using Puns. Which were followed until someone else got tired of it and suggested something new. This seems to be the way poetry styles go in and out of fashion. Though this technique is often given Shiki's term *shasei* (sketch from life) or *shajitsu* (reality) it had been in use since the beginning of poetry in the Orient. Haiku began in thirteenth-century Japan as the opening phrase of renga, an oral poem, generally 100 stanzas long, which was also composed syllabically. The much shorter haiku broke away from renga in the sixteenth-century, and was mastered a century later by Matsuo Basho, who wrote this classic Haiku:

An old pond! A frog jumps in—the sound of water.

Among the greatest traditional haiku poets are Basho, Yosa Buson, Kobayashi Issa, and Masaoka Shiki. Modern poets interested in the form include Robert Hass, Paul Muldoon, and Anselm Hollo, whose poem “5 & 7 & 5” includes the following stanza: *round lumps of cells grow up to love porridge later become The Supremes*

Haiku was traditionally written in the present tense and focused on associations between images. There was a pause at the end of the first or second line, and a “season word," or *kigo*, specified the time of year. You cannot follow all of the rules and several of them are so contradictory that there is no way to honor them both at once. You must always choose. In order to make a choice, you have to understand the reasons and methods.

CONCLUSIONS

Haiku and Senryu in the ICL as traditional Japanese poem, consist of 17 on (also known as morae though often loosely translated as "syllables"), in three phrases of 5, 7, and 5 on respectively. The fact that the smallest literary form Haiku and Senryu in the Indonesian literary text, Haiku and Senryu was written on facebook group, as Newhaiku, Haiku Haiki, Haiku Nusantara, Haiku Alam , and Haiku Internasional, on January and February 2017 have the most rules never ceases to amaze. The only real comfort one can find in this Indonesian situation is the concept that this affords a wider range of rules from which a writer choose. This article could used as model to writing study stanza with writing Haiku and Senryu as facebook Hayku and Senryu groups in the ICL.

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COMPARATIVE FINANCIAL PERFORMANCE BANK NATIONAL GOVERNMENT AND PRIVATE BANKS LISTED IN INDONESIA STOCK EXCHANGE PERIOD 2010-2014 BY USING CAMEL

Ida Nuryana[1)], Sri Wilujeng[2)], Retno Wulandari[3)]

Faculty of Economics and Business, University of Malang Kanjuruhan
idanuryana1@gmail.com

Abstract. The prosperity of a country is characterized by the rapid economic growth in the country.the economic growth of a country can not be separated from their financing and investments made by financial institutions. One of the financial institutions that have an important role are the banking industry. A good performance level at a bank would be good for a country's economic growth as a function of banks as intermediary institutions that can play a role in improving the welfare of the community.The aim of this study fatherly determine differences in financial performance and soundness of the bank owned by the government and private-owned national bank in 2010-2014. The sample used in this study are BRI, BNI, BTN, and Bank Mandiri as a sample of state-owned banks. While the sample of privately-owned national bank is BCA, Bank Bukopin, Bank CIMB Niaga and Bank Danamon. Test equipment used is the CAMEL method with three variables used are CAR, ROA, and LDR while the test equipment used to test the hypothesis different test t. The results obtained in this study was the difference in financial performance in the variable CAR and LDR.the ROA prove the soundness of government-owned banks are healthier than bank-owned national swastas.

Keywords: financial performance, CAMEL, CAR, ROA, LDR

PRELIMINARY

As a developing country, Indonesia doing development in all fields.The development is done in order to achieve a just and prosperous society in accordance with the 1945 Constitution and Pancasila (Act No. 10 of 1998). To do a development need for financing and investment. One of the financial institutions that play an active role in the financing and investment bank.the role of banks is needed once in development activities for development of national economy in the face of the ever fast moving, competitive, and integrated with the increasingly complex challenges as well as the financial system is more advanced in the field of economic policy adjustment is necessary, including banks (Law No.10 of 1998).

Banks are business entities that raise funds from the public in the form of savings and channel them to the public in the form of credit or other forms in order to improve the standard of living of the people (Law No. 10 of 1998). Financial health of a company especially in the banking industry, can be seen from its financial performance.financial performance is a picture of the financial condition of companies within a certain period concerning aspects of fundraising, aspects of fund distribution, which is measured by indicators of capital adequacy, profitability, and liquidity (Jumingan, 2006). Financial performance of a bank can be seen from its financial statements in the period or time series.according Kashmir (2006) defines that the financial statements are statements that menunujukkan financial condition of the bank as a whole and showed the performance of the bank's management to see how the actual condition of the bank to see the strengths and weaknesses.

There are several kinds of methods in determining financial performance. One of them using the CAMEL.methods CAMEL (Capital, Assets, Management, Earnings, Liquidity) is the method adopted by Bank Indonesia with a view to assess the soundness of commercial banks is the result of qualitative assessments of various aspects affecting the financial performance of the bank through the assessment of capital, quality assets, management, earnings, and sensitivity to market risk (Bank Indonesia Circular Letter No.6/23 / DPNP / 05/2004).

Research purposes

To determine the financial performance of state-owned banks and privately owned banks nationwide as well as knowing the difference between the financial performance of state-owned banks and privately owned banks nationwide

LITERATURE REVIEW

Banking is everything that concerns about the bank, including institutional, business activities, as well as the manner and process in improving its business.while banks are business entities that raise funds in the form of savings and channel them to the public in the form of credit or other forms in order to improve the standard of living of the people. (UU no.10 of 1998)

financial performance is a picture of a company's financial condition at a given period concerning aspects of fund raising and distribution of funds is measured by capital adequacy, liquidity, and profitability (Jumingan, 2006).

Cashmere (2012) argues that the financial statements show the financial condition of the bank as a whole.of this report will be read how the actual condition of the bank, including the weaknesses and strengths. The financial statements also show the performance of the bank's management during the period.benefit by reading this report the management can improve the weaknesses that exist and maintain its strength.

Financial statement analysis is an action done with how to define and measure between items that exist in the financial statements in the period (Kashmir, 2012). Based on Bank Indonesia Circular Letter No.6/23 / DPNP set on May 31, 2004 declared the soundness of a bank whose scope the CAMEL factors consist of: Capital, Asset Quality, Management, Profitability, Liquidity.

RESEARCH METHODS

This research is a quantitative research which basically uses deductive-inductive approach.This approach departs from a theoretical framework, the idea of experts, based on his experience of understanding researchers then developed into the problem and its solution proposed for the truth or denial in the form of empirical support in the field.

The population in this study is that the banking Industry Bank-Owned and Private Owned National Bank listed on the Indonesia Stock Exchange period 2010-2014.while the sample namely BRI, BNI, BTN, Bank Mandiri as a sample of state-owned banks sedangan BCA, Bank Bukopin, Bank CIMB Niaga, Bank Danamon as a sample of privately owned banks nationwide.

Operational Definition of Variables

1. The financial performance is an overview of the achievements of a company that can be interpreted as the results that have been achieved over a wide range of activities undertaken.can be explained that financial performance is an analysis done to see the extent to which a company has conducted using the rules of financial performance is good and true (Fahmi, 2012).

2. Factor Capital (Capital). Capital is the amount of funds invested in a company by its owners to the establishment of a business entity (Abdullah, 2005).one component of capital factor is the factor of capital adequacy. The capital adequacy ratio of banks to test the CAR

(Capital Aduquency Ratio). CAR is the ratio of performance to measure the capital adequacy of banks owned by the bank to support assets that contain or produce a risk, such as loans.

3. Probability Factor (Earnings).earnings (profitability) is the ability of a bank to be able to increase its earnings in each period in order to measure the level of business efficiency and profitability achieved at the bank concerned (Kashmir, 2008).assessment of profitability factors that are commonly used in the assessment of the health of banking is the ratio of ROA (Return on Assets. This ratio is used to measure the ability of bank management in gain (profit) as a whole. The larger the ROA, the greater the level of profit that the bank achieved.if the resulting negative ROA shows the poor performance of the bank in the benefit.

4. Factor Liquidity (Liquidity).a bank is said to be liquid if the relevant bank can pay all its debts, particularly savings deposits, demand deposits, time deposits when billed and can also meet the credit application worth financing (Kashmir, 2008).

Data collection technique

The data obtained in this study are banking financial statement data for 2010-2014 which has been listed on the Indonesia Stock Exchange that can be accessed through the website www.idx.co.id.data collection techniques used in this research is data documentation.this is done to see the development of the financial performance of the financial statements for the desired period.

Data analysis technique

Method Using CAMEL

The analysis conducted in this study is using CAMEL method is to calculate the variable Capital, Earnings, and Liquidity to get a percentage of each of your proxy.The proxy is

a. Conducting analyzes capital ratios (Capital) using CAR ratio (Current Asset Ratio) with the aim of measuring the adequacy of capital held by banks to support the assets that generate risk.
b. Perform analysis profitability ratio (Earnings) using the ratio of ROA (Return on Assets) with the aim of describing the company's ability to generate profits.
c. Perform a factor analysis of liquidity (Liquidity) using LDR (Loan to Deposit Ratio) to the effect that a company is able to pay its debts.

Using different test t Test

Comparative analysis or test this difference is often called significance tests.There are two types of comparative, ie comparability between the two samples and comparative samples k (comparative between more than two samples).then every model of comparative samples are divided into two types, namely samples correlated (related)

and samples are not correlated or independent (Misbahuddin, 2013).

The sample is said to be correlated (linked) if the samples are separated from each other not explicitly (nonmutually exclusive), it means that the existing members of the sample who are members of other samples.

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RASIO KEUANGAN CAR BANK MILIK PEMERINTAH

Bank Milik	Tahun	Rata-rata	Keterangan

Pemerintah	2010	2011	2012	2013	2014	CAR per Bank per 5 tahun	
BRI	13,76%	14,96%	16,95%	16,99%	18,31%	16,19%	Sangat Sehat
BNI	18,63%	17,63%	16,67%	15,09%	16,22%	16,85%	Sangat Sehat
BTN	16,74%	15,03%	17,69%	15,62%	14,64%	15,94%	Sangat Sehat
Mandiri	13,36%	15,34%	15,48%	14,93%	16,60%	15,14%	Sangat Sehat
Rata-rata CAR	15,62%	15,74%	16,70%	15,66%	16,44%	16,03%	Sangat Sehat

RASIO KEUANGAN CAR BANK MILIK SWASTA NASIONAL

Bank Milik Swasta Nasional	Tahun					Rata-rata CAR per Bank per 5 tahun	Keterangan
	2010	2011	2012	2013	2014		
BCA	13,50%	12,70%	14,20%	15,70%	16,90%	14,60%	Sangat Sehat
Bank Bukopin	11,82%	12,71%	16,34%	15,12%	14,21%	14,04%	Sangat Sehat
Bank CIMB Niaga	13,47%	13,16%	15,16%	15,36%	15,58%	14,55%	Sangat Sehat
Bank Danamon	16,00%	17,60%	18,90%	17,90%	17,90%	17,66%	Sangat Sehat
Rata-rata CAR	13,70%	14,04%	16,15%	16,02%	16,15%	15,21%	Sangat Sehat

RASIO KEUANGAN ROA BANK MILIK PEMERINTAH

Bank Milik Pemerintah	Tahun					Rata-rata ROA per Bank per 5 tahun	Keterangan
	2010	2011	2012	2013	2014		
BRI	4,64%	4,93%	5,15%	5,03%	4,74%	4,90%	Sangat Sehat
BNI	2,49%	2,94%	2,92%	3,36%	3,49%	3,04%	Sangat Sehat
BTN	2,05%	2,03%	1,94%	1,79%	1,12%	1,79%	Sangat Sehat
Mandiri	3,50%	3,37%	3,55%	3,66%	3,57%	3,53%	Sangat Sehat
Rata-rata ROA	3,17%	3,32%	3,39%	3,46%	3,23%	3,31%	Sangat Sehat

RASIO KEUANGAN ROA BANK MILIK SWASTA NASIONAL

Bank Milik Swasta Nasional	Tahun					Rata-rata ROA per Bank per 5 tahun	Keterangan
	2010	2011	2012	2013	2014		
BCA	3.50%	3.80%	3.60%	3.80%	3.90%	3.72%	Sangat Sehat
Bank Bukopin	1.62%	1.87%	1.83%	1.75%	1.33%	1.68%	Sangat Sehat
Bank CIMB Niaga	2.75%	2.85%	3.18%	2.76%	1.44%	2.60%	Sangat Sehat
Bank Danamon	2.70%	2.60%	2.70%	2.50%	1.40%	2.38%	Sangat Sehat
Rata-rata ROA	2.64%	2.78%	2.83%	2.70%	2.02%	2.59%	Sangat Sehat

RASIO KEUANGAN LDR BANK MILIK PEMERINTAH

Bank Milik Pemerintah	Tahun					Rata-rata LDR per Bank per 5 tahun	Keterangan
	2010	2011	2012	2013	2014		
BRI	75,17%	76,20%	79,85%	88,54%	81,68%	80,29%	Sehat
BNI	70,15%	70,37%	77,52%	85,30%	87,81%	78,23%	Sehat
BTN	108,42%	102,56%	100,90%	104,45%	108,86%	105,04%	Kurang Baik
Mandiri	65,44%	71,65%	77,66%	82,97%	82,02%	75,95%	Sehat
Rata-rata LDR	79,80%	80,20%	83,98%	90,32%	90,09%	84,88%	Sehat

RASIO KEUANGAN LDR BANK MILIK SWASTA NASIONAL

Bank Milik Swasta Nasional	Tahun					Rata-rata LDR per Bank per 5 tahun	Keterangan
	2010	2011	2012	2013	2014		
BCA	55,50%	61,70%	68,60%	75,40%	76,80%	67,60%	Sangat Sehat
Bank Bukopin	71,85%	85,01%	83,81%	85,80%	83,89%	82,07%	Sehat
Bank CIMB Niaga	88,04%	94,41%	95,04%	94,49%	99,46%	94,29%	Cukup
Bank Danamon	93,80%	98,30%	100,70%	95,10%	92,60%	96,10%	Cukup
Rata-rata LDR	77,30%	84,86%	87,04%	87,70%	88,19%	85,02%	Cukup

DATA RASIO KEUANGAN BANK MILIK PEMERINTAH PERIODE 2010-2014

Tahun	CAR	ROA	LDR
2010	15,62%	3,17%	79,80%
2011	15,74%	3,32%	80,20%
2012	16,70%	3,39%	83,98%
2013	15,66%	3,46%	90,32%
2014	16,44%	3,23%	90,09%
Rata-rata	16,03%	3,31%	84,88%

DATA RASIO KEUANGAN BANK MILIK SWASTA NASIONAL PERIODE 2010-2014

Tahun	CAR	ROA	LDR
2010	13,70%	2,64%	77,30%
2011	14,04%	2,78%	84,86%
2012	16,15%	2,83%	87,04%
2013	16,02%	2,70%	87,70%
2014	16,15%	2,02%	88,19%
Rata-rata	15,21%	2,59%	85,02%

(Sumber: www.idx.co.id)

HASIL UJI NORMALITAS DATA

Rasio	Jenis Bank	Sig	Std. Sig	Keterangan
CAR	Bank Milik Pemerintah	0,035	< 0,05	Data terdistribusi tidak normal
	Bank Milik Swasta Nasional	0,031	< 0,05	Data terdistribusi tidak normal
ROA	Bank Milik Pemerintah	0,904	> 0,05	Data terdistribusi normal
	Bank Milik Swasta Nasional	0,034	< 0,05	Data terdistribusi tidak normal
LDR	Bank Milik Pemerintah	0,153	> 0,05	Data terdistribusi normal
	Bank Milik Swasta Nasional	0,051	> 0,05	Data terdistribusi normal

(Sumber: hasil pengolahan data)

HASIL UJI BEDA T TEST

No.	Variabel	Rata-rata		Sig	Keterangan
		BUMN	BUMS		
1	CAR	16,03%	15,21%	0,463	Terdapat perbedaan
2	ROA	3,31%	2,59%	0,009	Bank pemerintah lebih sehat
3	LDR	84,88%	85,02%	0,965	Terdapat perbedaan

DISCUSSION

On the data have been analyzed using the CAMEL, the average value of CAR on a government-owned bank in 2010-2014 have a value of more than 8% which is the standard provisions of Bank Indonesia in the amount of 16.03% and the national private banks have a value sebeesar 15.21%.CAR ratio is used as a comparison between the bank's capital to risk weighted assets (RWA).then CAR is also used to measure the adequacy of capital held by banks to support the assets that contain or produce a risk, such as loans.

Data ROA on a government-owned bank in 2010-2014 that have been analyzed by using the CAMEL generate an average value of ROA at state-owned banks amounted to 3.31% and the national privately owned banks amounted to 2.59%.The ROA value has exceeded the standards set by Bank Indonesia is more than 1.5%. ROA ratio is used to measure the ability of the bank's management to obtain an overall profit. The greater the ROA generated by a bank, the greater the level of profit achieved by the bank.and if the resulting negative ROA then it can be described that the poor performance of the bank in obtaining a profit.

LDR performance on state-owned banks and privately owned banks nationwide in 2010-2014 in this study had an average value of 84.88% and 85.02%.the percentage of the value of the standard is still in Bank Indonesia is at 85% - 100% for the bank is able to predict the funds raised from the public funds expended as kepda credit society.

Testing the hypothesis in the CAR to get the results that there are differences between the financial performance of state-owned banks and private banks.CAR on government-owned banks and privately owned banks nationwide have differences in terms of capital adequacy. Capital raised by government-owned banks almost most of the government and the rest of the investor, profit reserves and others. Therefore the government has a major role and the most important in the continuity of the bank's financial performance.in addition to being the owner of a major capital, the government also has the authority to supervise and control will be the financial condition of the bank in order to be able to profit as expected.of profits is partly channeled back into the bank's capital.

Hypothesis testing is done on ROA get the result that the level of financial performance of state-owned banks are healthier than private banks. It is influenced by several factors one of one of them on the level of liquidity of a bank.when a bank has a lot of credit to customers, the greater the revenue to be received by the bank. The revenue derived from loan interest that has been mutually agreed between the bank and the customer. The revenue will affect the profitability of a bank. So if a bank credit rate higher then its profit was also followed anyway.it is seen in terms of revenue from loans.but the lending banks also have restrictions on the provision that each of these ratios can be controlled properly and in accordance with the standards of Bank Indonesia.

Hypothesis testing is done on these ratios get the result that there are differences between the financial performance of state-owned banks and private banks.it is also influenced by the ability of banks to repay their debts to customers. The rate of return are differences between the two populations of the bank.although when viewed from the standard Bank Indonesia to two of his own Pering composite 2 and otherwise in good health, but the percentage shows that the level of government bank LDR was better than private banks.it is influenced by the level of public confidence in raising funds as well as take out loans at state-owned banks.

COVER

CONCLUSION

Analysis of the financial performance of Bank-Owned and National Private Bank Owned Listed in Indonesia Stock Exchange period 2010-2014 with Method Using CAMEL represented by the CAR, ROA, and LDR are as follows:

1. In CAR proved the difference between the financial performance of state-owned banks and privately owned banks nationwide.
2. On ROA proved that the level of financial performance of state-owned banks are healthier than privately owned banks nasioanl
3. On the LDR proved the difference between the financial performance of state-owned banks and privately owned banks nationwide.
4. In general, the financial performance of state-owned banks are better than privately owned banks nationwide.This is proved on average to three financial ratios higher value than bank owned private banks.

Suggestion

1. In this research study was only performed 5 years ie in the period 2010-2014.when using the period of the study, the analysis of the data obtained will be better.
2. This study uses only 3 CAMEL financial ratios in the method, so that is also expected in the next study to add two more variables on the ratio of Asset and Management so that it becomes a more complete analysis.
3. For the investors who will carry out investment activities should invest in state-owned banks for government banks have better financial performance.
4. For a government-owned bank continues to maintain that level of financial performance in the next period financial performance is better again increased.
5. For private bank belonging to nasioanl expected to improve as well as improved its financial performance so that investors will not hesitate in investing in the banking sector especially privately owned banks nationwi

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REVIVING READING CULTURE: PROMOTING FREE VOLUNTARY READING AMONG STUDENTS: THE STUDENTS' CASE OF PRIVEATE UNIVERSITY IN MALANG

Agus Sholeh
Universitas Kanjuruhan Malang
Sholeh_agus@unikama.ac.id

Abstract. This article concerns with low reading habit and reviews the teaching of EFL reading especially in some private universityin the Indonesian. It discusses the activity to revive reading habit by using Free Voluntary Reading as strategy to promote students reading.This research focused on the picture of the implementation FVR, the improvement of students'reading ability and the level of comprehension that can be enhanced. The study figures out that FVR make better their reading habit since the majority students better enjoy reading at home over the previous year a) Most of the students liked the freedom to choose their own books, like talking books and loved learning club, b) Some of the students said that reading is sometimes fun, often fun, usually fun, always fun, butno student who says that reading is not fun.

Key words: Reading, Free voluntary reading,

INTRODUCTION

This research concerns with the students reading habit since it is far away for their actual life. This study also aimed to increase literacy "reading skills" that must be possessed by students so that students are able to understand the English text well**.** In many cases, readingactivity is not habit for many students because they do not feel that reading is a part of their needs, so they do not spend a lot of time to read either on campus or at home, they use their time to chat with friends or operate their smartphone just for or communicate in their social networks. Actually reading should be activities that are indispensable for the students because by reading they gain useful knowledge for their future and especially to improving literacy "reading skills" that must be possessed by students, so the lack of reading interest of students resulted in a low students' ability to understand English texts. Low habits and ability to read are also experienced by students majoring in English Education of some private University in Malang.

Improving the habit of reading and reading skills takes time and a continuous process to improve the reading motivation of students and requires a learning approach and strategies that correspond to the learning objectives and the needs of the students to achieve the learning objectives and need to be supported by a program of study in the form of policy. As a matter of fact that low reading interest of students in English literature resulted in poor Indonesian students' ability to understand English texts. It needs special attention from particularly teachers and practitioners of education to use strategy such as Free Voluntary Reading (FVR).

This research focused on the following issues: 1). How is the picture of the implementation of activities Learning Model FreeVoluntary Reading Strategy on the activities of learning to read? 2) How Learning Model Free Voluntary Reading Strategy can improve students'reading ability? 3) At the level of comprehension which students can be enhanced through learning-based Free Voluntary Reading Strategy.

Reading and Free Voluntary Reading

Reading Comprehension should be regarded as a fun knowledge transfer (Rivers, 1981). Further Alderson defines reading as "intense personal activities and fun where information can be obtained in a fun way (Alderson, 2000, P. 8). This is a process where the relevant knowledge to be activated in language skills for the exchange of relevant information. This necessary for the reader to focus on reading material and integrate previously acquired knowledge and skills to understand what others have written (Shahmohammadi, 2011).

The purpose of reading is to understand or grasp the message or author information. When readers do not understand, they do not read. So, on this definition, read for the purpose of improving pronunciation, practicing forms of grammar and vocabulary learning reading skills not because it is not involved in understanding (Chastain, 1988).

According to AhmadiGilakjani et.al (2012) reading is an interactive process that is mediated between reader and text. The fundamental concept is that the reader reorganize the information provided in the text not only based on knowledge achieved from the text but also of any prior knowledge of the reader.Hernandez said that reading as an active process and refers to the interaction of the different constituents of skills in concurrent operation; interactions affect cognitive skills and good understanding in reading.

Hernandez (2003) states that reading comprehension is assumed to be the ability to construct meaning before, after and during reading through linking reader's background knowledge and the information presented by the author in the context. It is constructing an acceptable accurate meaning by making the connection between what has been read to what the readers already know and think about all of this information until it is recognized (AhmadiGilani, et.al 2012).

Harvey and Goudvis (2000) classifyreading comprehension into five types: 1)Lexical Comprehension" Understanding the key words in the textreading", 2) Literal Comprehension "Answering questions about the text "who, what, where, when", 3) Interpretive Comprehension "Answer questions aboutreading why, how", 4) Applied Comprehension"Connecting the content of reading toknowledge or experience of the readerhave", 5) Affective Comprehension" Understand the social and emotional aspects"

Free Voluntary Reading (FVR) is a strategy to motivate students to read the "silent reading" and read a book in the select his own "self-selected reading" the books are fun accordance with the level of independence and student preferences. FVR involves the effectiveness of English major students to explore many books were read and increase the strength or desire to know the benefits of reading (Hernandez, 1997).

Voluntary reading (FVR) means reading as you want and what you want, without any accountability or a book report. This is a very pleasant way to discover our talents, develop some competencies that help to better the way we select, and develop ideas on how to use our talent (Krashen, 2016)

In Free Voluntary Reading students are given the opportunity to choose their own text and read on their own, often with little or no feedback given. Many teachers in the United States believe that reading the voluntary promoting reading skills include word recognition, fluency, and comprehension. Furthermore, the teachers think of reading as the main way to increase vocabulary, conceptual understanding, and knowledge of the world (White and Kim, 2008)

In this activity, the student is actually free to choose the materials they want to read, lecturers or teachers constantly motivate students to volunteer to read, students are also given the opportunity to evaluate to report what they've read.
Kim and White (2008) further explained that if students spend more time to read, they will learn to read better, which in turn will lead to more reading. This, in turn, will bring substantial benefits in their lives in the long run.

FVR stages in implementing the program are as follows:

a. Identify the level of independence of students in reading
   In this stage to identify the level of independence of our reading class students and also collect some books that correspond to their level. Manage the book so as students easily access what they want to read.

b. FVR Program explain to students
   Lecturer introduce or explain FVR program to students, faculty need to explain that reading helps them learn new vocabulary and improve reading skills, word pronunciation, grammar and grammar tau them despite what they read is not reading difficult. Manage system and management consultancy brand book so easy to borrow books easily.
c. Discusses the book in a group
   Lecturer schedule a formal literature so that students can share information about books they like and about the authors they like. On this occasion, students have the opportunity to get feedback and suggestions from students who had read many books.
d. Continually motivate students
   Lecturer always take the time to motivate students who have read the book to celebrate every month or every semester.
e. Evaluate or assess student progress in reading.
   Lecturers provide logbook to be filled by students about the books they've read or have them read to know that their reading skill level increases.

Kim and White (2008) has conducted experimental research by conducting experiments with four groups of students in grades 3 through 5:

1. The appropriate books alone (Matched book only)
2. Appropriate books and reading oral (Matched books and oral reading scaffolding)
3. Matching books, oral reading and comprehension strategies (Matched Books with Oral Reading and Comprehension Scaffolding)
4. The control group received a book on a half after the holiday season post-testing and without teachers or parents scaffolding (Control)

   To determine the extent to which participants have read the book, the students are given forms as follows:

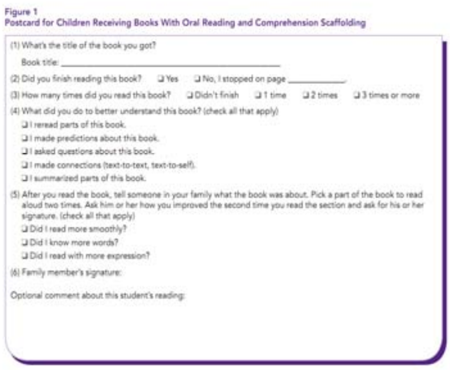


Figure 1
Postcard for Children Receiving Books With Oral Reading and Comprehension Scaffolding

(1) What's the title of the book you got?
Book title: ____________

(2) Did you finish reading this book? ❑ Yes ❑ No, I stopped on page ________.

(3) How many times did you read this book? ❑ Didn't finish ❑ 1 time ❑ 2 times ❑ 3 times or more

(4) What did you do to better understand this book? (check all that apply)
❑ I reread parts of this book.
❑ I made predictions about this book.
❑ I asked questions about this book.
❑ I made connections (text-to-text, text-to-self).
❑ I summarized parts of this book.

(5) After you read the book, tell someone in your family what the book was about. Pick a part of the book to read aloud two times. Ask him or her how you improved the second time you read the section and ask for his or her signature. (check all that apply)
❑ Did I read more smoothly?
❑ Did I know more words?
❑ Did I read with more expression?

(6) Family member's signature:

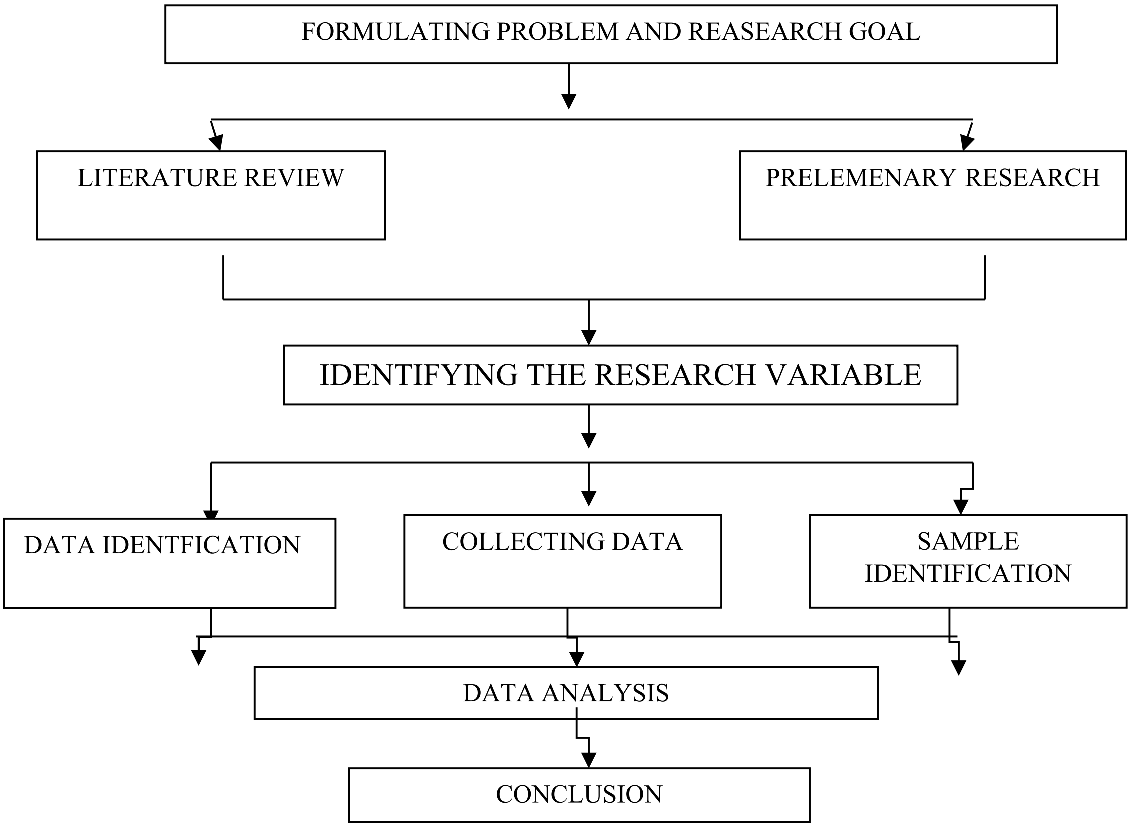
Optional comment about this student's reading:

RESEARCH DESIGN

The study design used is descriptive qualitative since some qualitative characteristics contained in analyzing the data. First, the study was based on a real or natural setting that is based on real conditions. Second, the research data is in the form of student learning outcomes in the form of reading comprehension. Third, this study relate to the context of language use. The third reason is in line with the opinion of Bogdan and Biklen (1998) which says that the descriptive qualitative has five characteristics, namely: naturalistic, descriptive, process, inductive, and meaning.

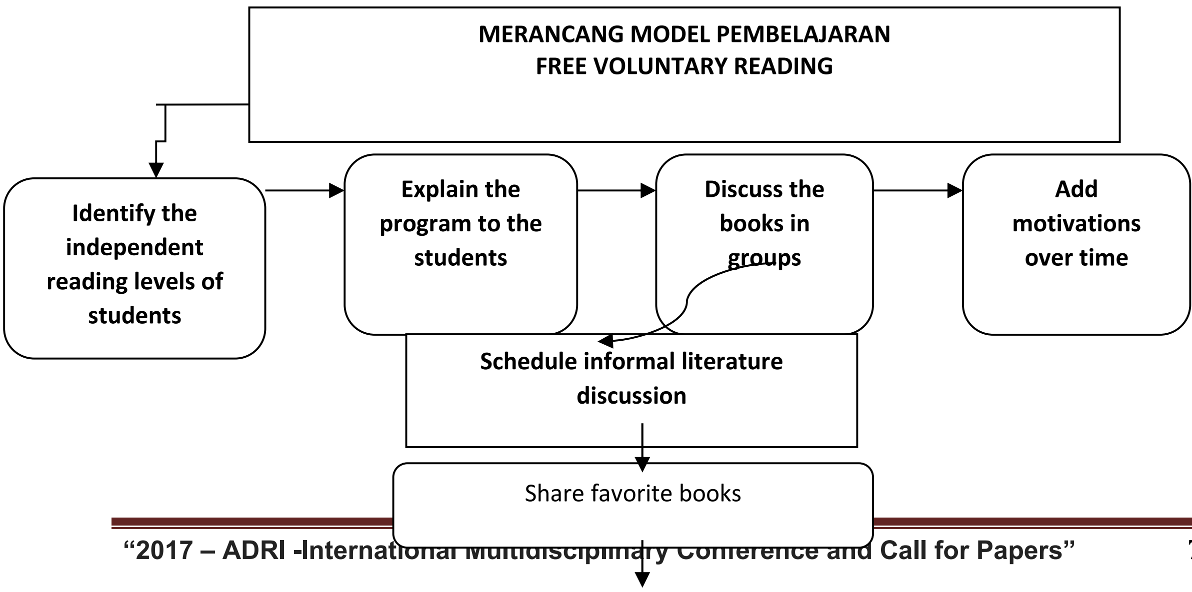
So this study emphasizes descriptive data describing phenomena image of something rather than the data in the form of numbers. This study triesto find outif the Learning Model FVR is able to improve the reading skills of students in the subject of reading so that students can achieve a good reading comprehension.

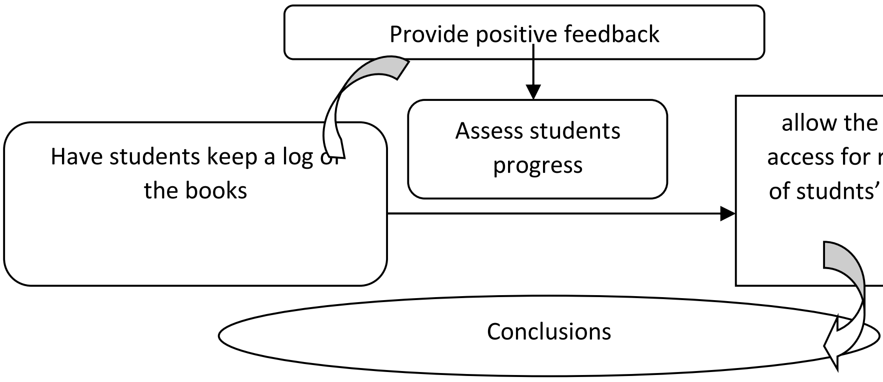
The research design is structured to following figure.



PROCEDURES PROCESSING AND DATA ANALYSIS

Researchers used the description in the processing and analysis of data on the implementation of Learning Model FVR. At this stage the collected data obtained from observation sheet.





FINDING AND DISCUSSION
IMPLEMENTATION OF FREE VOLUNTARY READING

Based on the analysis of ratings based reading assessment rubric, the implementation of free voluntary reading proven to help students improve their reading skills, as reflected in the increased value - average student on reading ability in the subject of reading after they get treatment of free voluntary reading. This is consistent with the findings Charm et al (2007) concluded that there is significant correlation between the ability of Reading students with classroom activities that emphasizes content and language discussion. It is quite reasonable that the content of the topic being discussed, then the student is able to make summary about the topic they are reading. It is very closely related also with content familiarity or knowledge of students about the content of reading.

The fifth component of rubric read, proved that four out of five of these components had significant increases based on the statistics, namely: content, organization, vocabulary, and grammar. The increase was due to discuss the activities of reading content before they read, although they are still a lot of discussion. And in the learning process with free voluntary reading students also borrowing or borrowing a word from the text they read.

But the mechanics components, although there is an increase in value compared to pretest posttest, was not statistically significant differences. This may be caused by too little improvement or less conscientious students on the use of capital letters and punctuation.

In learning the English language, both as a second language and as a foreign language, free voluntary reading is helping students improve Reading them as proposed ole Early (1990) that "this approach is valuable in that it enables low English proficiency students to work with academic context and discourse "(free voluntary reading greatly assist students in terms of context and topics discussed). In addition, Madrid (2001) states "Reviews those related to the context and the nature of language instruction are decisive. The effect and value of the language used for classroom instruction is of paramount importance "(the learning associated with the context and nature of language learning are indispensable because they are very important in teaching and learning in the classroom).

In the implementation of free voluntary reading, further stated by Shi (1986),"A rationale is presented for Adopting content-based instruction to meet ESL composition goals; it is argued that such instruction develops thinking, researching, and Reading skills needed for academic Reading tasks and does so more realistically than does traditional instruction that isolates the rhetorical patterns and stresses Reading from personal experience ". (Free voluntary reading increases the ability to think, searching, and reading skills needed in academic settings Reading).

Results of the Student Questionnaire

1. Twenty-three parents respond to two survey questions.

a. Compared to last year, how much time do you spend reading at home? The old man said:

♣ Less - None
♣The same - 30 percent (7)
♣ More - 70 percent (16)

b. How do you seem to enjoy reading this year compared to last year? The old man said:

♣ Less - None
♣ The same thing - 9 percent (2)
♣ More - 91 percent (21)

2. Students' response to the Free Voluntary Reading (FVR)

Children respond positively. They love freedom. They love talking about books.

They love the club. A more formal survey verified their findings. Students' respondsare the following:

a. How do you assess the reading as an activity that brings you pleasure?

♣Unpleasant – None
♣Sometimes fun - 38 percent (11)
♣ Usually fun - 21 percent (6)
♣ Often fun - 24 percent (7)
♣ Always fun - 17 percent (5)

b. Describe the practice of home-read you.

♣ I am a stickler read. I read all the time. - 13 percent (4)
♣ I prefer to read at home at least once a day because I wanted to. - 31 percent (9)
♣ I prefer to read at home often, but maybe not every day. - 23 percent (7)
♣When I have free time, I sometimes choose to read at home. - 13 percent (4)
♣ I do not usually choose to read in my spare time, but I read when I should. - 13 percent (4)
♣ I do not like reading at home, but I do it because the teacher or my parents expected me to. - 7 percent (2)
♣ I hate to read. Reading is not fun. I do not do it unless I have to. - There is no

c. When finished with the book, I wanted to ... [Note: Students are required to check which statements are applied; some students were tested more than one option.]

♣ Do a book report - None
♣ Is talking books - 21 percent (8)
♣ Discuss the book with others - 21 percent (8)
♣ Writing in my journal about the book - None
♣ Start another book - 55 percent (21)
♣ Other - 3 percent (1)

d. Have to write or create something after reading for fun makes reading ...

♣ Very nice - 11 percent (3)
♣ More fun - 25 percent (7)
♣ Less fun - 46 percent (13)
♣ boring - 18 percent (5)

CONCLUSIONS

After checking the results of the study, the researchers can draw conclusions from the responses of parents of students as follows: a) Most (70%) students spend more time to read a book at home over the previous year, b) The majority (91%) students better enjoy reading at home over the previous year.

While from the students themselves, researchers can draw the following conclusion: a) Most of the students liked the freedom to choose their own books, like talking books and loved learning club, b) Some of the students said that reading is sometimes fun (38%), often fun (24%), usually fun (21%), always fun (17%); but no student who says that reading is not fun.

On reading activities at home, the student answers vary: fanatical reading (13%), reading at home at least once a day (31%), reading at home but not every day (23%), reading when have free time (13%), read when required (13%), reading for teachers or parents expect students to read (7%); but no students who say they hate reading.

For a questionnaire about what students do after they finish reading a book, then Answer them as follows:began to read other books (55%), whether talking books (21%), discuss books with other people (21%), others (3%); but no student reports on books read.

About a desire to write or create something after reading the book, then answer the following students:less fun (46%), more fun (25%), very pleasant (11%), and boring (18%).

The findings of the above it can be concluded that students prefer when they are free to choose their own books to read. Therefore Free Voluntary Reading Strategy is very appropriate to be applied to the students to their ability and love of reading is increased.

Suggestions

Researchers propose some suggestions to be some party in relation to the results of this study:Students should be given the freedom to choose their own books they read in accordance with each student's interest. It will be able to increase their reading fluency and learners in college are recommended to students to read a lot of books to expand your knowledge and insight because the material obtained in college will not be enough. So students should actively read a lot of material.

To facilitate reading for the student researcher suggested to the management body colleges to increase the number of books for students. This will greatly help the students to achieve more leverage in their studies

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STUDY OF BEHAVIOR ORGANIZATION INSTITUTE SELF ANCIENT ROOTS INSOCIETY (LM3) IN THE RAISING DEVELOPMENT PROCESS ORGANIC RICE

(Case Study in LM3 Pondok Modern Sumber Daya At taqwa at Tanjunganom-Nganjuk)

Agustin Sukarsono[1)], Achmad Syaichu[2)]

STT POMOSDA Department of Industrial Engineering
agustystt @ gmail.com, syaichu07@gmail.com

ABSTRACT. The existence of an organization can not be separated from the human resources (HR), which is one element of the establishment of an organization. So that an organization must have a management function within the organization, while the management functions of the four is *planning* (planning), *organizing* (organizing), *actuating* (briefing), *controlling* (supervision). It is intended that an organization can be run in accordance with the objectives to be achieved by an organization. In this study the source of the data used are organic rice farming model with *planting patterns healthy and mandate (PTSA)*, which has been applied by the working group (gapoktan) LM3 POMOSDA. While the method of solving problems by using effective methods of problem solving to find simultaneously solve the problems of guidance and assistance to farmer group in POMOSDA (Pondok Modern Sumber Daya At-Taqwa). The expected outcome of this research was to determine consumer loyalty and the partners of farmers while recognizing the success of organizational development at the farm agribis independent institution rooted in the community (LM3 POMOSDA).

Keyword: HR, LM3, *Planning, Organizing, and Controlling Actuating*

INTRODUCTION

Study of Organizational Behavior in a government agency or business is always focused on process optimization points and results, so that the vision, mission and yujuan the organization can be achieved. Orientation *operational managers* are always trying to direct the output in quantity, quality, price, time and place of certain correspond to the user or consumer demand. This is in accordance with the terms of the operational management of a business management to the fullest use of all factors of production that is both labor (SDM), machinery, equipment, raw materials (raw materials) and production factors are more in the process of transformation to be a wide range of products goods or services. What can be done by the operations manager and operational manager orientation? What can be done by the management of the operation is to carry out all the functions of the management process ie *planning* (planning), *organizing* (organizing), the establishment of staff, leadership and control.

While the responsibility for operational managers are producing goods or services, taking a decision regarding the operations function and system transformation and reviewing making a decision on an operational function. In carrying out the orientation and responsibilities, operational managers fully functioning production functions and operations that process of production and operations, supporting services in the ministry of production, Planning (Planning), and Controlling (control and supervision). Operational managers thus also a Decision Makers.

When viewed from the perspective of the conditions for any decision to be taken, at least four (4) types of decision-making:

- Decision-making for an event that is certain.
- Decisions about events that are at risk.
- Taking decisions on an uncertain event.
- Decisions about events that arise from conflicting with other conditions.

Decisions in Management of Production Systems, among others, decisions in strategic planning, long-term in the resources, systems design productive, jobs, process flow, system flow, and the arrangement on the advice of the physical and decisions operational implementation of daily, weekly and monthly, decisions Strategic Planning, Selection of the circuit design of products or services, decisions on capacity planning, site location of the warehouse, and expansion plans, systems provisioning, storage and logistics. In relation to dealing with problems, operational management approach in the decision process to solve the problem can also be applied in the context of the "model of organic rice cultivation development planning".

I. OVERVIEW POMOSDA

With the blessing and grace of Allah Almighty, activities Pondok Modern Sumber Daya At-Taqwa (POMOSDA) begins on the date July 17, 1995, initiated the establishment by Mr. KH Mohammad Afandi Munawwar. Legality POMOSDA legal entity under the auspices of the Foundation Lil Muqorrobien berakte notary number: 05 Date of October 22, 1995. And in the shelter foundation also PONDOK SUFI and Jatayu (Jamaah Order of Revelation) which has branches, twigs and Koja almost evenly throughout the country, which essentially do the empowerment program, its prosperity of the earth God's intentions subhanaka. And since 2012 by deed of renewal in 2012 as a successor as well as the Chairman / Pangemong / Caregiver POMOSDA is Mr. KH. Dzoharul Moh Arifin Al Faqiri, Ir. And since that time the farm *planting patterns healthy and mandate (PTSA)*, (PTSA) is growing very rapidly.

Referred cottage Modern cottage is managed with modern ways, not outdated. Aware to advance and stick together (guyub pillars) revealing His noble character. Maintain and preserve the spirit and consciousness as a servant. So disciplined and orderly in all behaviors in order to form the personality of the servant of God by the figure of Rabbani. POMOSDA have a curriculum with national standards, starting rate TPA / Madrasah Diniyah, junior high school to STT (College of Technology) majoring in informatics engineering and industrial engineering), complete with educational Madin as development softskiil as Training Center is also working with the Department of Labour and LPK Institute for Education and Skills that cooperation with Dikpora Kab.Nganjuk. No Special classes that educate and train students to use the readiness of Indonesian, Arabic, English as the language of everyday.

Note that in this POMOSDA there is a working group in charge of units skills / vocational skills of the students who practice according to his choice. Led by one or two instructors according to their expertise. That all physical building cottage complete with frame-framed buildings and contents such as furniture, benches, cupboards-cabinets and so on are all done by the working groups, aided by the students and residents Lil Jamaat-Muqorrobin. Even more food needs also managed independently by students or students who are boarding.

Which becomes the background the establishment of Pondok Modern Sumber Daya At-Taqwa (POMOSDA) is:

1. Ruled a view that the quality of human resources is the main factor of existence and progress of the nation. These qualities include personal qualities that have faith and devotion (character of a person in recognizing the existence of the Self Zat al-Ghaib, Yang God's Name, implemented in everyday life) and the quality of their mastery of science and technology.
2. Educational paradigm that separates between science*(science)*and technology with the religious sciences are treated as a science separate and stand on their own, which is actually something science called theology - eschatology, or general science and technology - the science world, is dependent intention and orientation as well as it was designed.
3. Exploration and exploitation of natural resources as an asset of the nation, which is sucked out due to lagging in science and technology. And tertinggalnya Muslims in general and the cottage (pesantren) in particular in areas of *thescience* and technology.
4. Educational programs that are targeted outcomes spirit of independence. Because not all graduates of "opportunity" to proceed to a higher level. The human resources needed to have faith that is supported by science and technology-based skills.
5. POMOSDA through the "unitary system lodge and system of madrassas by reference divinity is seen as references that are absolute" to participate in a national education program to improve the quality / quality of human resources in Indonesia that is faithful and devoted to the ability in the field of science and technology and vocational skills (skills).
6. The decline in the morality of the nation's generation (moral decadence), to the point that is quite alarming, it requires a paradigm; vision, mission, goals and actions of education, in order to prepare a cadre of the nation with the values of "self-awareness" educating self and others to failure by makrifat billah. Science controlled and expertise are to Me-The Supreme Sanctify Yourself presence of Al-Ghaib God Essence His Name.

II. DEVELOPMENT OFAGRICULTURE *ORGANICIN* POMOSDA

2.1 RATIONALE IDEA

modern agricultural history in Indonesia begins approximately since 1969, at the commencement of mass intensification program (INMAS). In that year the farmers began to be introduced to the various types of fertilizers (inorganic / chemical), drugs exterminator - diseases and weeds (herbicides and pesticides) as well as the seeds are high yielding.

Organic farming is not yet fully socialized, either by farmers themselves or the government has initiated a program back to an organic*(goorganic)*in 2010. Although the program back to an organic does not run as expected, but Indonesia still has the opportunity to develop the potential of organic farming has. In this paper described the development of organic farming in Indonesia in order to increase the production of safe foodconsumption*(foodsafety*attributes),high nutrient content*(nutritionalattributes)*and environmentally friendly*(eco-labelingattributes),*and can increase farmers' income and foreign exchange.

Healthy lifestyle familiar environment has become a *trend* newto leave the old life patterns using non-natural chemicals, such as fertilizers, synthetic chemical pesticides and growth hormones in agricultural production. Healthy lifestyle has been institutionalized international who require assurance that agricultural products should be safe to consume beratribut*(foodsafety*attributes),high nutrient content*(nutritionalattributes)*and environmentally friendly*(eco-labelingattributes).*Food that is healthy and nutritious can be produced by organic farming methods (Yanti, 2005).

With the use of inorganic fertilizers / chemical with other packages known as Panca Usaha Tani, resulting in increased plant productivity is considerably higher than the previous conditions, until Indonesia can achieve self-sufficiency in 1986, and received an award from the organization of the world's food in the United Nations (FAO).

However, shifts in farming culture, from the use of organic fertilizers (coop, compost, crop group *Leguminoceae)*to the use of inorganic fertilizers (chemical) within a period of relatively long, until now, has lead to side effects that agricultural lands in Indonesia became the harder (hardening of the ground) resulting in lowerproductivity.The more the rigors of land is not caused by the loss of topsoil*(topsoil)*but rather due to the buildup of waste or residues chemical fertilizers ofin the soil resulting in soil difficult **to**decompose.Because it is one of the chemicals that are relatively more difficult to decompose or destroyed compared with organic materials.

When the soil becomes increasingly harder, will result in increasingly difficult plants absorb fertilizer or soil amendment. So to get the same farm with the results of previous farm, required higher dosages. In addition, with the increasing severity of the soil, the spread of the roots (roots) and *aeration* (breathing) roots will be disturbed, resulting in the roots can not function optimally, so that in turn will reduce the production of these crops.

The pattern of environmentally friendly farming (land and its farmers) really processed in the process of healthy and healthful. And based on that, Chief POMOSDA Mr. Ir. Dzoharul Moh Arifin Al Faqiri named her the Order Pattern Healthy and trustful abbreviated PTSA. In PTSA taught how to farm the healthy process from upstream to downstream.

2.2 NAME POSITION

As the person in charge of the work program of agriculture it is necessary to set up institutions that are operational organization responsible for the work program berjalanya.

Organization Name:	LM3 POMOSDA as the: INSTITUTE SELF ANCIENT ROOTS INSOCIETY PONDOK MODERN SUMBER DAYA ATTAQWA
Position:	Jl. Wakhid KH Hasyim 312, Tanjunganom, Nganjuk. Tel. : (0358) 773350, 773352. Fax .: (0358) 773 351

2.3 VISION AND MISSION

a. VISION

By doing recovery of agricultural land, the balanced fertilization, integrated pest control using materials that are environmentally friendly, as well as changes in attitudes of farmers towards agricultural patterns are environmentally friendly will be able to increase the quantity and quality of agricultural production, as well as increased conservation of nature with a healthy and trustworthy cropping patterns (PTSA)

b. MISSION

1. Cultivate interest of farmers to environmentally friendly farming practices.
2. Increasing the quantity and quality of agricultural production means also increase farmers' income.
3. Cultivate the agricultural products are safe for consumers.
4. Open, cultivate organic rice market both at home and abroad.

2.4 PURPOSE

a. Cultivating farmer berpetani environmentally friendly manner.
b. Cultivate a healthy ecosystem.
c. Increasing the quantity, the quality of agricultural production and the preservation of nature.
d. Improving the competitiveness of agricultural products on the world market Indonesia.
e. Improving the welfare of farmers and society in general.

2.5 MANAGERIAL ASPECTS AND INSTITUTIONAL (MANAGEMENT OPERATIONS)

LM3 POMOSDA (POMOSDA Agriculture Working Group) is a sub unit of the technical implementation unit (UPT) Service and Citizen Empowerment (Society) in Pondok Modern Resource Attaqwa institutions (POMOSDA). LM3 POMOSDA legality under the auspices of the Foundation legal entity Lil Muqorrobien berakte notary number: 05 Date October 22, 1995 as a sub unit (technical implementation units). The scope of activities in departemential POMOSDA consists of education and propaganda; Research Development and Planning; Social and Health; Economics, Finance and Administration; Youth, Sport and the arts and culture; Law, human rights and security; Moslem and Women's Empowerment.

III. DISCUSSION

1) CONCEPTION OF ORGANIC AGRICULTURE *DURING THIS* APPROACH THROUGH PTSA[PATTERN PLANTING HEALTHY AND TRUSTEES]

In recent years the cultivation of rice in the neighborhood POMOSDA have done in ways farmed PTSA. The results actually exceeded ways of farming in general. Then intentionally agricultural working group to formulate a partnership POMOSDA poktan potential in applications for rice cultivation PTSA fairly in the built LM3 POMOSDA and Relatives Bina Tani (BKT) as operational. Method of rice cultivation in PTSA is then distimulankan on poktan Cold Bureau, crooked, Getas, Baron, Kertosono, Nganjuk, Bagor and Ngluyu whose members 109. The members poktan willing to follow the program this organic rice cultivation, and observations will likely continue to grow.

2) DEVELOPMENT PROGRAM EVALUATION OF FINDINGS

organic rice cultivation is a trigger for growth and development of ways of farming that is environmentally friendly and safe for consumers. Cropping pattern is expected, in the end, become a tradition of farmers in every agricultural cultivation. So every time farmers always farmed using organic agricultural cultivation. Organic rice cultivation program is run with the approach of mutual compassion - sharpening - parenting is based on the notion that:

1. Land as land cultivation of diminishing its potency so that tends to be inefficient and productivity tends to decline.
2. The level of contamination of the soil as the higher cultivated land.
3. The pattern of fertilizer by farmers in general are not balanced between macro and micro nutrients - as essential nutrients.
4. The pattern of pest control that does not use environmentally friendly pest control, they have increased the use of a high degree of pest control by farmers in general.
5. The attitude and behavior of farmers in general are less concerned about the preservation of nature, and other significant risks in the long term (such as the destruction of ecosystems, decreasing the degree of human health and others).
6. There are constraints, inefficiency and less effective in the use of manure / compost / bogasi, in the cultivation of organic mass.

that in order to overcome this problem is unlikely to make treatment insendental, partial, or just bits and pieces. But needed a program*(sustainable)*with personnel who have the commitment and high integrity, supported the participation of institutions and competent stakeholders about this.

There are four (4) Factors that can in effect be controlled four variables that determine the success of this program, namely; (1)

Land Cultivation, (2) fertilization, (3) Pest control, and (4) Attitude Farmer. Technical explanation, are the following:

1. **Aquaculture,** include:
   a. introduction and explanation of the pattern of farming that is environmentally friendly and technically organic rice cultivation.
   b. Technical cultivation and basic fertilization and measurement of the health of the soil.
   c. Technical seeding rice
   d. paddy seed planter Technical
   e. Technical Fertilization either sow or spray.
   f. Technical integrated pest management.
   g. Technical irrigation.
   h. Target quantity of dry rice harvest 10-15 tonnes per hectare.
   i. Increased land area of organic rice cultivation.
   j. Demonstration planting - budidya organic rice.
   k. Research and development of organic rice budidya
2. **Post-Harvest Processing**

   That latter organic rice harvest pattern PTSA with a total of 109 farmer partners with area of 16 hectares, reaching an average of 5600 kg per hectare. Total production is absorbed by the market like rice / paddy usual. And we all know, organic rice which produces organic rice is able to achieve a better market. The sale price is higher for better quality rice.

   Therefore, this POMOSDA Agriculture Working Group intends to develop organic rice market, through a partnership between the ministry and LM3 poktan, in the form of
   a. purchases of dry grain harvest, Rp. 500, - up to Rp. 1000 - above the local market price.
   b. Grain drying.
   c. Processing of milled rice into rice.
   d. Labeling / certification of organic rice, rice keorganikan percentage.
   e. Packing (packaging) rice into 5 Kg and 25 Kg.
   f. Marketing of rice in the packaging.
   g. Distribution of rice in the packaging.
3. **Human Resource Development (HRD) Rice Cultivation of organic**
   a. trainings and education.
   b. The comparative study of
   c. studies in relevant scientific reference
   d. studies(researchs)
4. **Development of equipment and production facilities**
   a. Development of store fertilizers, pest control and inputs.
   b. Processing tracktor land.
   c. Handsprayer.
   d. Warehouse.
   e. Scales seated.
   f. Points of grain drying.
   g. Threshing machine.
   h. Grain grinding machines (huller / Slip).
   i. Carrier wagon.
   j. Making good greenhouse for breeding as well as cultivated lands.
5. **Development of organic agricultural products more**
   a. organic horticultural cultivation development (environment friendly), both in conventional and land use and pipe verti polybeg
   b. Fisheries Development and farms organically, namely providing balanced nutrition with the lowest possible content of chemical residues.
   c. The cultivation of plantation crops organically (eg, mango, guava, etc.), both in conventional and land use polybeg.
   d. Research and development of cultivation of medicinal plants organically.

3) EVALUATION OF FINDINGS PROGRAM DEVELOPMENT

From the evaluation results and findings of data management, we can report as well as the recommendations advanced program is as follows:

a. Identification of the product and lead
b. The marketing planner in POMOSDAcommunity
c. required investment and operating costs
d. Aspects capital easier

IV. Conclusions And Recommendations

4.1 CONCLUSION

a) Frame operational management independent organization that ties between poktan can be used as an evaluation of management and solutions to solve problems in product development strategies both just form opinions and to influence consumer loyalty partners farmer LM3 POMOSDA

b) By combining the management approach, operational and Effective problem solving developed *at the University of Maryland* contributed substantially in solving the problems of guidance and assistance to the working group POMOSDA farmers and farmer partners.

c) By applying the operating system of managerial, we are able to manage completely and measured properly in each level (PDCA) and in each STEP, as the following example:

A. In Cultivating Organic Rice

1) Introduce and explain the pattern of farming that is environmentally friendly and technically organic rice cultivation to the farmers good individually or in groups.
2) Coaching and pendapingan in land management and basic fertilization and measurement of the health of the soil.
3) Coaching and mentoring in rice seeding
4) coaching and mentoring in rice seed planter
5) coaching and mentoring in both sow and spray fertilization.
6) Coaching and mentoring in integrated pest management.
7) Coaching and mentoring in land irrigation.
8) Expected quantity of dry rice harvest 10-15 tonnes per hectare
9) Increased land area of organic rice cultivation.
10) Demonstration planting - budidya organic rice.
11) Research and development of organic rice budidya

B. In Post-Harvest Processing:

1) Purchase of dry grain harvest, Rp. 500, - up to Rp. 1000 - above the local market price.
2) Grain drying.
3) Processing of milled rice into rice.
4) Labeling / certification of organic rice, rice keorganikan percentage - in the business.
5) Packing (packaging) rice into 5 Kg and 25 Kg.
6) Marketing of rice in the packaging.
7) Distribution of rice in the packaging.

C. In theDevelopment Program

1) Farmerhas had the initiative of planting or cultivation in ways that are environmentally friendly.
2) Farmers in farmer groups forming business cooperatives; for among other husbandry inputs and purchases of dried grain harvest, post-harvest and is able to process (into the organic rice in the packaging).
3) Having established the organic rice market both inside mupun kontinyuitasnya abroad.
4) Institutions LM3 POMOSDA (Koppontren japo jawatan Uswatan) can be recognized to make organic label.
5) Having Laboratories, Libraries farm and field test (Greenhouse).

4.2 ADVICE

From the above description based on the principles of management operations and in the development of *agribusiness activities Pondok Modern Sumber Daya At-taqwa (POMOSDA)* with partners group of farmer fold her, necessary strategic policies as well as capital support to agribusiness development of healthy (organic products) are ongoing in container management operations coordinated by managerial LM3 POMOSDA (BKT JATAYU POMOSDA / BKT JAPO)

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THE MULTIMEDIA DEVELOPMENT OF RADEN MAS SAID SITES IN TEACHING HISTORY TO IMPROVE THE ATTITUDE OF LOCAL WISDOM

Alwan Hardianto

Sebelas Maret University, Surakarta, Indonesia
E-mail:alwanhardianto@gmail.com

Abstract. This paper aims to:(1)Determine the use of multimedia Raden Mas Said historical sites, (2) Assess the effectiveness of learning by using Multimedia Trip Raden Mas Said In History Lessons To Improve Student Attitudes Local Wisdom SMK Negeri 8 Surakarta and to improve students' understanding of the historical material.This research approach refers to a model of the development of Research and Development (R&D) Borg and Gall have been modified Sugiyono comprising the following steps: (1) the potentials and problems, (2) data collection, (3) the design of the product, (4) design validation, (5) design revisions, (6) test products, (7) product revision, (8) utility testing, (9) the revision of the product, and (10) the mass production.The results showed that the results of the average (mean) competency test 42 pre-test and post-test the experimental class 81.33 means no increase in the average score as much as 39.33 and by t test known that sig value 0,000 which is less than 0.05, Thus it can be said that there is a significant increase in student achievement scores between before by the media after the given media or H0. Based on t test results, obtained $t_{calculate}$= 5.804 compared to 2.015 t_{table} (significance level of 5%), so it can be said that $t_{calculate}$> or 5.804> 2.015. From the results mean and t test, we can conclude that the groups using the media that have developed learning performance significantly compared with the group that did t_{table}not use multimedia video. While based on the t-test questionnaire to determine the effect of learning media on the attitudes of local wisdom obtained results $t_{calculate}$= 5,210.This is bigger than in t_{table}2.015 with a significance level of 5%, so it can be said that $t_{calculate}$>t_{table}. And thus it is concluded that there is effectiveness in the use of learning media in the form of video to improve the attitude of local wisdom. It can be concluded that the video multimedia effective in improving learning achievement, in which the subject has reached the minimum limit of scores of mastery learning and the increasing scale of the attitude of the subject under study.

Keywords: *Historical Learning*, *Multimedia, Local Wisdom*

I. INTRODUCTION

Modernization has changed the mindset, social relations, consumption patterns, and the patterns of human perspective on his life. On the one hand, this is a result of growth and development through the era of modernism movement which is based on the paradigm of Western thought. On the other hand, it is also a necessity that must be experienced when people had no choice but to follow the dominance of Western thought. The modern era has brought social change human culture. All areas of life, from economics, politics, local wisdom, transport, information, to the arts, reorganize with a more modern perspective. Rationalization enforced as a means to achieve the ideals of modern independent, critical, and universal. Science and technology is an agent of modernization that will make it happen.

Basically, the Indonesian state has ruled out the local culture so that the attitude of local wisdom was still low in Indonesia. This happens especially in Vocational High School in Surakarta, Central Java. Based on the results of observations show in SMK N 8 Surakarta has experienced the impact of globalization. Lack of motivation of teachers in fostering attitudes of local knowledge will certainly give unfavorable impact for learners ie, learners do not deepen the understanding of local history and will not uphold localities in the region. From the survey results, many students are enthusiastic to pelejaran history is very less. Education is the best means to cultivate an attitude and character is no exception because the attitude of local wisdom in education, the child will learn to understand the meaning of local wisdom. At SMK N 8 Surakarta less teachers provide a deeper understanding of the material that will stimulate learners to understand the local history. Starting from these problems, there should be a learning strategy mennagajar more qualified and capable of adapting the methods of learning with technology development and modernization.

II. RESEARCH METHODS

The research method in this study using research and development or in English research and development (R & D). Research and Development is a research method that is used to produce a specific product and test the effectiveness of these products (Sugiyono, 2012: 407). According to Borg and Gall (1989: 772) describes the education research and development (R & D) is a process used to develop and validate education products which means that research and development is a process used to develop and validate the products used in the study. Gall, and Borg (2003: 569) defines Educational R & D as follows:

> Educational Reserarch and Development (Educational R & D) is an industry-based development model in which the findings of the research are used to design new products and procedures, which then are systematically field-tested, evaluated, and refined until they meet specified criteria of effectiveness, quality, or similar standard.

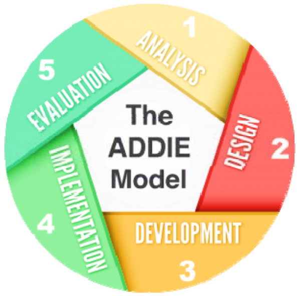
In line with the above definition, Borg and Gall (1989: 772) saw Educational R & D as:

> ... a process used to develop and validate educational products. The steps of this process are usually referred to as the R & D cycle, which consists of studying research findings pertinent to the product to be developed, developing the product based on these findings, field testing it in the setting where it will be used eventually, and revising to correct the deficiencies found in the field-testing stage. In more rigorous programs of R & D, this cycle is repeated until the field-test data indicate that the product meets its behaviorally defined objectives.

In this development, the researchers refer to models of development by Borg and Gall (1989) in Sukmadinata (2008: 169-170), which consists of several steps, as follows: (1). Research and data collection, the needs assessment, literature, research on a small scale, and considerations in terms of value. (2). Planning. Develop a research plan, including the abilities required in the implementation of the research, the design or steps study the possibility of testing in a restricted environment. (3). Draft product development (develop prelimetery form of product). The development of learning materials, learning and evaluation instruments. (4). The field trials early (Preliminary field testing). The field trials 1 to 3 schools with 6-12 test subjects (teachers). During the trial held observation, interviews, and distribution of questionnaires. (5). Revise the test results (main product revision). Improve or enhance test results. (6). The field trials (main field testing). Test broader at 5 to 15 schools with 30 to 100 test subjects. Quantitative data on teacher performance before and after using PGRs modelyang collected. The results of data collection, evaluation and kalu likely than the comparison group. (7). Completion product field test results (operational prduct revision). Enhance product field test results (8). Test field implementation (operational field testing). Held on 10 to 30 schools involving 40 to 200 subjects. Testing is done through questionnaires, interviews, observation and analysis of the results (9) Completion of the final product (final product revision). Completion based on input from the implementation of the test field (10) and implemintasi Dissemination. Reported its results in professional meetings in the journal. Cooperating with the publication for publishing.

The procedure described above is of course not merupaan basic steps that must be followed in full. Ardhana (2002: 09) argues that the procedures for implementing the research and development is not a standard steps that must be followed rigidly, any development can of course choose and determine the measures most appropriate for themselves based on specific conditions encountered in the development process. It can be concluded that the investigators in the study development can make modifications adapted to the conditions and considerations exist.

Research and development was modified from a five-step research and development of the ADDIE model of Moelenda. Broadly speaking, this development consists of five stages, namely: 1) Analysis, 2) Design, 3) Development, 4) Implementation, 5) Evaluation. Research and development is research used to develop specific products, as well as test the effectiveness of the product. Product research and development being done in this research is the medium of learning in the form of a video showing the history of the site in the form of visualization Mangkunegaran Solo history and works of art during his lifetime R.M. Said in Mangkunegaran Palace. ADDIE Model is using a 5 stage or phase of development as the following picture:



THE FIGURE OF ADDIE MODEL

Step 1. Analysis (Analyze). Phase analysis is a process of needs assessment (analysis of needs), identify problems and analysis task. Output generated in the form of characteristics or profile prospective learners, identification of needs and detailed task analysis based needs.Step 2. Design.This stage is known as the draft (blue print), just like the building before it is built there must be a design on paper first. Step 3. Development (Development).Is the process of realizing the blueprint alias design had become a reality. This means that at this stage everything needed or that will support the learning process should all be prepared. Step 4. Implementation. Implementation is a concrete step to implement a learning system that we are creating. That is, at this stage all that has been developed is installed or set in such a way appropriate to the role or function could be implemented. Once the product is ready, it can be tested through a large group then evaluated and revised. Then the test can be done in a large group then re-evaluated and revised to produce a final product that is ready to be disseminated. Step 5. Evaluation (Evaluation). Evaluation is the process to see if the system is being built successful learning, in line with initial expectations or not. Evaluation stage can be done on each of the four stages on the so-called formative evaluation, because the goal of the revised requirements. For example at the design stage we need a review of experts to provide input on the draft which we are creating.

And here is one of the validity of the test formula questionnaire. Validity is a measure that shows the results that can be trusted when the meter tested many times. Using a computer program to Herman Pearson 3:00 reliability test with the formula used is Kuder- Richardson 20 (KR-20). To determine the reliability of the formula Kuder- Richardson 20:

$$KR = -20 = \frac{k}{k-1}\left(\frac{\Sigma p(1-p)}{s_{x^2}}\right)$$

Information:

k = Number aitem

p = Index difficulty aitem

sx^2 = Varian test scores (x)

III. Research Results

A. Learning History at SMK Negeri 8 Surakarta

Various theories about the understanding of history is a lot studied by various researchers with different definitions, but basically all have the same opinion.*Sejarah berasal dari bahasa Arab "Syajaratun", yang berarti "pohon" dan juga "keturunan" atau "asal-usul. Kata ini masuk bahasa melayu tidak lama sesudah abad ke-13 dan kemudian mengambil bentuk "syajarah" yang mirip sekali dengan ucapan bahasa Indonesia moderen* (William H. Frederik, 1984:1).

Other than that, Kochhar (2008: 1) also argued that the term history (history) is taken from the Greek word historia, which means "information" or "research" intended to obtain the truth. Essence of history is a science that examines the events that have occurred within the scope of space and time as explanatory for the present, because it could be interpreted also that basically the history of a dialogue between past events and developments into the future. Relating to the history of human conscious reaction to the state of the environment, natural environment and social environment that is determined by the actions of previous generations as well as by his contemporaries.History deals with man's conscious reaction to the state of his environment, both the natural environment and the social environment as determined by the actions of preceding generations as well as by those of his contemporaries (Murray N. Rothbard, 2007:159).

Of the few opinions on the above it can be concluded that history is a science that examines the past in the sphere of space and time that can be used as guidelines for development in the future. So, with such history teaching should be improved because it is through the eyes of history lessons the children will have a good attitude and character as well. Along the development era, the modernization is also growing and able to touch all levels of society, not least in Vocational High School (SMK) Negeri 8 Surakarta.

Based on observation, history teaching in SMK Negeri 8 Surakarta is still low, it dikerenakan limited number of teacher hours. Limitations of teaching hours is not based on the least time allocation of subjects but because of SMK Negeri 8 Surakarta is based school for the Performing Arts, the school prefers the development of practice rather than theory. Look at the background of the school, did not rule out the historical material not running optimally. According to the results of interviews of a history lesson the teacher explains that the emphasis of the subject matter has not take place optimally, only in addressing the issue of subject teachers give assignments history and portfolio. These problems can not be blamed given the background of this institution is an art show.

For teaching strategies internally is still considered not running optimally. In addition to information from interviews, information was obtained from a questionnaire. From the results of the student questionnaires about the teaching of history that took place in class, 85% (23 students from 27 the number of students) express the teaching of history held in the classroom is fairly boring. The rest answered never boring. A total of 67% (17 students from 27 the number of students) students stated that teachers always using varied methods in teaching, while the remaining 37% (10 students from 27 the number of students) students stated that teachers often use varied methods in teaching. However, in the use of learning media interest, 44% (12 students from 27 the number of students) students said teachers rarely use an interesting learning media.

In addition, the lack of attitude of local wisdom in SMK Negeri 8 Surakarta is also one of the problems in the success in the world of education. Although the institution is an institution conservationist cultural backgrounds, but most still do not know the attitude wise especially in the aspect of the locality. Can not be denied that the impact of westernization has penetrated the heart of Javanese culture and influencing patterns of life and behavior of adults to children, especially students of SMK Negeri 8 Surakarta.

B. The Development of Multimedia Raden Mas Said Sites to Improve Local Wisdom Attitudes a Students of SMK Negeri 8 Surakarta

The procedure is the development of the procedural steps that the researchers in making a product. The procedures in the development will indirectly give clues to how procedural that must be passed to the products to be specified. Development procedures will be described as follows.

1. Analysis of Needs and Characteristics of Students

According Sadiman (2002: 99), which referred to the need in the learning process is the gap between the abilities, skills, and attitudes expected, with the ability, skills, and attitudes of the students. Preliminary study illustrates that historical study conducted by the teacher in SMK Negeri 8 Surakarta is no longer centered on the teacher, but the student center. Students are encouraged to always active, by doing games / games combined with discussion. Although the pattern of learning is already oriented students, but teachers rarely use pmbelajaran media. This happens because some of the reasons that have been outlined above. Meanwhile, many existing heritage around the students, but it is not known. As a relic of history mangkunegaran palace in Tiban house sites, the tomb of Astana Mangadeg and especially Mangkunegaran own.

Problems found in the material of the history of Islam Nusantara kingdoms and results of art and culture, where students do not understand and analyze forms of art and culture of the Islamic empire in the 17th century.

Based on the results of the above observations required a learning medium that is able to arouse interest, provide motivation, and certainly give a new innovation in the learning process of history. For this reason in this study developed a medium of learning using multimedia video by utilizing mangkunegaran palace historical sites (sites Tiban house and grave sites of Astana Mangadeg) in Central Java, especially around the region of Surakarta.

After learning media development target is students, then drafted the characteristics of students who were subjected to media development. Characteristics of these students are: (1) One class consists of men and women, (2) Ability to operate computer / laptop, (3) Have the ability to intellectually diverse, (4) Study in class classical, (5) No accustomed to independent learning, (6) students are less active in teaching and learning in the classroom so that students are less engaged in learning, (7) Ever learning by using video media sites Mangkunagara I.

2. Analysis of Interest

The purpose of learning is a very important factor in learning. The purpose of learning is a statement of behavior that should be done after following the student learning process. In perumusuan clear learning goals, can determine the expected change of attitude. The existence of media in learning greatly affect student learning outcomes. To achieve the expected learning goals need to be developed media that can improve learning outcomes and also a sense of history.

Formulation of learning objectives in the development of multimedia materials and Islamization Nusantara Islamic empire based on Core Competence and Competency Curriculum 2013. The core competencies that form the basis is "4 Analyzing the information and data obtained either from reading or from sources related to obtain conclusions about the time of the development of Islamic kingdoms in Indonesia "with basic competence" 4.8 Presenting the results of reasoning in writing about the values and elements of culture that flourished during the Islamic empire and is still ongoing in the Indonesian life today ". The subject of "History of the Kingdom of Islam Nusantara". In the second half of the subjects History class X. Users of this learning media later on is half the class X 2 (even) SMK Negeri 8 Surakarta.

The cornerstone of which is used as the rationale for development of audio-visual media is learning to use technological foundation can not be denied that the presence of technology products has given a tremendous impact on learners. Advances in science and information and communication technology greatly assist teachers and learners in obtaining information. It is undeniable that the presence of technology products has given a tremendous impact on learners. Advances in science and information and communication technology greatly assist teachers and learners in obtaining information.

3. Drafting

At this stage, the activities carried out is to identify the material on the History mangkunegaran palace to encapsulate a variety of materials from books and other sources to obtain a picture of what that will be included in the VCD of learning, then do the preparation of the product design of instructional media using audio-visual up on making video script. Researchers further gather support materials such as videos, photos, and audio on websites House Tiban and Astana Mangadeg and looking for instruments or music as an accompaniment to the video display.

a. Development of Design

At this stage, the activities carried out is to identify the material history of struggle of Raden Mas Said along with site history that encapsulates a variety of materials related to the history of Raden Mas Said of textbooks to obtain a picture of what that will be included in the VCD of learning, then do the preparation product design using audio-visual learning media by making a storyboard up on making the video script. Researchers further gather supporting materials such as photographs, audio, and animation.

b. Video Profuction

After all the ingredients to develop the use of audio-visual media in the form of a video collected, then researchers conducted the drafting by utilizing software ProShow and VideoPad Editor. Previous import first support materials such as images, audio, and animation. Drag and drop support materials in a column that is under the timeline. To write a title used film roll background image and to add text by clicking the make movie titles or credits on tasks and add title on the selected clip. Then proceed to the editing process by adjusting the audio / music instrument with a photo / clip and animation. To give effect to the photo or on display material explanation first click show storyboard and then click the view video effects and choose the preferred effects by dragging and put on the "Save" at the bottom left corner. To see the results click on the play (►) on the storyboard view. Once editing is complete, click save to my computer. Format video with windows media video, then the final stage of this process is burning media to a VCD (Video Compact Disk).

After the audio-visual media products such as video learning outcomes in the form of VCD development has been completed, then do testing both internally and externally. Furthermore, this initial draft in consultation with subject matter experts to obtain comments / feedback / input that will be used to revise the initial draft of the runway earlier. Then also to the expert consulted a medium of learning and instructional design experts to find out the advantages and disadvantages of these basic concepts. After consultation, then do a revision. Furthermore, the pilot phase, namely to students with the design of one to one evaluation, small group evaluation and field evaluation.

c. Product Evaluation

Multimedia (video) that has been created should be evaluated or assessed in advance before being used / implemented in the classroom. This assessment is intended to determine whether the media were made to reach the goals set ttelah or not. To that end, the media has been in production, before being implemented in the learning necessary to first validated, including by: instructional design experts and the media, as well as expert teaching materials (history teacher). Then proceed with a pilot phase to determine the feasibility of using multimedia learning media in the form of instructional videos that have been developed. The test is done to students with three phases namely, test each of the three students, small group testing, and field trials. Through a series of trials and testing experts to learners eventually end product of learning to use audio-visual media in the form of instructional videos produced by incorporating suggestions or comments or feedback and revision of subject matter experts, instructional design experts and the media, as well as students.

d. Data Presentation Team of Experts

1) Trials matter experts

Evaluation of media experts as a benchmark to improve further material. This validation is done before the competency test, so to minimize these errors when applied in the learning process. Subject matter experts in instructional media developed using multimedia video is Anna Wati Rahardja, S.Pd., as a teacher of history at SMK Negeri 8 Surakarta and Mr. Sarjito, S.Sn. as an expert on the history of mteri mangkunegaran palace which he is also a relative of Mangkunegaran. Validation matter experts include aspects of communication assessment, design, technical, and display formats. According to Anna Wati, the media developed already developed a decent living in schools in Surakarta coupled with the need for posts at each location. Below, a picture can be seen by an expert assessment material.Based on the assessment of the communication aspects of assessment, design, technical, and display formatswith 3 indicators, from both experts mean the material obtained was 4.16. It shows the media that have developed good category.

2) The Trial Expert Media And Instructional Design

Product evaluation by the media and instructional design experts and design media conducted to obtain information as input revision of product quality. Expert media and instructional design that performs validation or evaluation of media and instructional design products using multimedia video is Dr. Erista Pradana, M.Pd., Lecturer in History Education in STKIP PGRI Pacitan, East Java and Mr. Fauzi Rahman, M.Pd. lecturer in the History Education UNIVET Sukoharjo, Central Java.

Analysis of the data by media experts and instructional design is intended to determine the feasibility of the media that will be applied in the learning process. Based on the assessment of the communication aspects of assessment, design, technical, and display formats with 12 indicators obtained the mean is 3.58. It shows the media that have developed good category.

e. Trial on Students

1) Data Trials One-On-One

The trial against the respective number of 3 students performed at three class X SMK Negeri 8 Surakata, with high ability students criteria 1, one being capable students, and one low-ability students. Results of tests on each of a number of three students is presented in table form response that contains scores and average scores. Description of student responses in trials of one-on-one can be seen in the table below. The trial results were presented one at a time in the form of a table that contains the feedback scores and average scores.

Based on data from the test results one by one, overall it can be concluded that the media learning using multimedia such as video developed by researchers is Good by students. It is seen from the average number of votes after conversion to quantitative data that is 3.61. Advice and product revision given by students are on display dance, dance picture is less clear because of the image shake.

2) Data Trial Small Group

Tests performed on twelve (12) students with varying levels of intelligence. The results of this small group trial presented in table form response that contains scores and average scores. Based on data from a small group of trial results, overall it can be concluded that the media developed using multimedia learning researchers included in the category of Good by students.

It is seen from the average number of votes after conversion to quantitative data that is 3.52. Suggestions and revision of the products supplied by the students is the same as the students are like that presented at trial was the one that is on display historical sites, image sites is less clear because the image blur.

3) Field Trial Data

Field testing based on input from expert review material, expert instructional media, instructional design expert, the trial one-on-one and small group trial, then the next step is to carry out field trials against 30 students. The results of field trials presented in table form response that contains scores and average scores. Based on data from field trials, overall it can be concluded that the media learning using multimedia video historical sites developed researcher included in the category of Good by students. It is seen from the average number of votes after conversion to quantitative data that is 3.77.

4) Test The Effectiveness of Product

Effectiveness test is performed to determine the effectiveness of the media in the stage of field trials. Here are the test results on the effectiveness of field trials that tested on 30 students selected at random. From the results of data analysis using SPSS shows that the value of t 6.630 <0.05, it can be concluded that the multimedia video has a significant effect, with Siignifikansi value of 0.000> 0.05, so that the video multimedia expressed influence on students.

f. Implementation of Raden Mas Said Multimedia Site in Teaching History to Improve the Attitude of Local Wisdom

Implementation of Raden Mas Said Multimedia Site in Teaching History to Improve Local Wisdom attitude in the learning process history includes planning, implementation, evaluation, and constraints. In carrying out the planning activities of the teaching of history in SMK Negeri 8 Surakarta, teachers as teachers have a very important role so that the mapping of understanding, competence and mastery can be well-thought, without clear planning and mapping the learning process will not run optimally. Implementation of history developed learning media do in the classroom with LCD projector borrowed from space Wakasek 3 because in every class X in SMK Negeri 8 Surakarta not all equipped with supporting facilities.

C. The effectiveness Multimedia Site of Raden Mas Said In History Learning to Improve the Attitude of Local Wisdom Students of SMK Negeri 8 Surakarta

To test the effectiveness of learning using multimedia video media that has been developed is to do a competency test. to conduct competency test involves two classes, namely class that uses the medium of learning in the form of instructional videos developed (experimental class) and classes that use media power point (control group). Problem for the competency test as many as 20 items and was held on May 1, 2016.

From using SPSS normality test results showed that the significant value of the pre-test experimental class is 0.254 and pre-test control group was 0.772. Because the significance value> than 0.05, it can be seen that the value of data pre-test experimental classes and pre-test value data were normally distributed control class, while the homogeneity of the test results indicate that the results of significance value of 0.391. Data is said to be homogeneous if sig> 0.05. It can be concluded that the data is the pre-test and pre-test experimental class control class is homogeneous, and from the t test results showed that the value of sig 0.144> 0.05, so it can be concluded that the achievement experimental class and control class have equal ability of results the achievement scores, and the average score of the competency test experimental classes (groups subjected to media that was developed) is 81.33. While the average score was 71.67 test control class.

For the t-test, if using research criteria $t_{calculate}$ coefficient greater than the value of the coefficient t_{table} the results obtained are $t_{calculate}$ = 5.804 compared to 2.015 t_tab (significance level of 5%), so it can be said that $t_{calculate}$>t_{table} or 5.804> 2.015. And thus it is concluded that there is effectiveness in the use of instructional media using video multimedia in teaching history in SMK Negeri 8 Surakarta. Based on the obtained mean of the experimental class and control class, each of which are 81.33 and 71.67, it can be said that the class that uses the audio-visual media (experimental group) had results better learning achievement compared with classes that do not use video media.

While the results of the test using a questionnaire, the results of the t-test, we can conclude that H0 is rejected. It is known from sig 0.000 to less than 0.05. So we can conclude there are differences in the effect on the attitudes of indigenous students between the experimental class and control class.

Through these results it can be concluded that with the use of media-based audio-visual learning was found to give effect to the historical consciousness of students. If using research criteria $t_{calculate}$coefficient greater than the coefficient t_{table} the results obtained are $t_{calculate}$= 5.210 compared to 2.015 t_{table} (significance level of 5%), so it can be said that $t_{calculate}$>t_{table} or 5.210> 2.015. And thus it is concluded that there is effectiveness in the use of instructional media using video multimedia in teaching history to the increase in the attitude of local wisdom in SMK Negeri 8 Surakarta.

IV. DISCUSSION

A. The Use Multimediaof Raden Mas Said Site in SMK Negeri 8 Surakarta

Learning History always identified with rote material. Because it often reveals major events are even able to influence the national level, the names of great people, and the years of important events. Delivery of material history is not a bit of it seems to be very burdensome if the learners have to memorize the whole topic. It will allow students to memorize when the teacher conducts evaluations or exams without needing to understand the content of the subject matter. There are ways to assist and facilitate teachers in the delivery of messages / materials, namely by using the media. Asyhar (2012: 18) describes the media is a very important component in learning and can be viewed as an alternative effective strategy in helping achieve the learning objectives.

History in the learning process in SMK Negeri 8 Surakarta, teachers never use or exploit any media to assist and facilitate the delivery of content. Teachers only use textbooks that are already available. In the method of delivery of content to learners, teachers still use conventional style that is by lecture and question and answer. Teachers had to apply a little innovative learning methods in the delivery of the material that is to hold discussions. But the discussion did not go well. So teachers come back again using the lecture and question and answer in the delivery of the material. Therefore, it can be said that teachers still apply the expository approach.

Results of preliminary research shows that teachers have a great desire to use and develop a good learning media, which can stimulate students' brains to foster creativity, increasing student interest in following the teaching of history. But encountered several obstacles faced include: free time to compile or create a medium of learning, can not take advantage of the application in the computer. Observations about the method or model conducted by the teacher in the learning process of History that just stick to the textbook and then resume the delivery of material by means of lectures generate class condition as if dead, and indeed it was very tedious. Learners seen nothing next to busy themselves with friends. There is also the occasional yawn (sleepy). Even when teachers leave the question as bait to evaluate the subject matter, many of the students who only silent, then smiles and had a face as if nothing out. This illustrates just how they look not pay attention to the material presented by the teacher in front of class. For it is undeniable that it is possible learning media can be used and developed in accordance with the learning objectives are achieved. Seeing the condition of the learning process of History as described above, it can be said that the creation and minimal teacher teacher's ability to implement a variety of appropriate methods have not seen and readiness of the student to be able to receive the learning techniques used are also still weak motivation.

Based on some of the findings in the observations on the preliminary study on the use of instructional media history in SMK Negeri 8 Surakarta can be drawn a red thread which states that the use of instructional media is still minimal, learning history approach expository with centered learning teacher (teacher centered), participants still less motivated learners in the learning process, so it takes something more innovative such as the use of media that is able to stimulate student interest.

B. The Multimedia Development Site of Raden Mas Said in History Learning to Increase the Attitude of Local Wisdom

Preliminary study stated that the process of teaching history in SMK Negeri 8 Surakarta during this approach a teacher-centered learning, or more commonly called a teacher centered. Teacher of history has not been sought entirely on the use of instructional media in the process of teaching history. Therefore, the development of instructional media history is still hampered by several obstacles. Mangkunegara I struggle history occurred around the residence of learners. However, most students do not know about the incident. Based on the results of the above observations required a learning medium that is able to arouse interest, provide motivation, and certainly give a new innovation in the learning process of history. For this reason in this study developed a multimedia learning media use Mangkunagara I sites in the city of Surakarta.

The cornerstone of which is used as the rationale for development of multimedia Raden Mas Said to improve the attitude of local wisdom is the technological foundation. Where according Asyhar (2012: 23), can not be denied that the presence of technology products has given a tremendous impact on learners. Advances in science and information and communication technology greatly assist teachers and learners in obtaining information. In lessons, for example, a variety of interactive media has been produced and applied by many schools and educational institutions.

Before developing multimedia sites Raden Mas Said to be done is to determine the design of learning that will be undertaken to develop learning media, collecting materials from literature review, collect materials such as photographs or drawings which is a description of historical relics struggle of Raden Mas Said and looking for instruments or music as an accompaniment to the video display. Furthermore, in accordance with the technological foundation, multimedia development sites Raden Mas Said to improve the attitude of local wisdom compiled using the software or application is simple video maker that is VideoPad Editor and ProShow Procedure. Instructional design used in multimedia development sites Mangkunagara I was adopting ADDIE instructional design of Molenda. Explanation of material that is the result of a literature review and then combined with photographs or images within the software. Furthermore, the music or the instrument is aligned with an explanation of the material along with the photos or drawings. After all thats systematic, video is stored in the computer and then set on fire (burning) in a CD (Compact Disk) that this product will be implemented in the learning process.

The history of the struggle of Raden Mas Said, who is a chronicle of events in residence students to be more meaningful when it is presented in the form of video lessons. This instructional video is not a video with visual motion, but the instructional video with a collection of photos or images that are combined with an explanation of the material and there is musical accompaniment. The selected musical accompaniment in the preparation of instructional media development is related to the musical history of Java and national songs or struggle, such as for example Gending Bedhaya Asmarajati, Bedhaya Ketwang and song for Autumn

Flowers. Backsound currently selected for video depicts the moments of struggle is manual, in the sense of producing its own musical accompaniment with the help of software Cubase5 Advenced Music Production System. In pembuatannyapun not carelessly insert the instrument, for the research use Composer to help synchronize the music and view video. Autumn Flowers struggle song selected to give a touch of the feelings of learners to bring them into the picture of the past thus directly giving spirit. Moreover, the musical accompaniment is presented along with an explanation of material which was once a struggle against the historical events of the Dutch nation. Gending Bedhaya Asmarajati been selected for this song describes the feel of ancient Java. National song Autumn Flowers have been selected for a reminder of how great the services of national heroes dam defend the natives and maintain the principle of independence. Thus it is possible to see this developed instructional videos that foster interest and motivation of learners. As research conducted by Betty Collis in a study entitled Anticipating the Impact of Multimedia in Edducation: Lessons from the Literature, which concluded that the media effectively implemented in the learning process, students are more like learning to use the media, and the overall media more effectively to give supplements or motivating to students.

SMK Negeri 8 Surakarta is located in Surakarta (Solo). To arrive at the site of the relics Mangkunagara I, among other sites House Tiban in Wonogiri taken approximately one hour with kedaraan personal, Astana Mangadeg located in Karang Anyar can be taken approximately one and a half hour, and the last Mangkunegaran located in Surakarta city alone has the longest mileage of around approximately thirty minutes. Media teaching history using multimedia sites developed this brings learners enjoy historical heritage sites without the need for them out of the scope of the school or where they live. For teachers, instructional media utilization history that was developed using video media in the process of teaching history is considered more efficient, because he did not have to think about the cost to conduct such a study tour to the three historical sites. Given the secondary vocational schools, the majority of parents of input / learners is derived from a simple family. As described Midun (2009) in Asyhar (2012: 41) regarding the benefits of using media that can improve the efficiency of the learning process, learning media also presents something that is difficult to establish, visited or viewed by learners, both because the size is too big or future it had happened a long time. From the explanation of the benefits of using instructional media in the learning process, indeed from the results of the application in the classroom is very visible once kebermanfaatannya. Thus the application of media history learning using multimedia video developed to foster and increase the interest and or motivation of learners in studying the materials of history, especially in order to dig deeper into the events that have occurred in the residence. In addition, from these events are presented in a video to foster patriotism and nationalism that now seemed to have eroded the times. So that is also expected later learners are able to be wise with what would be encountered in the future. Given fading as if the only union in Indonesia with actions in recent years abandoned the public image of eastern Indonesia. It is deemed very necessary for history teachers to be able to create and develop a quality learning media and of course so that the learning process does not seem boring history.

C. Assessment by Matter Expert, Expert Media and Instructional Design

To evaluate the instructional video media that has been in production then validated by subject matter experts and instructional media. In this study as validate is (1) Lecturer in History Education STKIP PGRI Pacitan, East Java is now doing his doctoral degree at UGM and Lecturer Department of History of Univet Sukoharjo, Central Java as an instructional media. (2) a teacher of history and one of the relatives mangkunegaran palace as a subject matter expert. (3) testing each of the three students, small group trial on 12 students, and field trials in a class of up to 30 students. From the results of the assessment and suggestions are given, then the learning media improved with suggestions from media experts, including adding objectives and indicators of learning, featuring cuneiform writing Sundanese on one inscription that no writings, and on the cover to show the desired learning, and the parties involved in the making of the video.

While advice from subject matter experts is the addition of the writing on the location of the site and the musical accompaniment that correspond with the area. And the advice from students is to improve the slide show in the show to make it more attractive. For further media audio-visual learning sites Raden Mas Said ready to be tested in the field the actual class with 30 students. From the result of learning gained through implementation of test history learning using multimedia media site I Mangkunagara an increase in the history of student learning achievement and attitude indigenous students. Theoretically it is true that learning with media that use the sense of sight and hearing (audio visual) will take learning outcomes better than just using a sensory point of view alone (visual) or auditory only (audio).

D. EffectivenessMultimedia Development of Raden Mas Said Sites in Teaching History to Improve the Attitude of Local Wisdom

Effectiveness test is used to determine the success of learning by using multimedia Trip Raden Mas Said in improving the attitude of local wisdom in SMK Negeri 8 Surakarta. To calculate the effectiveness of instructional media held experiment. X Dance Class D selected as the experimental class by using the media developed, while the X Dance class C as the control classes using powerpoint. Determination of these two classes the way through the test of equality. Equality test used is the test of homogeneity. The values that are used to test the homogeneity is of the pre test. These values were then calculated using SPSS 16:00. Having computed the conclusion that the variances of the two populations are the same (homogeneous).

Effectiveness of the test results obtained by the achievements of the groups using multimedia site I developed Mangkunagara higher than in the group using powerpoint media. As presented Hamalik (1994: 10), the utilization of instructional media in teaching and learning can arouse desire and new interests, encourage motivation and stimulation of learning activities, even bring a psychological impact on students. Learners are able to understand and obtain more solid information. Multimedia instructional media Raden Mas Said site will not only help teachers to facilitate the learning process, also provides new nuances in the learning process more interesting, innovative, and efficient.Based on the results of the t test for two independent samples (independent sample t test), obtained $t_{calculate}$= 5.804 compared to 2.015 t_{table} (significance level of 5%), so it can be said that$t_{calculate}$>t_{table} or 5.804> 2.015. So that there are significant differences between grade student achievement scores and grade control experiment. And thus it is concluded that there is effectiveness in the use of multimedia video teaching history at SMK Negeri 8 Surakarta.

While based on the t-test questionnaire to determine the effect of learning media to the awareness of the history of the results obtained $t_{calculate}$= 5.210. This is bigger than in t_{table} 2.015 with a significance level of 5%, so it can be said that $t_{calculate}$>t_{table}. And thus it is concluded that there is effectiveness in the use of instructional media using multimedia sites Mangkunagara I to improve the attitude of local wisdom.

The integration between materials, curriculum, and multimedia sites Raden Mas Said can bring good changes in students from the learning outcomes as well as on the attitude scale historical consciousness. This is in line with the opinion and Kathleen Penny in his research (2011: 207) which any changes in students in a positive direction with diujicobakanya pattern of involvement of students in the context of curriculum integration. The main objective is to facilitate the integration of the curriculum of individual and social unification through the organization of the curriculum around significant problems and issues, collaboratively identified by educators and learners, regardless of the boundaries between subjects. Curriculum integration by involving the surrounding environment also requires educators to have more material preparation. Teacher preparation will be different at each level of education is different. The higher the education, the more things / materials to be prepared.

Not much different from Penny and Kathleen, Gregor Fountain, Michael Harcourt and Mark Sheehan (2011: 26), suggests that the sites have the potential to help students to understand the meaning, active and critical of the "content" of the past and its application to date this. Warnings and heritage sites offer many opportunities for teachers and students to engage with historical significance and to develop the intellectual tools to better understand how the relationship between the past and the present. This model has a considerable benefit in informing how young people learn to think historically, there is much more work is needed to develop this approach, through thinking about the historical significance not only reflect the views of subject disciplines but also the social and cultural dimensions.

V. CONCLUSION

Based on the analysis of research and development in Chapter IV can be deduced as follows.

1. The use of media is minimal and less precise with students karakterikstik impact on teaching history uninteresting and boring for students learning outcomes that culminate in its history to be unsatisfactory. This is because learning is not in accordance with the needs of students. Therefore in this case the teacher should be able to choose the right media in accordance with the needs of students and to use them effectively in the teaching of history more interesting and meaningful for students. The use of a medium of learning in the subjects of History at SMK Negeri 8 Surakarta is fairly minimal because of some obstacles or constraints of factors within and outside factors, among others: the input of students in the school is said to be low, leisure time teachers have to prepare a learning media pulls no (teachers too busy), and if it invites students to visit locations where relics or sites do not allow for a considerable distance and as well as considering the cost, and time constraints of students studying in these institutions given class background art.
2. The development of instructional media using multimedia history video made with the development procedure that begins with planning which consists of; analyze the needs and characteristics of students, formulate competency and outcome indicators, to formulate particles of matter, to develop tools for measuring the success, write a script. The next step diproduksilah multimedia learning media video sites Mangkunagara I. In preparation utilizing software VideoPad windows and ProShow Procedure. The media then conducted expert judgment or feasibility studies by experts include subject matter experts, media specialists and instructional design. Products revised and tested products to students by means of: testing each of the three students, small group testing, and field trials. Test the feasibility of using multimedia instructional media history videol by subject matter experts declare this learning media product in the category Good and Decent applied in teaching with appropriate revision suggestions. Advice from experts such media is the adjustment between the audio narration with pictures or visual, then the title of the video is replaced denan title of the study, as well as the duration of the video as a whole is considered less short. While advice from subject matter experts is change the audio narration on the site Home Tiban replaced by Indonesian. And the advice from students is to improve the slide show in the show to be more interesting again.
3. Of learners using the experimental class developed instructional media obtained an average score of 81.33. While students in the control classes using media power point obtained an average score of 66.67. Based on t test results, obtained $t_{calculate}$ = 5.804 compared to 2.015 t_{table}(significance level of 5%), so it can be said that $t_{calculate} > t_{table}$ or 5.804> 2.015. From the results mean and t test, we can conclude that the groups using the media that have developed learning performance significantly compared with the group that did not use multimedia video.Dari t test results of the questionnaire historical consciousness can be concluded that the H0 is rejected. It is known from sig 0.000 to less

than 0.05. So we can conclude there are differences in the effect on the attitudes of indigenous students between the experimental class and control class. If using research criteria $t_{calculate}$ coefficient greater than the coefficient t_{table} the results obtained are $t_{calculate}$= 5.210 compared to 2.015 t_{table}(5% significance level) so that it can be said that $t_{calculate}$>t_{table} or 5.210> 2.015. And thus it is concluded that there is effectiveness in the use of instructional media using video multimedia in teaching history to the increase in the attitude of local wisdom in SMK Negeri 8 Surakarta.

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THE MULTIMEDIA DEVELOPMENT OF RADEN MAS SAID SITES IN TEACHING HISTORY TO IMPROVE THE ATTITUDE OF LOCAL WISDOM

Alwan Hardianto

Sebelas Maret University, Surakarta, Indonesia
E-mail:alwanhardianto@gmail.com

Abstract. This paper aims to:(1)Determine the use of multimedia Raden Mas Said historical sites, (2) Assess the effectiveness of learning by using Multimedia Trip Raden Mas Said In History Lessons To Improve Student Attitudes Local Wisdom SMK Negeri 8 Surakarta and to improve students' understanding of the historical material.This research approach refers to a model of the development of Research and Development (R&D) Borg and Gall have been modified Sugiyono comprising the following steps: (1) the potentials and problems, (2) data collection, (3) the design of the product, (4) design validation, (5) design revisions, (6) test products, (7) product revision, (8) utility testing, (9) the revision of the product, and (10) the mass production.The results showed that the results of the average (mean) competency test 42 pre-test and post-test the experimental class 81.33 means no increase in the average score as much as 39.33 and by t test known that sig value 0,000 which is less than 0.05, Thus it can be said that there is a significant increase in student achievement scores between before by the media after the given media or H0. Based on t test results, obtained $t_{calculate}$= 5.804 compared to 2.015 t_{table} (significance level of 5%), so it can be said that $t_{calculate}$> or 5.804> 2.015. From the results mean and t test, we can conclude that the groups using the media that have developed learning performance significantly compared with the group that did t_{table}not use multimedia video. While based on the t-test questionnaire to determine the effect of learning media on the attitudes of local wisdom obtained results $t_{calculate}$= 5,210.This is bigger than in t_{table}2.015 with a significance level of 5%, so it can be said that $t_{calculate}$>t_{table}. And thus it is concluded that there is effectiveness in the use of learning media in the form of video to improve the attitude of local wisdom. It can be concluded that the video multimedia effective in improving learning achievement, in which the subject has reached the minimum limit of scores of mastery learning and the increasing scale of the attitude of the subject under study.

Keywords: *Historical Learning, Multimedia, Local Wisdom*

I. INTRODUCTION

Modernization has changed the mindset, social relations, consumption patterns, and the patterns of human perspective on his life. On the one hand, this is a result of growth and development through the era of modernism movement which is based on the paradigm of Western thought. On the other hand, it is also a necessity that must be experienced when people had no choice but to follow the dominance of Western thought. The modern era has brought social change human culture. All areas of life, from economics, politics, local wisdom, transport, information, to the arts, reorganize with a more modern perspective. Rationalization enforced as a means to achieve the ideals of modern independent, critical, and universal. Science and technology is an agent of modernization that will make it happen.

Basically, the Indonesian state has ruled out the local culture so that the attitude of local wisdom was still low in Indonesia. This happens especially in Vocational High School in Surakarta, Central Java. Based on the results of observations show in SMK N 8 Surakarta has experienced the impact of globalization. Lack of motivation of teachers in fostering attitudes of local knowledge will certainly give unfavorable impact for learners ie, learners do not deepen the understanding of local history and will not uphold localities in the region. From the survey results, many students are enthusiastic to pelejaran history is very less. Education is the best means to cultivate an attitude and character is no exception because the attitude of local wisdom in education, the child will learn to understand the meaning of local wisdom. At SMK N 8 Surakarta less teachers provide a deeper understanding of the material that will stimulate learners to understand the local history. Starting from these problems, there should be a learning strategy mennagajar more qualified and capable of adapting the methods of learning with technology development and modernization.

II. RESEARCH METHODS

The research method in this study using research and development or in English research and development (R & D). Research and Development is a research method that is used to produce a specific product and test the effectiveness of these products (Sugiyono, 2012: 407). According to Borg and Gall (1989: 772) describes the education research and development (R & D) is a process used to develop and validate education products which means that research and development is a process used to develop and validate the products used in the study. Gall, and Borg (2003: 569) defines Educational R & D as follows:

> Educational Reserarch and Development (Educational R & D) is an industry-based development model in which the findings of the research are used to design new products and procedures, which then are systematically field-tested, evaluated, and refined until they meet specified criteria of effectiveness, quality, or similar standard.

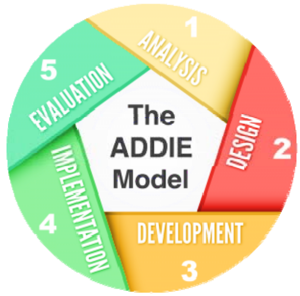
In line with the above definition, Borg and Gall (1989: 772) saw Educational R & D as:

> ... a process used to develop and validate educational products. The steps of this process are usually referred to as the R & D cycle, which consists of studying research findings pertinent to the product to be developed, developing the product based on these findings, field testing it in the setting where it will be used eventually, and revising to correct the deficiencies found in the field-testing stage. In more rigorous programs of R & D, this cycle is repeated until the field-test data indicate that the product meets its behaviorally defined objectives.

In this development, the researchers refer to models of development by Borg and Gall (1989) in Sukmadinata (2008: 169-170), which consists of several steps, as follows: (1). Research and data collection, the needs assessment, literature, research on a small scale, and considerations in terms of value. (2). Planning. Develop a research plan, including the abilities required in the implementation of the research, the design or steps study the possibility of testing in a restricted environment. (3). Draft product development (develop prelimetery form of product). The development of learning materials, learning and evaluation instruments. (4). The field trials early (Preliminary field testing). The field trials 1 to 3 schools with 6-12 test subjects (teachers). During the trial held observation, interviews, and distribution of questionnaires. (5). Revise the test results (main product revision). Improve or enhance test results. (6). The field trials (main field testing). Test broader at 5 to 15 schools with 30 to 100 test subjects. Quantitative data on teacher performance before and after using PGRs modelyang collected. The results of data collection, evaluation and kalu likely than the comparison group. (7). Completion product field test results (operational prduct revision). Enhance product field test results (8). Test field implementation (operational field testing). Held on 10 to 30 schools involving 40 to 200 subjects. Testing is done through questionnaires, interviews, observation and analysis of the results (9) Completion of the final product (final product revision). Completion based on input from the implementation of the test field (10) and implemintasi Dissemination. Reported its results in professional meetings in the journal. Cooperating with the publication for publishing.

The procedure described above is of course not merupaan basic steps that must be followed in full. Ardhana (2002: 09) argues that the procedures for implementing the research and development is not a standard steps that must be followed rigidly, any development can of course choose and determine the measures most appropriate for themselves based on specific conditions encountered in the development process. It can be concluded that the investigators in the study development can make modifications adapted to the conditions and considerations exist.

Research and development was modified from a five-step research and development of the ADDIE model of Moelenda. Broadly speaking, this development consists of five stages, namely: 1) Analysis, 2) Design, 3) Development, 4) Implementation, 5) Evaluation. Research and development is research used to develop specific products, as well as test the effectiveness of the product. Product research and development being done in this research is the medium of learning in the form of a video showing the history of the site in the form of visualization Mangkunegaran Solo history and works of art during his lifetime R.M. Said in Mangkunegaran Palace. ADDIE Model is using a 5 stage or phase of development as the following picture:



THE FIGURE OF ADDIE MODEL

Step 1. Analysis (Analyze). Phase analysis is a process of needs assessment (analysis of needs), identify problems and analysis task. Output generated in the form of characteristics or profile prospective learners, identification of needs and detailed task analysis based needs.Step 2. Design.This stage is known as the draft (blue print), just like the building before it is built there must be a design on paper first. Step 3. Development (Development).Is the process of realizing the blueprint alias design had become a reality. This means that at this stage everything needed or that will support the learning process should all be prepared. Step 4. Implementation. Implementation is a concrete step to implement a learning system that we are creating. That is, at this stage all that has been developed is installed or set in such a way appropriate to the role or function could be implemented. Once the product is ready, it can be tested through a large group then evaluated and revised. Then the test can be done in a large group then re-evaluated and revised to produce a final product that is ready to be disseminated. Step 5. Evaluation (Evaluation). Evaluation is the process to see if the system is being built successful learning, in line with initial expectations or not. Evaluation stage can be done on each of the four stages on the so-called formative evaluation, because the goal of the revised requirements. For example at the design stage we need a review of experts to provide input on the draft which we are creating.

And here is one of the validity of the test formula questionnaire. Validity is a measure that shows the results that can be trusted when the meter tested many times. Using a computer program to Herman Pearson 3:00 reliability test with the formula used is Kuder- Richardson 20 (KR-20). To determine the reliability of the formula Kuder- Richardson 20:

$$KR = -20 = \frac{k}{k-1}\left(\frac{\Sigma p(1-p)}{s_{x^2}}\right)$$

Information:

k = Number aitem

p = Index difficulty aitem

sx² = Varian test scores (x)

III. Research Results

A. Learning History at SMK Negeri 8 Surakarta

Various theories about the understanding of history is a lot studied by various researchers with different definitions, but basically all have the same opinion.*Sejarah berasal dari bahasa Arab "Syajaratun", yang berarti "pohon" dan juga "keturunan" atau "asal-usul. Kata ini masuk bahasa melayu tidak lama sesudah abad ke-13 dan kemudian mengambil bentuk "syajarah" yang mirip sekali dengan ucapan bahasa Indonesia moderen* (William H. Frederik, 1984:1).

Other than that, Kochhar (2008: 1) also argued that the term history (history) is taken from the Greek word historia, which means "information" or "research" intended to obtain the truth. Essence of history is a science that examines the events that have occurred within the scope of space and time as explanatory for the present, because it could be interpreted also that basically the history of a dialogue between past events and developments into the future. Relating to the history of human conscious reaction to the state of the environment, natural environment and social environment that is determined by the actions of previous generations as well as by his contemporaries.History deals with man's conscious reaction to the state of his environment, both the natural environment and the social environment as determined by the actions of preceding generations as well as by those of his contemporaries (Murray N. Rothbard, 2007:159).

Of the few opinions on the above it can be concluded that history is a science that examines the past in the sphere of space and time that can be used as guidelines for development in the future. So, with such history teaching should be improved because it is through the eyes of history lessons the children will have a good attitude and character as well. Along the development era, the modernization is also growing and able to touch all levels of society, not least in Vocational High School (SMK) Negeri 8 Surakarta.

Based on observation, history teaching in SMK Negeri 8 Surakarta is still low, it dikerenakan limited number of teacher hours. Limitations of teaching hours is not based on the least time allocation of subjects but because of SMK Negeri 8 Surakarta is based school for the Performing Arts, the school prefers the development of practice rather than theory. Look at the background of the school, did not rule out the historical material not running optimally. According to the results of interviews of a history lesson the teacher explains that the emphasis of the subject matter has not take place optimally, only in addressing the issue of subject teachers give assignments history and portfolio. These problems can not be blamed given the background of this institution is an art show.

For teaching strategies internally is still considered not running optimally. In addition to information from interviews, information was obtained from a questionnaire. From the results of the student questionnaires about the teaching of history that took place in class, 85% (23 students from 27 the number of students) express the teaching of history held in the classroom is fairly boring. The rest answered never boring. A total of 67% (17 students from 27 the number of students) students stated that teachers always using varied methods in teaching, while the remaining 37% (10 students from 27 the number of students) students stated that teachers often use varied methods in teaching. However, in the use of learning media interest, 44% (12 students from 27 the number of students) students said teachers rarely use an interesting learning media.

In addition, the lack of attitude of local wisdom in SMK Negeri 8 Surakarta is also one of the problems in the success in the world of education. Although the institution is an institution conservationist cultural backgrounds, but most still do not know the attitude wise especially in the aspect of the locality. Can not be denied that the impact of westernization has penetrated the heart of Javanese culture and influencing patterns of life and behavior of adults to children, especially students of SMK Negeri 8 Surakarta.

B. The Development of Multimedia Raden Mas Said Sites to Improve Local Wisdom Attitudes a Students of SMK Negeri 8 Surakarta

The procedure is the development of the procedural steps that the researchers in making a product. The procedures in the development will indirectly give clues to how procedural that must be passed to the products to be specified. Development procedures will be described as follows.

1. Analysis of Needs and Characteristics of Students

According Sadiman (2002: 99), which referred to the need in the learning process is the gap between the abilities, skills, and attitudes expected, with the ability, skills, and attitudes of the students. Preliminary study illustrates that historical study conducted by the teacher in SMK Negeri 8 Surakarta is no longer centered on the teacher, but the student center. Students are encouraged to always active, by doing games / games combined with discussion. Although the pattern of learning is already oriented students, but teachers rarely use pmbelajaran media. This happens because some of the reasons that have been outlined above. Meanwhile, many existing heritage around the students, but it is not known. As a relic of history mangkunegaran palace in Tiban house sites, the tomb of Astana Mangadeg and especially Mangkunegaran own.

Problems found in the material of the history of Islam Nusantara kingdoms and results of art and culture, where students do not understand and analyze forms of art and culture of the Islamic empire in the 17th century.

Based on the results of the above observations required a learning medium that is able to arouse interest, provide motivation, and certainly give a new innovation in the learning process of history. For this reason in this study developed a medium of learning using multimedia video by utilizing mangkunegaran palace historical sites (sites Tiban house and grave sites of Astana Mangadeg) in Central Java, especially around the region of Surakarta.

After learning media development target is students, then drafted the characteristics of students who were subjected to media development. Characteristics of these students are: (1) One class consists of men and women, (2) Ability to operate computer / laptop, (3) Have the ability to intellectually diverse, (4) Study in class classical, (5) No accustomed to independent learning, (6) students are less active in teaching and learning in the classroom so that students are less engaged in learning, (7) Ever learning by using video media sites Mangkunagara I.

2. Analysis of Interest

The purpose of learning is a very important factor in learning. The purpose of learning is a statement of behavior that should be done after following the student learning process. In perumusuan clear learning goals, can determine the expected change of attitude. The existence of media in learning greatly affect student learning outcomes. To achieve the expected learning goals need to be developed media that can improve learning outcomes and also a sense of history.

Formulation of learning objectives in the development of multimedia materials and Islamization Nusantara Islamic empire based on Core Competence and Competency Curriculum 2013. The core competencies that form the basis is "4 Analyzing the information and data obtained either from reading or from sources related to obtain conclusions about the time of the development of Islamic kingdoms in Indonesia "with basic competence" 4.8 Presenting the results of reasoning in writing about the values and elements of culture that flourished during the Islamic empire and is still ongoing in the Indonesian life today ". The subject of "History of the Kingdom of Islam Nusantara". In the second half of the subjects History class X. Users of this learning media later on is half the class X 2 (even) SMK Negeri 8 Surakarta.

The cornerstone of which is used as the rationale for development of audio-visual media is learning to use technological foundation can not be denied that the presence of technology products has given a tremendous impact on learners. Advances in science and information and communication technology greatly assist teachers and learners in obtaining information. It is undeniable that the presence of technology products has given a tremendous impact on learners. Advances in science and information and communication technology greatly assist teachers and learners in obtaining information.

3. Drafting

At this stage, the activities carried out is to identify the material on the History mangkunegaran palace to encapsulate a variety of materials from books and other sources to obtain a picture of what that will be included in the VCD of learning, then do the preparation of the product design of instructional media using audio-visual up on making video script. Researchers further gather support materials such as videos, photos, and audio on websites House Tiban and Astana Mangadeg and looking for instruments or music as an accompaniment to the video display.

a. Development of Design

At this stage, the activities carried out is to identify the material history of struggle of Raden Mas Said along with site history that encapsulates a variety of materials related to the history of Raden Mas Said of textbooks to obtain a picture of what that will be included in the VCD of learning, then do the preparation product design using audio-visual learning media by making a storyboard up on making the video script. Researchers further gather supporting materials such as photographs, audio, and animation.

b. Video Profuction

After all the ingredients to develop the use of audio-visual media in the form of a video collected, then researchers conducted the drafting by utilizing software ProShow and VideoPad Editor. Previous import first support materials such as images, audio, and animation. Drag and drop support materials in a column that is under the timeline. To write a title used film roll background image and to add text by clicking the make movie titles or credits on tasks and add title on the selected clip. Then proceed to the editing process by adjusting the audio / music instrument with a photo / clip and animation. To give effect to the photo or on display material explanation first click show storyboard and then click the view video effects and choose the preferred effects by dragging and put on the "Save" at the bottom left corner. To see the results click on the play (►) on the storyboard view. Once editing is complete, click save to my computer. Format video with windows media video, then the final stage of this process is burning media to a VCD (Video Compact Disk).

After the audio-visual media products such as video learning outcomes in the form of VCD development has been completed, then do testing both internally and externally. Furthermore, this initial draft in consultation with subject matter experts to obtain comments / feedback / input that will be used to revise the initial draft of the runway earlier. Then also to the expert consulted a medium of learning and instructional design experts to find out the advantages and disadvantages of these basic concepts. After consultation, then do a revision. Furthermore, the pilot phase, namely to students with the design of one to one evaluation, small group evaluation and field evaluation.

c. Product Evaluation

Multimedia (video) that has been created should be evaluated or assessed in advance before being used / implemented in the classroom. This assessment is intended to determine whether the media were made to reach the goals set ttelah or not. To that end, the media has been in production, before being implemented in the learning necessary to first validated, including by: instructional design experts and the media, as well as expert teaching materials (history teacher). Then proceed with a pilot phase to determine the feasibility of using multimedia learning media in the form of instructional videos that have been developed. The test is done to students with three phases namely, test each of the three students, small group testing, and field trials. Through a series of trials and testing experts to learners eventually end product of learning to use audio-visual media in the form of instructional videos produced by incorporating suggestions or comments or feedback and revision of subject matter experts, instructional design experts and the media, as well as students.

d. Data Presentation Team of Experts

1) Trials matter experts

Evaluation of media experts as a benchmark to improve further material. This validation is done before the competency test, so to minimize these errors when applied in the learning process. Subject matter experts in instructional media developed using multimedia video is Anna Wati Rahardja, S.Pd., as a teacher of history at SMK Negeri 8 Surakarta and Mr. Sarjito, S.Sn. as an expert on the history of mteri mangkunegaran palace which he is also a relative of Mangkunegaran. Validation matter experts include aspects of communication assessment, design, technical, and display formats. According to Anna Wati, the media developed already developed a decent living in schools in Surakarta coupled with the need for posts at each location. Below, a picture can be seen by an expert assessment material.Based on the assessment of the communication aspects of assessment, design, technical, and display formatswith 3 indicators, from both experts mean the material obtained was 4.16. It shows the media that have developed good category.

2) The Trial Expert Media And Instructional Design

Product evaluation by the media and instructional design experts and design media conducted to obtain information as input revision of product quality. Expert media and instructional design that performs validation or evaluation of media and instructional design products using multimedia video is Dr. Erista Pradana, M.Pd., Lecturer in History Education in STKIP PGRI Pacitan, East Java and Mr. Fauzi Rahman, M.Pd. lecturer in the History Education UNIVET Sukoharjo, Central Java.

Analysis of the data by media experts and instructional design is intended to determine the feasibility of the media that will be applied in the learning process. Based on the assessment of the communication aspects of assessment, design, technical, and display formats with 12 indicators obtained the mean is 3.58. It shows the media that have developed good category.

e. Trial on Students

1) Data Trials One-On-One

The trial against the respective number of 3 students performed at three class X SMK Negeri 8 Surakata, with high ability students criteria 1, one being capable students, and one low-ability students. Results of tests on each of a number of three students is presented in table form response that contains scores and average scores. Description of student responses in trials of one-on-one can be seen in the table below. The trial results were presented one at a time in the form of a table that contains the feedback scores and average scores.

Based on data from the test results one by one, overall it can be concluded that the media learning using multimedia such as video developed by researchers is Good by students. It is seen from the average number of votes after conversion to quantitative data that is 3.61. Advice and product revision given by students are on display dance, dance picture is less clear because of the image shake.

2) Data Trial Small Group

Tests performed on twelve (12) students with varying levels of intelligence. The results of this small group trial presented in table form response that contains scores and average scores. Based on data from a small group of trial results, overall it can be concluded that the media developed using multimedia learning researchers included in the category of Good by students.

It is seen from the average number of votes after conversion to quantitative data that is 3.52. Suggestions and revision of the products supplied by the students is the same as the students are like that presented at trial was the one that is on display historical sites, image sites is less clear because the image blur.

3) Field Trial Data

Field testing based on input from expert review material, expert instructional media, instructional design expert, the trial one-on-one and small group trial, then the next step is to carry out field trials against 30 students. The results of field trials presented in table form response that contains scores and average scores. Based on data from field trials, overall it can be concluded that the media learning using multimedia video historical sites developed researcher included in the category of Good by students. It is seen from the average number of votes after conversion to quantitative data that is 3.77.

4) Test The Effectiveness of Product

Effectiveness test is performed to determine the effectiveness of the media in the stage of field trials. Here are the test results on the effectiveness of field trials that tested on 30 students selected at random. From the results of data analysis using SPSS shows that the value of t 6.630 <0.05, it can be concluded that the multimedia video has a significant effect, with Siignifikansi value of 0.000> 0.05, so that the video multimedia expressed influence on students.

f. Implementation of Raden Mas Said Multimedia Site in Teaching History to Improve the Attitude of Local Wisdom

Implementation of Raden Mas Said Multimedia Site in Teaching History to Improve Local Wisdom attitude in the learning process history includes planning, implementation, evaluation, and constraints. In carrying out the planning activities of the teaching of history in SMK Negeri 8 Surakarta, teachers as teachers have a very important role so that the mapping of understanding, competence and mastery can be well-thought, without clear planning and mapping the learning process will not run optimally. Implementation of history developed learning media do in the classroom with LCD projector borrowed from space Wakasek 3 because in every class X in SMK Negeri 8 Surakarta not all equipped with supporting facilities.

C. The effectiveness Multimedia Site of Raden Mas Said In History Learning to Improve the Attitude of Local Wisdom Students of SMK Negeri 8 Surakarta

To test the effectiveness of learning using multimedia video media that has been developed is to do a competency test. to conduct competency test involves two classes, namely class that uses the medium of learning in the form of instructional videos developed (experimental class) and classes that use media power point (control group). Problem for the competency test as many as 20 items and was held on May 1, 2016.

From using SPSS normality test results showed that the significant value of the pre-test experimental class is 0.254 and pre-test control group was 0.772. Because the significance value> than 0.05, it can be seen that the value of data pre-test experimental classes and pre-test value data were normally distributed control class, while the homogeneity of the test results indicate that the results of significance value of 0.391. Data is said to be homogeneous if sig> 0.05. It can be concluded that the data is the pre-test and pre-test experimental class control class is homogeneous, and from the t test results showed that the value of sig 0.144> 0.05, so it can be concluded that the achievement experimental class and control class have equal ability of results the achievement scores, and the average score of the competency test experimental classes (groups subjected to media that was developed) is 81.33. While the average score was 71.67 test control class.

For the t-test, if using research criteria $t_{calculate}$ coefficient greater than the value of the coefficient t_{table} the results obtained are $t_{calculate}$ = 5.804 compared to 2.015 t_tab (significance level of 5%), so it can be said that $t_{calculate}$>t_{table} or 5.804> 2.015. And thus it is concluded that there is effectiveness in the use of instructional media using video multimedia in teaching history in SMK Negeri 8 Surakarta. Based on the obtained mean of the experimental class and control class, each of which are 81.33 and 71.67, it can be said that the class that uses the audio-visual media (experimental group) had results better learning achievement compared with classes that do not use video media.

While the results of the test using a questionnaire, the results of the t-test, we can conclude that H0 is rejected. It is known from sig 0.000 to less than 0.05. So we can conclude there are differences in the effect on the attitudes of indigenous students between the experimental class and control class.

Through these results it can be concluded that with the use of media-based audio-visual learning was found to give effect to the historical consciousness of students. If using research criteria $t_{calculate}$coefficient greater than the coefficient t_{table} the results obtained are $t_{calculate}$= 5.210 compared to 2.015 t_{table} (significance level of 5%), so it can be said that $t_{calculate}$>t_{table} or 5.210> 2.015. And thus it is concluded that there is effectiveness in the use of instructional media using video multimedia in teaching history to the increase in the attitude of local wisdom in SMK Negeri 8 Surakarta.

IV. Discussion

A. The Use Multimediaof Raden Mas Said Site in SMK Negeri 8 Surakarta

Learning History always identified with rote material. Because it often reveals major events are even able to influence the national level, the names of great people, and the years of important events. Delivery of material history is not a bit of it seems to be very burdensome if the learners have to memorize the whole topic. It will allow students to memorize when the teacher conducts evaluations or exams without needing to understand the content of the subject matter. There are ways to assist and facilitate teachers in the delivery of messages / materials, namely by using the media. Asyhar (2012: 18) describes the media is a very important component in learning and can be viewed as an alternative effective strategy in helping achieve the learning objectives.

History in the learning process in SMK Negeri 8 Surakarta, teachers never use or exploit any media to assist and facilitate the delivery of content. Teachers only use textbooks that are already available. In the method of delivery of content to learners, teachers still use conventional style that is by lecture and question and answer. Teachers had to apply a little innovative learning methods in the delivery of the material that is to hold discussions. But the discussion did not go well. So teachers come back again using the lecture and question and answer in the delivery of the material. Therefore, it can be said that teachers still apply the expository approach.

Results of preliminary research shows that teachers have a great desire to use and develop a good learning media, which can stimulate students' brains to foster creativity, increasing student interest in following the teaching of history. But encountered several obstacles faced include: free time to compile or create a medium of learning, can not take advantage of the application in the computer. Observations about the method or model conducted by the teacher in the learning process of History that just stick to the textbook and then resume the delivery of material by means of lectures generate class condition as if dead, and indeed it was very tedious. Learners seen nothing next to busy themselves with friends. There is also the occasional yawn (sleepy). Even when teachers leave the question as bait to evaluate the subject matter, many of the students who only silent, then smiles and had a face as if nothing out. This illustrates just how they look not pay attention to the material presented by the teacher in front of class. For it is undeniable that it is possible learning media can be used and developed in accordance with the learning objectives are achieved. Seeing the condition of the learning process of History as described above, it can be said that the creation and minimal teacher teacher's ability to implement a variety of appropriate methods have not seen and readiness of the student to be able to receive the learning techniques used are also still weak motivation.

Based on some of the findings in the observations on the preliminary study on the use of instructional media history in SMK Negeri 8 Surakarta can be drawn a red thread which states that the use of instructional media is still minimal, learning history approach expository with centered learning teacher (teacher centered), participants still less motivated learners in the learning process, so it takes something more innovative such as the use of media that is able to stimulate student interest.

B. The Multimedia Development Site of Raden Mas Said in History Learning to Increase the Attitude of Local Wisdom

Preliminary study stated that the process of teaching history in SMK Negeri 8 Surakarta during this approach a teacher-centered learning, or more commonly called a teacher centered. Teacher of history has not been sought entirely on the use of instructional media in the process of teaching history. Therefore, the development of instructional media history is still hampered by several obstacles. Mangkunegara I struggle history occurred around the residence of learners. However, most students do not know about the incident. Based on the results of the above observations required a learning medium that is able to arouse interest, provide motivation, and certainly give a new innovation in the learning process of history. For this reason in this study developed a multimedia learning media use Mangkunagara I sites in the city of Surakarta.

The cornerstone of which is used as the rationale for development of multimedia Raden Mas Said to improve the attitude of local wisdom is the technological foundation. Where according Asyhar (2012: 23), can not be denied that the presence of technology products has given a tremendous impact on learners. Advances in science and information and communication technology greatly assist teachers and learners in obtaining information. In lessons, for example, a variety of interactive media has been produced and applied by many schools and educational institutions.

Before developing multimedia sites Raden Mas Said to be done is to determine the design of learning that will be undertaken to develop learning media, collecting materials from literature review, collect materials such as photographs or drawings which is a description of historical relics struggle of Raden Mas Said and looking for instruments or music as an accompaniment to the video display. Furthermore, in accordance with the technological foundation, multimedia development sites Raden Mas Said to improve the attitude of local wisdom compiled using the software or application is simple video maker that is VideoPad Editor and ProShow Procedure. Instructional design used in multimedia development sites Mangkunagara I was adopting ADDIE instructional design of Molenda. Explanation of material that is the result of a literature review and then combined with photographs or images within the software. Furthermore, the music or the instrument is aligned with an explanation of the material along with the photos or drawings. After all thats systematic, video is stored in the computer and then set on fire (burning) in a CD (Compact Disk) that this product will be implemented in the learning process.

The history of the struggle of Raden Mas Said, who is a chronicle of events in residence students to be more meaningful when it is presented in the form of video lessons. This instructional video is not a video with visual motion, but the instructional video with a collection of photos or images that are combined with an explanation of the material and there is musical accompaniment. The selected musical accompaniment in the preparation of instructional media development is related to the musical history of Java and national songs or struggle, such as for example Gending Bedhaya Asmarajati, Bedhaya Ketwang and song for Autumn

Flowers. Backsound currently selected for video depicts the moments of struggle is manual, in the sense of producing its own musical accompaniment with the help of software Cubase5 Advenced Music Production System. In pembuatannyapun not carelessly insert the instrument, for the research use Composer to help synchronize the music and view video. Autumn Flowers struggle song selected to give a touch of the feelings of learners to bring them into the picture of the past thus directly giving spirit. Moreover, the musical accompaniment is presented along with an explanation of material which was once a struggle against the historical events of the Dutch nation. Gending Bedhaya Asmarajati been selected for this song describes the feel of ancient Java. National song Autumn Flowers have been selected for a reminder of how great the services of national heroes dam defend the natives and maintain the principle of independence. Thus it is possible to see this developed instructional videos that foster interest and motivation of learners. As research conducted by Betty Collis in a study entitled Anticipating the Impact of Multimedia in Edducation: Lessons from the Literature, which concluded that the media effectively implemented in the learning process, students are more like learning to use the media, and the overall media more effectively to give supplements or motivating to students.

SMK Negeri 8 Surakarta is located in Surakarta (Solo). To arrive at the site of the relics Mangkunagara I, among other sites House Tiban in Wonogiri taken approximately one hour with kedaraan personal, Astana Mangadeg located in Karang Anyar can be taken approximately one and a half hour, and the last Mangkunegaran located in Surakarta city alone has the longest mileage of around approximately thirty minutes. Media teaching history using multimedia sites developed this brings learners enjoy historical heritage sites without the need for them out of the scope of the school or where they live. For teachers, instructional media utilization history that was developed using video media in the process of teaching history is considered more efficient, because he did not have to think about the cost to conduct such a study tour to the three historical sites. Given the secondary vocational schools, the majority of parents of input / learners is derived from a simple family. As described Midun (2009) in Asyhar (2012: 41) regarding the benefits of using media that can improve the efficiency of the learning process, learning media also presents something that is difficult to establish, visited or viewed by learners, both because the size is too big or future it had happened a long time. From the explanation of the benefits of using instructional media in the learning process, indeed from the results of the application in the classroom is very visible once kebermanfaatannya. Thus the application of media history learning using multimedia video developed to foster and increase the interest and or motivation of learners in studying the materials of history, especially in order to dig deeper into the events that have occurred in the residence. In addition, from these events are presented in a video to foster patriotism and nationalism that now seemed to have eroded the times. So that is also expected later learners are able to be wise with what would be encountered in the future. Given fading as if the only union in Indonesia with actions in recent years abandoned the public image of eastern Indonesia. It is deemed very necessary for history teachers to be able to create and develop a quality learning media and of course so that the learning process does not seem boring history.

C. Assessment by Matter Expert, Expert Media and Instructional Design

To evaluate the instructional video media that has been in production then validated by subject matter experts and instructional media. In this study as validate is (1) Lecturer in History Education STKIP PGRI Pacitan, East Java is now doing his doctoral degree at UGM and Lecturer Department of History of Univet Sukoharjo, Central Java as an instructional media. (2) a teacher of history and one of the relatives mangkunegaran palace as a subject matter expert. (3) testing each of the three students, small group trial on 12 students, and field trials in a class of up to 30 students. From the results of the assessment and suggestions are given, then the learning media improved with suggestions from media experts, including adding objectives and indicators of learning, featuring cuneiform writing Sundanese on one inscription that no writings, and on the cover to show the desired learning, and the parties involved in the making of the video.

While advice from subject matter experts is the addition of the writing on the location of the site and the musical accompaniment that correspond with the area. And the advice from students is to improve the slide show in the show to make it more attractive. For further media audio-visual learning sites Raden Mas Said ready to be tested in the field the actual class with 30 students. From the result of learning gained through implementation of test history learning using multimedia media site I Mangkunagara an increase in the history of student learning achievement and attitude indigenous students. Theoretically it is true that learning with media that use the sense of sight and hearing (audio visual) will take learning outcomes better than just using a sensory point of view alone (visual) or auditory only (audio).

D. EffectivenessMultimedia Development of Raden Mas Said Sites in Teaching History to Improve the Attitude of Local Wisdom

Effectiveness test is used to determine the success of learning by using multimedia Trip Raden Mas Said in improving the attitude of local wisdom in SMK Negeri 8 Surakarta. To calculate the effectiveness of instructional media held experiment. X Dance Class D selected as the experimental class by using the media developed, while the X Dance class C as the control classes using powerpoint. Determination of these two classes the way through the test of equality. Equality test used is the test of homogeneity. The values that are used to test the homogeneity is of the pre test. These values were then calculated using SPSS 16:00. Having computed the conclusion that the variances of the two populations are the same (homogeneous).

Effectiveness of the test results obtained by the achievements of the groups using multimedia site I developed Mangkunagara higher than in the group using powerpoint media. As presented Hamalik (1994: 10), the utilization of instructional media in teaching and learning can arouse desire and new interests, encourage motivation and stimulation of learning activities, even bring a psychological impact on students. Learners are able to understand and obtain more solid information. Multimedia instructional media Raden Mas Said site will not only help teachers to facilitate the learning process, also provides new nuances in the learning process more interesting, innovative, and efficient.Based on the results of the t test for two independent samples (independent sample t test), obtained $t_{calculate}$= 5.804 compared to 2.015 t_{table} (significance level of 5%), so it can be said that$t_{calculate}$>t_{table} or 5.804> 2.015. So that there are significant differences between grade student achievement scores and grade control experiment. And thus it is concluded that there is effectiveness in the use of multimedia video teaching history at SMK Negeri 8 Surakarta.

While based on the t-test questionnaire to determine the effect of learning media to the awareness of the history of the results obtained $t_{calculate}$= 5.210. This is bigger than in t_{table} 2.015 with a significance level of 5%, so it can be said that $t_{calculate}$>t_{table}. And thus it is concluded that there is effectiveness in the use of instructional media using multimedia sites Mangkunagara I to improve the attitude of local wisdom.

The integration between materials, curriculum, and multimedia sites Raden Mas Said can bring good changes in students from the learning outcomes as well as on the attitude scale historical consciousness. This is in line with the opinion and Kathleen Penny in his research (2011: 207) which any changes in students in a positive direction with diujicobakanya pattern of involvement of students in the context of curriculum integration. The main objective is to facilitate the integration of the curriculum of individual and social unification through the organization of the curriculum around significant problems and issues, collaboratively identified by educators and learners, regardless of the boundaries between subjects. Curriculum integration by involving the surrounding environment also requires educators to have more material preparation. Teacher preparation will be different at each level of education is different. The higher the education, the more things / materials to be prepared.

Not much different from Penny and Kathleen, Gregor Fountain, Michael Harcourt and Mark Sheehan (2011: 26), suggests that the sites have the potential to help students to understand the meaning, active and critical of the "content" of the past and its application to date this. Warnings and heritage sites offer many opportunities for teachers and students to engage with historical significance and to develop the intellectual tools to better understand how the relationship between the past and the present. This model has a considerable benefit in informing how young people learn to think historically, there is much more work is needed to develop this approach, through thinking about the historical significance not only reflect the views of subject disciplines but also the social and cultural dimensions.

V. Conclusion

Based on the analysis of research and development in Chapter IV can be deduced as follows.

1. The use of media is minimal and less precise with students karakterikstik impact on teaching history uninteresting and boring for students learning outcomes that culminate in its history to be unsatisfactory. This is because learning is not in accordance with the needs of students. Therefore in this case the teacher should be able to choose the right media in accordance with the needs of students and to use them effectively in the teaching of history more interesting and meaningful for students. The use of a medium of learning in the subjects of History at SMK Negeri 8 Surakarta is fairly minimal because of some obstacles or constraints of factors within and outside factors, among others: the input of students in the school is said to be low, leisure time teachers have to prepare a learning media pulls no (teachers too busy), and if it invites students to visit locations where relics or sites do not allow for a considerable distance and as well as considering the cost, and time constraints of students studying in these institutions given class background art.
2. The development of instructional media using multimedia history video made with the development procedure that begins with planning which consists of; analyze the needs and characteristics of students, formulate competency and outcome indicators, to formulate particles of matter, to develop tools for measuring the success, write a script. The next step diproduksilah multimedia learning media video sites Mangkunagara I. In preparation utilizing software VideoPad windows and ProShow Procedure. The media then conducted expert judgment or feasibility studies by experts include subject matter experts, media specialists and instructional design. Products revised and tested products to students by means of: testing each of the three students, small group testing, and field trials. Test the feasibility of using multimedia instructional media history videol by subject matter experts declare this learning media product in the category Good and Decent applied in teaching with appropriate revision suggestions. Advice from experts such media is the adjustment between the audio narration with pictures or visual, then the title of the video is replaced denan title of the study, as well as the duration of the video as a whole is considered less short. While advice from subject matter experts is change the audio narration on the site Home Tiban replaced by Indonesian. And the advice from students is to improve the slide show in the show to be more interesting again.
3. Of learners using the experimental class developed instructional media obtained an average score of 81.33. While students in the control classes using media power point obtained an average score of 66.67. Based on t test results, obtained $t_{calculate}$ = 5.804 compared to 2.015 t_{table}(significance level of 5%), so it can be said that $t_{calculate}>t_{table}$ or 5.804> 2.015. From the results mean and t test, we can conclude that the groups using the media that have developed learning performance significantly compared with the group that did not use multimedia video.Dari t test results of the questionnaire historical consciousness can be concluded that the H0 is rejected. It is known from sig 0.000 to less

than 0.05. So we can conclude there are differences in the effect on the attitudes of indigenous students between the experimental class and control class. If using research criteria $t_{calculate}$ coefficient greater than the coefficient t_{table} the results obtained are $t_{calculate}$= 5.210 compared to 2.015 t_{table} (5% significance level) so that it can be said that $t_{calculate}$>t_{table} or 5.210> 2.015. And thus it is concluded that there is effectiveness in the use of instructional media using video multimedia in teaching history to the increase in the attitude of local wisdom in SMK Negeri 8 Surakarta.

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COMPETITIVE DYNAMICS IN MICRO: ANALYSIS OF PERCEPTION ABOUT COMPETITION IN DEAFPRENEURSHIP

Bambang Raditya Purnomo

Management Studies University Dr Soetomo, Surabaya, Indonesia
E-mail: dewi_raditya@yahoo.com

Abstract. *The purpose of the study this is to explore small and micro businesses in their connections with competitors and the competitive force in the market. This study uses the information processing approach to examine three activities, scanning the competitive environment, the interpretation of competitive actions, and reactions based on that assessment. This research is motivated by the lack of competitiveness of micro businesses, especially deafpreneurship those engaged in the culinary field. This study uses qualitative approach with phenomenological methods, in which researchers try to explain or reveal the meaning of a concept or phenomenon of experience based on the awareness that occurs in some individuals. In this study, researchers collect, summarize and interpret the data obtained, which is then processed back in order to obtain a clear, directed and thorough pictures of the problem which become the object of research. Phenomenological approach is used to analyze the original data collected from interview with the informant. Structural interpretation of the experience described by researchers in the description of the participants.*

Keywords**:** *competitive dynamics, perceptions of competition, micro-business, phenomenological, deafpreneurship.*

I. INTRODUCTION

Small and micro Enterprises (SMEs) always portrayed as a sector which has an important role in economic development in Indonesia, since the majority of the population lives in small business activities both traditional and modern sectors. The role of small businesses that become part of precedence in the planning stages of development that are managed by two ministries, the Ministry of Industry and Trade and the Ministry of Cooperatives and SMEs. However, development efforts that have been implemented is still not making satisfactory result, because in reality the progress of SMEs is very small compared to the progress made in large multinational enterprises.

In the increasingly fierce competition, since the increasing openness of the domestic market, the SMEs threated by the increasing number of goods and services that go beyond the impact of globalization. Therefore, the promotion and development of SMEs currently felt increasingly urgent and very strategic to lift the economy of the people, the independence of the SMEs can be achieved in the future. With the development of the people's economy is expected to increase people's income, employment opportunities, and prosperity of the society as a whole.

According to Laforet & Janifer (2006), the main obstacle experienced by small business is a great dependence on customers, lack of skills and knowledge acquired through training, and poor attitude of learning and building networks for their traditions to work alone (autonomous). Vaaland and Heide (2007) adds that the small and micro enterprises are not paying too much attention to the methods of planning and controling than the large companies. This cause the capacity of small businesses are less competitive and subsequently affects sales. The low power of small businesses forced them to sell their products with the following terms and conditions of the buyer. Therefore, it can be concluded that small businesses can not show a good performance because of the lack of practice and the strategies used.

Various strategic management literature that studies about competition emphasize to the process behind the competitive strategy and competitive action decision-making process at the level of corporate analysis. According to the competitive dynamic approach, an important role in the competitions are played by key decision makers who monitor rival organizations and formulate strategies to achieve competitive success (Porter, 1980). A critical element of this view is how companies perceive their competitive environment and react based on these perceptions.

The approach that widely used to study the competitive perceptions is the information processing approach that consists (a) observation to information, (b) the interpretation of the information, and (c) a reaction based on this interpretation (Kiesler & Sproul, 1982; Daft & Weick, 1984). Such approach is more often used in strategic management and marketing literature (eg Chernatony, Daniels & Johnson, 1993; Lang, Calantone & Gudmundson, 1997; Clark & Montgomery, 1999; Waarts & Wierenga, 2000). However, various authors emphasize that there are still much empirical research needed to explore these variables. This research studied perceptions of small and micro businesses in the competitive environment.

II. Theoretical Framework

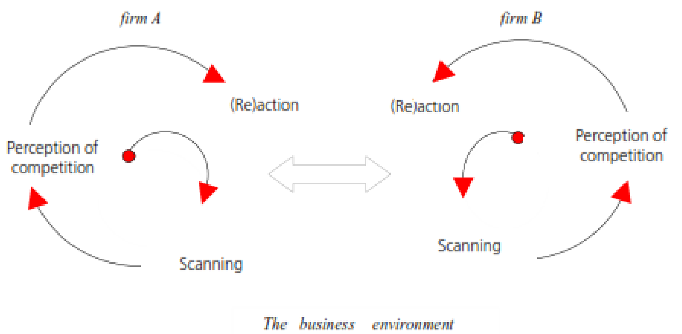
Small and Micro Business

According to the Office of State Minister of Cooperatives and Small and micro Enterprises argues that the Small and Micro Businesses are businesses entity that belong to the citizens, both individuals and legal entities who have a net worth (excluding land and buildings) as much as Rp.200 million and/or have a turnover/value of output or sales results on average per year until maximum Rp.1 billion and the stand-alone business.

While the World Bank provides Small and Micro Businesses definition are non-agricultural (including livestock and fisheries), which employs at most 10 workers, including business owners and family members, have the sales approximately Rp.100 million per year, and had assets excluding land and buildings at most Rp. 25 million.

Competitive Perception

There are two perspectives that explain the perception of competitive*(competitive* perception), *firm driven* perspective and *event oriented* perspective.



2004)

1. **Driven Firm Perspective**
   This perspective is rooted in cognitive psychology in categorizing the competitive environment (Porac & Thomas, 1994). The underlying assumption is the company's vision and business strategy will determine how the competitive environment is perceived (Porter, 1980). The company's competitive strategy can be seen as "stable focusing device" which is presented as a point in the middle of the company (see figure 1). The selected strategic focus directs attention of the company's managers on topics and certain competitive actions of other companies that are considered as the main competitor. For example a company with a cost reduction strategy will focus attention on competitors who have the same strategy, supplier at a low cost, and so forth. Consequently the same company will form a group of strategies that have the same perception of the competition. They identified the same company as a competitor and the same thing as a competitive threat. In Figure 1 the arrows indicate the direction of the company's head scanning, which symbolizes that the company will focus the scanning activies on the basis of business strategy.

2. **Event Oriented Perspective**
   The second perspective is more market-oriented and rooted in the marketing literature. This perspective explains how entrepreneurs and managers perceive events in the market, such as price changes, new product introductions or new market players, as a threat to the company's business. The illustrations are as follows: Company A as the lead company in the market is going to introduce product innovations (action), while company B as the target company scans the environment and heard about celebrities for advertising making contracts with companies A. After doing some quick research, company B perceives information as a threat because it affects the profitability of the company. As a reaction to this interpretation, the company accelerate their product innovation, which should have two months to two weeks. Sooner or later, the company A will hear about it and plan for more intensive advertising. If company B does not perceive the actions of the company A as a threat, then they will not take any action.

Scanning

Scanning is gathering information about events and relationships in the external environment to gain knowledge that will guide top management in defining the company's actions in the days to dating (Aguilar, 1967). Choo (1998) frame scanning activities into four aspects (Figure 2).

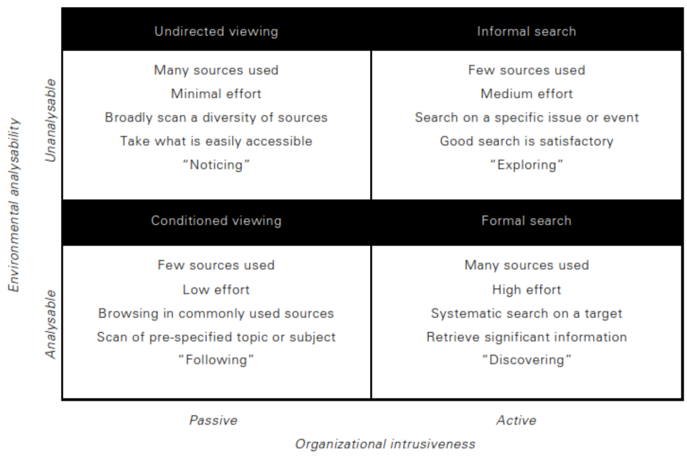


Figure 2. Model scanning activity (Kemp & Hanemaaijer, 2004)

Undirected viewing aiming to get coverage to detect any movement or change in competitive action. There are various sources and forms of information used (eg, internet, business magazines, conferences, business meetings, etc.). In *conditioned* viewing, scanning process narrowed to topics and specific standardized resources, such as external reports, or information sources are widely used in industry. The aim is to monitor and evaluate the significance of the environment and the effects of competitive information found.

In *informal* search, employers actively looking for more information to learn about certain specific issues. His quest is referred to informally as not a formal analysis, they are more limited and unstructured (eg, visiting a store competitors). The goal is to obtain information about matters that affect competition, such as the time and effort required. In *search of formal,* entrepreneurs make a conscious effort to get information that is specific and sensitive. The procedure for obtaining more standardized information (such as SWOT analysis, benchmarking). The goal is to get more detailed information as a basis for decision making adequate strategic.

III. Methods

This study is a qualitative research with a phenomenological approach, where researchers try to explain or reveal the meaning of a concept or phenomenon of experience based on the awareness that occurs in some individuals. In this study, researchers collect, summarize and interpret the data obtained, which then reprocessed in order to obtain a clear picture, directed and thorough of the problem which is the object of research.

Phenomenological approach is used to analyze the original data collected from interview questions and dialogue with the informant. Structural interpretation of the experience described by researchers in the description of the participants. Once the data is collected and examined to reveal the structure, the configuration of meaning, coherence, and the state of the informant, the clustering of the theme/topic ascertained (Moustakas, 1994).

Subjects as key informants in this study are deafpreneurs at Surabaya. In addition, researchers also assign some deafpreneurs as a regular informant. Collecting data in this study was done by using interviews, literature study, and documentation. Interviews were conducted with the merchants and the board of SLB School as key informants and ordinary consumers as informants.

The data analysis research conducted with qualitative descriptive strategy. In this study, the data obtained from the interviews. The results of the interview obtained from respondents, is presented in tabular form containing questions a respondent's answers to the questions. So that researchers understand the tendency of respondents to be analyzed based on logical arguments. While the data obtained through library and documentation used as supporting data relating to the aspects studied.

IV. Discussion

The ability to survive (life skills) is one capability that should be owned by everyone to survive in difficult conditions, both normal and disabled individuals (individuals with special needs). With their lack of resources, people with disabilities need to get help to master certain life skills, such as the ability to develop a business. The government has a strong commitment to encourage an increase in the number of entrepreneurs, because in turn it will promote the progress of the nation economic conditions. However, existing government programs has not been able to reach those individuals with limited capabilities such as the disabled. In fact, the disabled also have the potential to become an entrepreneur. These issues also experienced by deaf persons in Surabaya as part of the disabled community.

From the analysis of the situation, special schools for the deaf are indeed provide some skills training in order that the students have the capital to develop a business. However, the school gives less capital in the form of competence that is needed to develop the business, such as how to increase entrepreneurship motivation, good financial management skills, or skills in packing goods or services of interest to marketing to increase sales turnover of goods / services. As a result they are more work as laborers or laborers in factories with minimal income.

Among these workers there are some deaf people who open a small business, namely the sale of cold drinks. However, the effort they are doing is very simple and have no concept, in terms of production, product packaging, marketing, or business management.

Scanning Competitive Environment

In gathering information about the competitive relationship in the external environment, researchers are using Porter's Five Forces Model which consist of r*ivalry among* competitors, the potential entry of new competitors, the potential development of substitute product, the bargaining power of suppliers, and the bargaining power of consumers. The results of the analysis conducted by researchers in scanning the competitive environment can be described as follows:

1. **Competition Between Rival Company**
   Threat from a rival company to the fellow traders is the easiness of customers to switch to another trader. This resulted in the reduction of the number of consumer demand as the number of competitors from fellow traders increased. Moreover, the products offered by traders in Surabaya tend to be similar, namely food and local drinks.
2. **Potential Entry of New Competitors**
   A new business in the culinary field in Surabaya is very easily open, proven that today there are a lot of new food traders kept popping. Especially around the area of Surabaya, there are a lot of places to eat, ranging from constructed stalls, depot, warkop to restaurants. The number of new eating places that popping up is certainly going to create competition in the field of culinary, and efforts are becoming increasingly stringent. The threat from those new competitors are increasingly difficult to attract customers to become regulars because the choice of restaurants are growing.
3. **Potential of Substitute Products**
   Threat from substitute products of merchants in Surabaya are the increasing number of fast food restaurant around the area of Surabaya, like AW, Dundee, KFC and Mc Donald Restaurant. Not to mention the food delivery services such as Go Food (Products of GoJek) makes the consumer becomes easier to find food that desirable though located far away. With that services they can be easily and quickly get. Of course, the potential replacement products will create competition in the culinary field Surabaya become heavier.

4. **Bargaining Power of the Suppliers**
   The bargaining power of suppliers is not too much of a threat that complicate deafpreneurs in Surabaya. Traders can book a sustainable raw material of course by making payments under the contract that have been determined. Supported by the ease of information technology and transportation make cooperative relationships with suppliers became easier.
5. **Bargaining Power of the Consumers**
   Consumers have more bargaining power than deafpreneurs' merchants in Surabaya. Consumers have more options to determine the menu and place the desired food. Consumers were also able to switch to substitute products offering quality, taste and a better price. In addition to the advances in information technology, transportation and food delivery service makes consumers have more choices. This is what causes the bargaining power of traders to be lower than the consumer.

Competitive Perception

Researchers observed that deafpreneurs using Event Oriented Perspective competitive perception, in which traders have a tendency to more market-oriented perception. This perspective explains how entrepreneurs and managers perceive events in the market, such as price changes, new product introductions or new market players, as a threat to the company's business. And to analyze this competitive perceptions, the researchers analyzed the strengths, weaknesses, opportunities and threats that exist in deafpreneurship in Surabaya

1. Strength

(S1) There are strong desires of traders to continuously improve the quality of their products and services.
(S2) Traders always maintain the quality of its food by purchasing the raw materials of food every day.
(S3) Prices of products sold very affordable, especially for high school students and undergraduate students which is the biggest market share for deafpreneurs Surabaya.
(S4) The strategic location, since it is close to schools, colleges, housing and highways.

2. Weakness (Weakness)

(S1) The system used is still very traditional financial management that is done manually
(S2) There are no special marketing strategy
(S3) Depending on competitor pricing.
(S4) There are no evaluation to analyze visitor or customer satisfaction.

3. Opportunities (Oportunity)

(S1) Market is huge because it is surrounded by many junior high school, high school and university.
(S2) Many media campaign that cheap as through social media
(S3) Increasing consumer purchasing power.
(S4) Supplier options quite a lot.

4. Threat (Threat)

(S1) Number of new competitors that have sprung up around the area Surabaya
(S2) Competitors have good business concepts, from the outlet until management (ie. Fast food outlet)
(S3) At any particular time raw material prices increased.
(S4) Competitors are heavily promoting.

The fourth element was added to the SWOT matrix to obtain alternative strategies that can be used are:

1. S-O Strategy

a. Increase sales turnover by improving service to consumers / visitors.
b. Increase sales turnover by improving communication with consumers through effective promotional concepts.
c. Increase sales turnover by improving services through inter-service food concept.
d. Improving the quality of taste and food menu to build customer loyalty.
e. Improving cooperation relationship with suppliers through food raw material ordering which is done regularly.

2. W-O Strategy

a. Intensify promotion through social media.
b. Improve services through inter-meal services.
c. Improve marketing strategies such as promo discount to be better known.
d. Creating a computer program to facilitate the recording of financial accountability.

3. S-T Strategy

a. Keeping customer satisfaction by improving service.
b. Improving the quality of taste and diet to maintain customer loyalty.
c. Creating the concept of menu packages so the price can be more efficient ..

4. W-T Strategy

a. Optimizing management system mainly marketing and finance.
b. Creating the concept of discount or package with a variant of the alternate menu so that consumers have a lot of menu options sparingly.

The Reaction from Competitive Perception

By using SWOT analysis mentioned above, the researchers were able to conclude that the reaction in the management of the business in a competitive perception by using Matrix Strategy with the position of the Quadrant II which rapid market growth and a weak competitive position.

Quadrant I 1. Market Development 2. Market Penetration 3. Product Development 4. Integration Horizontal 5. Divestiture 6. Liquidation	**Strong Competitive**

Position

Competitive Position Weak

Figure 3. Matrix Strategy Large Rapid Market Development

With the first indication that the rapid market growth because it is known that the food and beverage industry has a high growth with the emergence of many new arrivals, especially from SMEs elements.

The second indicator that the competitive position is weak because the traders of deafpreneurs in Surabaya has no concept of marketing management and finance, that are well proven with lower promotional activities, pricing that is still very determined competitor and financial records are still done by hand.

In reaction to the perceived competitive, traders of deafpreneurs can use two concepts, namely *Strategy Formulation* and *Implementation Strategy.* At the stage of *Strategy Formulation*, deafpreneurs merchants should be able to identify external opportunities and threats, determine strengths and weaknesses, and to set long-term goals. Such identification will be generated from alternative strategies for the next few selected and implemented to achieve long-term goals have been determined.

While on stage *ImpementatitonStrategy*, deafpreneurs merchants should be able to choose an alternative strategy to be applied in achieving long-term goals. This stage is considered very difficult because it would require a lot of sacrifice for the changes that will be made according to the strategy have been implemented.

Deafpreneurs should start market development strategy in a way to intensify promotion through social media to introduce new products and variants menu. In addition, some marketing strategies such as creating service packages so that consumers have the variant menu to find more efficient, improving service to enhance customer loyalty and increase the quality and taste of the food menu is offered.

V. Conclusion

From the results of research and discussion can be concluded:

1. From the analysis of the Competitive Environment Scanning can be concluded that the trader deafpreneurs earn considerable threat from the many vendors of food and drinks around the new emerging area of Surabaya. In addition, competitors have a good concept to begin service, outlet design, marketing management and financial management. Additionally competitors are also promoting more vigorous.
2. From the analysis of perception Competitive, traders of deafpreneurs through the analysis of strengths, weaknesses, opportunities and threats that exist in deafpreneurs traders in Surabaya can be concluded at this time is in Quadrant II on the Rapid Growth Market and Competitive Position Weak.
3. From the data analysis can be concluded that it is necessary to run a market development strategy in a way to intensify promotion through social media to introduce new products and variants menu. In addition, some marketing strategies such as creating service packages so that consumers have the variant menu to find more efficient, improving service to enhance customer loyalty and increase the quality and taste of the food menu is offered.

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PARTICIPATORY PLANNING AS EFFORTS TO EMPOWER THE COMMUNITY

(CASE STUDY UNIT TO PERFORM TECHNICAL DISTRICT TROWULAN

DISTRICT MOJOKERTO)

By Bambang Agoes Hermanto

Abstract. Participatory development planning is a pattern of development planning approach that involves the participation of society in general, not only as objects but also as the subject of development so that the nuances are developed in development planning really from the bottom (bottom up approach). Failure PNPM MD program in the district Trowulan especially in empowering communities could serve as guidelines on the implementation of Law No. 6 of 2014 on the village. Some hambantan participation that occurred in the PNPM MD is a business competition, when the programe stops, participatition also stop, and weak data is owned by the community.

BACKGROUND

Development planning system in Indonesia undergo fondamental changes in the reform era, ie from centralized planning to decentralized planning. The changes have had a real impact on the lower level or the community. People who normally receive programming from now on they should formulate their own programs. In theory development planning that involves the community to participate in drawing up development programs called participatory planning. Participatory planning is a method to achieve various objectives, including the target of reducing poverty, increasing services, increase employment opportunities and strengthen demand for good governance (Mansuri, 2013).

The idea of community participation is as old as democracy gagsan (Mansuri, 2013); it has existed in various cultures throughout history. In ancient Athens, keputusn created consultative policy, in public settings, with each male citizen was given the opportunity to express his views. In Hinduism and Buddhism, public debate and deliberation tela seen as a form of discourse superior (Sen, 2005 in Mansuri 2013). Local deliberations institutions in South Asia, where religion dominates, has been documented about five centuries BC (Mansuri 2013). In the Qur'an requires that a communal affair decided by consultation (shura) (Mansuri 2013). In Islam, the community (ummah) using the shura 'not only for consultation but also provide input to foreign policy, the ruler (Caliph) should be calculated.

Modern theory first participation articulated in the 18th century by Jean-Jacques Rousseau, author of The Social Contract. Rousseau outlines the vision of democracy where citizens of the same country come together to make decisions that each interdependent, by consensus, to reveal the "common things that will happen" is to study the policy whereby benefits and burdens are shared (Pateman 1976 in Mansuri 2013). Rousseau was looking vision of human progress in which community and connectedness can complement enlightenment ideas of individual freedom, and where the human spirit is more important than knowledge (Mansuri 2013). For Rousseau, the participation of more than a method of decision-making. It is the process by which an individual develops empathy for other viewpoints and learn to explain the public interest in order to benefit from the cooperation. Therefore participation menajikan important educational function: the individual learns how to be a good citizen, and community members develop a sense of belonging.

Mansuri (2013) described Gandhi's report, in Gandhi's village Swaraj, see independent village as the foundation of the system of government and economic life. This village became the "Republic Complete, free from neighbors for their own desires, yet interdependent for many others in which dependence is a must." Czech village Gandhi mepakan symbol of a "perfect democracy," ensuring equality of caste and religion and self-sufficient in all needs; it is driven by cooperation and nonviolence.

Mansuri (2013) in its report on the World Bank states that development participation and decentralization have a common intellectual origin. Consensus decision making has become a characteristic of importance in religious and cultural traditions. Islam for example in planning a program discussed in the mosque. Masjid besides means to worship also for the sake of social.

So participatory development planning is a pattern of development planning approach that involves the participation of society in general, not only as objects but also as the subject of development so that the nuances are developed in development planning really from the bottom (bottom up approach). This participatory planning models of the theory seems simple but its implementation is not easy because of many factors that influence the success of this participatory planning models. Society needs to understand the benefits of the planning concept of this model so that the socialization of participatory planning is absolutely necessary. Patabang (2010) concluded that the dominant factor driving participation is education. So the success of participation is closely related to public education. Miskipun thus, development planning that involves all elements / components that exist in society without distinction of race, class, agam, social status, education and the least is a positive step that should be observed and developed continuously both at the level of discourse in thought and in the level of implementation in the midst of society.

The Indonesian government has made various efforts to empower people through various programs and policies such as the Economic Empowerment of Coastal Communities, Bengkulu Regional Development Project, the National Program for Community Empowerment in Rural Areas, Law No. 25 of 2004 regarding Planning System Pembanunan National, and Law No. 6 of 2014 about the village. All of these programs based on participatory planning in an effort to empower communities.

When viewed at the macro, before exiting Law No. 25 of 2004 Indonesia adopts a centralized development planning is the result of economic growth significantly higher growth but poverty levels did not decrease significantly. Facts show the development of Indonesia's gross domestic product is progressing very rapidly from about 3.2 T rupiah in 1970 (Tambunan: 2011) to 1282, T rupiah in 2001, in 2010 to 5603.9 T and into 8416, 039 T rupiah in 2013 (BPS: 2014). But the decline of the poor disproportionately by economic growth. At the beginning of 1970 are revealed the results of the development towards a decrease in poverty. In 1970 the number of poor population 54.2 million, or 40.4% of the total population, while the gross domestic product of 3.2 T. In 2000 the poor population decreased to 38.74 million, or by 19% while in 2010 as many as 30, 02 million people, or 13.33%.

The above data shows that in the era of the planning system as well as the era of Top Down Bottom up Planning Planning economy grew rapidly but is not offset by a decrease in poverty. Indeed, there is a decrease in the number of poor people, but not as fast as economic growth. When viewed Gini ratio in the ear of 2013 is 0.41 (BPS). This means that there is 40% of Indonesia's population who are less fortunate. This fact shows that the planning system Bottom-up planning is still not able to overcome the problem of poverty. How the planning system of participation (Bottom Up Planning) is applied on the lower level program melaluim GOI program?.

The government has issued a number of programs related to participatory development planning, one of which is the National Program for Community Empowerment in Rural Areas (PNPM MD). Some districts received PNPM MD program including the districts Trowulan Mojokerto regency. Vision of PNPM MD is the achievement of independence and prosperity of the poor in the countryside. Independence means being able to organize themselves to mobilize resources in the environment, being able to access resources outside environment, and manage resources to address the problem of poverty. In order to achieve this vision, PNPM Mandiri use strategies to make poor households as a target group to strengthen the participation of development systems. Determining participation systems are used to emphasize the importance of empowering people to achieve independence.

Business districts PNPM MD Trowulan always inviting the public to follow the programming process. Initially the participating communities a lot, but slowly began much reduced community that participated membuatan participation in the program. If the presence of decreased community how PNPM MD achieve the vision of community empowerment?. Since it is considered a failure by government, ultimately the end of 2014 PNPM MD halted its program by the government and replaced by Law No. 6 of 2014 about the village. Law No. 6 of 2014 also emphasizes community participation in development planning. While the experience at MD PNPM program planning process the participation of an obstacle. For that things interesting to study the application of Law No. 6 of 2014 about the village is the bottleneck constraints what happens to the participation in the process of formulating a development program?.

LITERATURE REVIEW

Since the reform era governance management practices Indonesia experienced a fundamental change. In the era of the New Order government Orla and adopts a centralized planning (top-down planning) while since the reform era turned into the opposite of the pattern of planning from the bottom (bottom-up planning). Changing patterns of these plans with the issuance of Law No. 32 of 2004 on Local government and Law No. 33 of 2004 on the balance between the Central Government and Local Government provide flexibility autonomous (provincial and district / city) to organize all administrative matters which are local. Law No. 32/2004 stipulates that local governments (provincial and district / city) has the authority to regulate and manage the affairs of government in addition to government under the authority of the central government: that foreign political, financial, judicial, defense, religion, and other matters. This means that the local government has the authority held government affairs very extensive and intact. Broad meaning local governments are welcome administer all affairs in accordance with the potential dilimikinya without direct intervention from the central government. Whole regions were given full trust means to regulate and manage all matters under its authority the start of the planning, implementation, and evaluation.

With the implementation of the system of government affairs spacious and the whole area is required to be able to make development planning independently. The area should be able to create a development plan in accordance with the needs and interests of society, rational, effective, dapatdilaksanakan, efficient, and have a direct impact on improving the welfare of the community. In addition, according to the democratization of making development planning should also not ignore democratic principles. Therefore, planning no longer adheres to a top down approach or from top to bottom but to adopt approaches from the bottom to the top or bottom up yatiu with community participation. It departs from the fact that it is the people who are directly affected by the development plan. Planning involving community participation is called participatory planning.

In line with the provision of a complete trust in the area for carrying out government tasks entrusted to the making of development planning should allow scope and ample opportunity to the community and stakeholders. Community involvement (stakehoders) is very important because it is basically the main development actors in the system of regional autonomy is the community. In this case the construction of the community not as an object but as a subject of development. Model development planning involving the public and all interested parties (stakeholders) is known as participatory development planning.

According Nurcholis (2009), participatory development planning is a model of development planning involving the community. Actively involved in the community involves identifying problems, formulating a problem, finding alternative solutions to problems, agenda-solving, are involved in the process penggodogan (conversion), participate in monitoring the implementation, and become active in the evaluation. Community involvement is represented by community groups made up of political groups, interest groups and pressure groups. Political group represented by political parties, interest groups represented by organizations of interests and professions such as SPSI, GAPEKSI, PGRI, and others, and pressure groups represented by society together, groups or individuals who are concerned with the condition of the normative ideal as a group of students, teachers, youth community leaders, women, and others.

Thus, participatory development planning is a right held by communities to engage democratically in determining the various matters relating to life. It can be interpreted that the public has the right to participate and engage in full in order to determine the direction of planning and regional development agenda up to evaluation. Participation in planning Suati pembanunan an obligation that must be fulfilled by the region in accordance with its role as a facilitator of development.

Adisasmita (2006) states that rural development in the past based on the principle of equity that the application is directed sectoral and at every village. Miskipun type of funding / support rural development assortment and the number is relatively large, but if split evenly, then each village obtained a relatively small amount, so the less successful utilization.

The village as a unit of production has a very important role as a buffer urban areas. Less successful rural development in the past, then at this present time the paradigm of equity and justice need to be modified with the approach of (1) the spatial approach in the form of the establishment of the village center perumbuhan (DPP) and kaasan elected growth center of the village (KTP2D), and (2) participatory development.

The approach is directed at each village (in the past) can be likened to a piece of stick, standing alone, obviously very weak and useless, on the contrary if the sticks are collected and united in the form of broom will be more powerful and useful (Rural Growth Centre and rural Hinterland villages in Selected Regions rural Growth Centre).

In the past, the participatory approach through meetings and agreements villagers made will yield a formula which is a program and not as a wish list of needs of the people, causing public disappointment. At the present time, the participatory planning in formulating development programs should be carried out through the analysis of the problems, potential analysis and the analysis of interest groups in society, using measurable criteria, that produces a formulation of a development program that really takes the local community. So planning is done in a bottom-up (from the grassroots level) and implement participatory spatial approach.

Poverty reduction programs through a participatory approach also encountered some resistance. Khadka (2010) conducted a participatory approach to wildlife management in social development. The participatory approach in the context of social development of each region differently assess the participative approach. Even with the same approach by involving local communities received calls participatory different. Khadka conducted a questionnaire survey as many as 188 households in Nepal to gain a better understanding of participatory planning in non-tourist and tourist villages. The results show that there are real differences between the two groups in terms of their participation in community programs, barriers to participation, and the perception of the benefits of participation. Because of differences in spatial, demographics and attitudes are different, the two villages have their own package needs, values and motivating factors that can not be generalized and treated equally.

Bajracharya (2006) conducted a study on the management of protected areas involving the participation of local communities in conservation areas Annapuna (ACA), Nepal, through semi-structured interviews and a questionnaire survey with residents setmpat, located both inside and outside the protected areas. Research on the socio-economic impact of community-based conservation in conservation areas Annapuna. The results show that the local community has received a number of benefits from conservation, including improved access to forest resources, increasing basic infrastructure such as water, roads and bridges, sanitation and social services. However, relatively few (14.9%) people in the ACA which meneima direct revenues from tourism. Communities also pay damages as keruskan crops by wild animals (84%). But in general the results show that community-based approaches have socio-economic benefits to the surrounding community protected forest areas.

Sati (2008) found that women played an important role through the collective entrepreneurship in mountain areas in Central India Himalayan Region (ICHR) to achieve social and economic justice and ecological sustainability. In the area of Yamuna valley, Uttarakhand, in the inner regions bart ICHR, has emerged as a role model of sustainable rural communities. Diversification of agriculture in mountainous areas according to the pattern formed by Rawain Women's Cooperative Federation (RWCF) has played an important role in ensuring women's participation in policy decision making, community-based interventions, and institutional support. With this experience women have been able to visualize and realize the opportunities offered by globalization.

Wang (2006) conducted a study of the attitudes and feelings of the public policy and conflict of wildlife conservation in the Jigme Singye Wangchuck

National Park, Bhutan by involving local communities in conservation planning and decision making process. The survey conducted on 274 households to see the farmer's perception of the effect of national parks policy and their attitudes towards conservation policies set out in the forest and nature conservation act of 1995, namely the development of an integrated conservation program (ICDP) and wildlife conservation. The results showed that some local farmers (52.2%) did not like the Law of Conservation because of the loss of resource use rights. It is associated with age and literacy of the respondents. However, the research results suggest that to resolve the conflict with local farmers, the conservation program should involve local communities in the protection of nature. This suggests that the empowerment of local communities is essential in implementing a program.

Girsang (2011) conducted a study on public participation in the activities of road infrastructure improvement program PNPM Rural in Megamendung village, Bogor. Community involvement in PNPM Rural program is highly desirable because it involves self-dlam any planning process will increase their participation in PNPM Rural program that eventually reached pregram community empowerment. But the expected results are still lacking. Public participation in decision-making remains low because there are still a few people who are involved in the decision-making stage for a variety of reasons. While the community was minimal hadirpun his contribution and his criticism of the repair of roads that do. While participation in the evaluation phase is very low, because people are not interested in the evaluation process as they considered sufficient by the apparatus (RT) and community leaders. Lestari (2014) also found that the process of community participation in development activities in the village retaining walls Dermo, gresik at the stage of decision-making remains low. It is seen from public attendance at meetings is still relatively low. While at the implementation stage of public participation has been good with a demonstrated public participation in the form of contribution of labor, funds and food for the workers. While at this stage of the utilization and monitoring of community involvement is very good.

RESEARCH METHODOLOGY

Methodology of this study used a descriptive approach. Dlakukan first step is to begin with a visit to the business unit manager of PNPM MD District Trowulan. This visit as a first step to approach as well as early information about previous problems. In addition to managing PNPM MD, the approach is also done by both government officials visit the village government (village chief and secretary of the village). Once the information is collected then analyzed each of the information obtained.

RESEARCH RESULT

District Trowulan is one of the districts in Mojokerto regency. District Trowulan area was once famous for the royal center Mojopahit. Until now, the kingdom of Mojpahit still prevalent in Trowulan. So now districts Trowulan very suitable as a tourist area history. Trowlan sub-district consists of 16 villages with a population of 63 478 inhabitants with the number of families (KK) as many as 19 050 households. But about 3,285 households (17%) is still part of Poor Households (RTM). Most of the main livelihood of the community in the district rowulan is sbagai farmers. In some communities MD PNPM program gets built into a stone craftsman's red because the red rocks are regarded as potential natural resources to improve public keseahteraan. The districts Trowulan superior agricultural products are rice, corn, and sugarcane. While other leading products are stone statues, sculptures cast, brass beads and Viber glas.

The government has issued a program for community development and to improve the welfare of the community through PNPM program MD. District Trowulan has participated in PNPM Rural since 1999. In 2007 there were originally from KDP integration into PNPM-KDP and in 2008 the program into PNPM Mandiri. Until now, sub Trowulan find funds Direct Community Assistance (BLM) in total from 1999 to 2013 reached Rp 13.5 billion, -. The Fund is managed independently by the community through UPK Trowulan districts. According Ketu UPK kcamaan Trowulan, funds of BLM PNPM MD is used to help one of them is a red stone craftsmen.

At the beginning of the passing of the PNPM MD red stone business is very strategic and a lot of demand so that craftsmen built the red rocks become a mainstay of PNPM MD kcamatan Trowulan manager. But lately the red stone craftsmen rival gets lighter stone white color of the city. As a result, demand for bricks declined drastically and some have gone out of exchange. If this happens then the poverty rate will drop even predicted not likely to rise due to the contribution of red stone pengarajn folded.

Interesting side again by stopping MD PNPM program by the government are the assets the assets left by the PNPM MD. Mainly revolving fund assets, the fund would dikemanakan. Scheme so that all productive economic activities as well as savings and loans for women remain unclear at him. Because now to communicate and gather community is very difficult sehiungga efforts that have been done so far tend to stop. PNPM Rural in the district Trowulan managed by Activity Management Unit (UPK) PNPM Mandiri Perdesan Trowulan districts. UPK PNPM Mandiri Trowulan rural districts have several activities such as, BLM PNPM Rural communities are used to support activities in the field of capacity building, the construction and rehabilitation of facilities / rural infrastructure, education and health, as well as economic activities through revolving funds. Either through a scheme Productive Economic Business (UEP) and the special Women's Savings and Loan (SPP).

When the programme stoped the participation program then also stopped. It is similar to that found by Mansuri (2013). Mansuri in its report said that nearly 500 studies on participatory study describes some issues about participative program. One is the issue of the purpose of the participatory program. The purpose of the program is to enhance participatory involvement of the poor and marginalized community-level decision-making bodies to give greater citizens in decisions that affect their lives. Mansuri (2013) mentions several studies on the participation in the countries ketimpangannya high levels tend to experience failure. The participation of many projects that have failed in building cohesive societies are resilient. Participation projects usually stops when funding stops.

In addition to competition cases, the assets remaining assets, and discontinued participation program stops when there are still some things that can inhibit participation in pengetrapan Law No. 6 of 2014 on the village. The people present at the time of formulation of the program are often not equipped with solid information about their village. Society attended the meeting in accordance with the invitation they received to prepare a program of activities. PNPM MD business at that time already provides reviews on meeting objectives as well and to make appropriate recommendations to the condition of the people so that the program can be made later ang supply those. Hearing the manager who then people are very enthusiastic to apply for some programs. But the proposal submitted by the public program is not Arm with the real conditions of their village. The proposal was submitted program proposals that appear instantly on their desire. So a lot of quality of their proposals are very weak. So no wonder after a proposal to become a program of activities many of their proposals are crossed out and not listed in the list of project activities.

Weak condition public proposals on the proposed program is consistent with the findings Suroso (2014) which states that participation in Musrembang in Banjaran village is still relatively low. It is seen from the low ability of communities to provide the data, the lack of proposals that come from the citizens, as well as the persistence of the passive response of the participants consultation on the proposals that emerged from the other participants. While the factors that have a relationship with the participation factor is education, communication, age, occupation and level of leadership has a relationship with the society's active participation in musrembang village in the village Banjaran.

Barriers constraints noted above occurred in the era of PNPM MD program, but it was likely also happens to be the pengetrapan Law No. 6 of 2014 on the current village. into

CONCLUSION

Failure PNPM MD program in the district Trowulan especially in empowering communities could serve as guidelines on the implementation of Law No. 6 of 2014 on the village. Some constrains participation that occurred in the PNPM MD is a business competition, when the stopedthe participation stoped also, and weak data is owned by the community.

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DPR/DPRD, DAN KAITANNYA DENGAN PERAN PARPOL DALAM ERA REFORMASI DI INDONESIA

Benyamin Tungga [1], Franciscus Xaverius Wartoyo[2],

[1] *Universitas Ngurah Rai Bali*
Email: benyamintungga@yahoo.com

[2] *STKIP PGRI Sidoarjo*
Email: yoyokwartoyo97@gmail.com

Abstract. The idea to highlight and expose the dualism and impartiality of parliament members, either regionally and/or at national level, against their main jobs, functions, and roles as the members of any given political party was the first that came to mind at the onset of writing this paper. Upon digging the necessary information and materials, the main theme of this paper shifts to reveal that the election has become a means to gain the position as the ruler that legalised and legitimate.Voters can choose directly their intended candidates as the winning one.As is the case, the unhappy loose ends of regional residents tend and prefer to cut ties with the central government. Faced with the threat and imminent danger of separation insurgencies equipped with military supplies, the central government has run out of option, but the military oppression. Lack of experiences, skills, and training surely can't cope with the highly ones of the Indonesian military personnel, though with obsolete military weapons. The man behind the gun that matters.As the combatants are the same citizens, reconciliation between the brotherly belligerents must have been made. Power struggle must have been carried out in a humanly fashion as possible. Election in either national or regional scale have become the main battlefield. Today, it's not the blood that shed, but money that must have been poured in a very large sum to win the election. As the members of any given political party, they must fully comply and obey with what have been set as the rules, objectives, and interests of their political party.

KEYWORDS : ELECTION, DELEGATION, DECENTRALISATION, BUREAUCRACY, LEGISLATION, EXECUTIVE BODY, CONFLICT

PENDAHULUAN

LATAR BELAKANG

Sebelum berlakunya UU No.12/2003 tentang Pemilu Anggota DPR, DPD, dan DPRD, peran (elit, pejabat, dan/atau petinggi) parpol sangat dominan dalam hal (penempatan prioritas, peringkat) keterpilihan anggota menjadi (bakal) caleg (calon anggota legislatif, DPR/DPRD) dalam suatu DCS (Daftar Calon Sementara) dan/atau DCT (Daftar Calon Tetap).Di sisi lain, banyak anggota dan/atau kader (yang merasa memiliki massa pendukung yang lebih banyak) merasa lebih layak secara pribadi dan individu untuk mendapatkan kursi di parlemen, dibandingkan atas dasar anugerah, kebijakan, restu, atau pertimbangan dari (elit, pimpinan, pejabat) partai politik.

Menjadi anggota parlemen merupakan satu prestise dan prestasi tersendiri bagi sebagian masyarakat yang berpunya. Status, akses, dan fasilitas yang diterima sebagai anggota dewan semasa dan setelah menjabat merupakan profesi dan pekerjaan impian bagi sebagian kalangan masyarakat umum.Sejalan dengan itu, keterpilihan menjadi anggota dewan menjadi ajang pembuktian dan pengakuan terhadap (keunggulan) seseorang.Pembuktian dan pengakuan yang dimaksud adalah pada statusnya sebagai individu yang populer, dipercaya sebagai wakil dan perwakilan rakyat, diberi amanah sebagai pemimpin bagi kaum yang memilihnya (dan yang tidak memilihnya), dampak keputusan dan kebijakannya bersifat populis dan menyeluruh.

RUMUSAN MASALAH

Apa saja yang menjadi produk DPR/DPRD, dan kaitannya dengan peran parpol?

PEMBAHASAN

PARPOL, PEMILU, DAN PEMERINTAHAN DAERAH

Dalam suatu komunitas, akan selalu ada strata dan penggolongan. Dasarnya bisa berupa apa saja, mulai dari umur, pekerjaan, profesi, keahlian, pengalaman, atau senioritas. Penggolongan bisa lebih mudah bila kita membaginya atas 2 kutub, seperti tua-muda, senior-junior; kelompok berpunya dan tidak berpunya; pemimpin dan yang dipimpin; atau lainnya.

Dalam realitanya, pengklasifikasian apa pun bisa diibaratkan sebagai kebijakan pigeon-holing, penuh dengan kesemuan dan batasan yang tidak jelas, dan sangat subjektif, bahkan di setiap insan, apalagi orang per orang. Batasan yang tidak jelas bisa terlihat pada gradasi perubahan warna utama, dari merah ke hijau, merah ke biru, atau permutasi lainnya.

Dalam konteks penguasa dan yang dikuasai, di suatu negara, kelompok penguasa bisa dibedakan menurut sektor ekonomi, profesi, atau lainnya. Dalam konteks politik dan hukum, klas penguasa bisa dibedakan menurut konsep yang disuarakan pertama kali oleh Montesquieu dengan nama trias politica. Klas penguasa (politik) terbagi atas bidang legislatif, eksekutif, dan yudikatif.

Pembagian atau pemisahan kekuasaan oleh Montesquieu didasari pada pengamatannya pada sistem yang diterapkan dalam sistem konstitusi Inggris. Kerajaan atau monarki berperan sebagai penguasa eksekutif, parlemen berperan sebagai penguasa legislatif, dan pengadilan hukum berperan sebagai penguasa yudikatif.

Sebagai penentu benar atau salah, penguasa yudikatif diakui Montesquieu sebagai penguasa paling penting dan berpengaruh, mandiri, serta paling rentan dan berbahaya dalam hal tingginya potensi penyalahgunaan kekuasaan. Hal ini terbukti pada kasus Akil Mochtar yang tertangkap tangan menerima suap di awal Oktober 2013, di bulan ke-7 saat menjabat Ketua Mahkamah Konstitusi.
Dulu, hukum rimba berlaku bagi siapa saja yang memiliki keinginan dan kekuatan untuk berkuasa. Akibatnya, perebutan kekuasaan selalui diwarnai dengan pertumpahan darah. Seiring berjalannya waktu, perebutan kekuasaan kemudian dibuatkan aturan mainnya dan difasilitasi ke arah yang lebih beradab, manusiawi, dan melibatkan semua unsur masyarakat (demokratis).

Beberapa masyarakat membentuk kelompoknya masing-masing. Kesamaan identitas sosial menjadi dan merupakan unsur yang menyatukan umat. Teori identitas sosial yang dipelopori oleh Henri Tajfel dan John Turner di era 1970-1980an banyak disandingkan dengan teori pengelompokan diri (self-categorisation theory). Kesamaan bisa bermula dari asal, bahasa, budaya, agama, dan lainnya.

Kesamaan identitaslah yang banyak dieksploitasi oleh para calon penguasa masa kini dalam setiap kampanye politik yang dilakukan. Di masyarakat modern, preferensi kesamaan kolektif bisa berupa kesesuaian dalam hal visi, misi, sikap, prilaku, aksi, tujuan akhir, atau lainnya. Objeknya bisa berupa aspek kemanusiaan yang umum disingkat dengan istilah ipoleksosbud-hankamnas.

Pada satu masa, masyarakat yang memiliki satu kesamaan untuk bersosialisasi ini kemudian ingin meningkatkan statusnya menjadi lebih terorganisir dan terasosiasi. Di bidang ekonomi, mereka berserikat membentuk serikat dagang, perusahaan, atau yang sejenis. Di bidang politik, mereka berserikat membentuk partai politik.

Temu wicara dan tatap muka sebagai ajang sosialisasi masyarakat yang memiliki satu kesamaan biasanya penuh dengan sajian makanan, minuman, dan (kadang) hiburan. Dalam bahasa Indonesia, perhelatan demikian sering diasosiasikan dengan pesta. Ketika nuansanya beraroma politik, ajang tersebut lebih dikenal dengan sebutan partai politik.

Pemilu kemudian menjadi ajang perebutan kekuasaan politik yang bersifat umum dan terbuka, setidaknya untuk 2 bidang, yakni penguasa eksekutif dan penguasa legislatif. Wilayah kekuasaan pun terbagi menurut teritorial dan/atau yurisdiksi yang sudah ada yang bersifat regional provinsi dan bersifat nasional.

Oleh karena itu, pemilunya dibedakan menurut 'jabatan' penguasa daerah atau pusat di bidang eksekutif atau legislatif. Pemilu penguasa nasional disebut pilpres, pemilu penguasa daerah disebut pilkada (pemilu kepala daerah), dan pemilu penguasa legislatif disebut pileg atau pemilu legislatif yang sifatnya bisa regional provinsi atau nasional.

Sementara perebutan kekuasaan di bidang yudikatif bersifat khusus dan tertutup; dalam artian hanya segelintir orang saja yang 'dinilai' layak untuk untuk menjadi penguasa yudikatif. Kekhususan dan ketertutupan pemilihan penguasa yudikatif berbeda dalam hal pemilih dan yang dipilih. Sederetan kriteria dan preferensi harus sudah disandang dan dimiliki oleh kedua pihak.

PENGUASA LEGISLATIF DAN EKSEKUTIF: POPULARITAS, ELEKTABILITAS, DAN KELAYAKAN

Sebagian orang berminat jadi penguasa. Motifnya bisa bermacam-macam. Dulu, caranya sangat mudah. Dengan bermodalkan urat, senjata, dan/atau uang, banyak orang bisa menjelma menjadi penguasa. Bisa itu penguasa tanah, properti, atau lainnya secara de jure, de facto, dan/atau bersifat teritorial. Predikat sebagai jawara tentu memiliki 'hak' untuk memungut apa-apa yang dikuasainya.

Di masa kini, untuk jadi penguasa legislatif atau eksekutif, modalnya tidak harus uang. Modal calon penguasa bisa berupa popularitas, yang sifatnya baik dan harum, atau buruk dan busuk. Di banyak kasus, popularitas seseorang banyak dieksploitasi oleh pihak-pihak 'pencari bakat', baik itu dari parpol dan/atau kapitalis.

Secara ringkas bisa dijawab bahwa produk DPR/DPRD adalah Undang-Undang/Perda dan APBN/APBD. Keputusan untuk menyatakan ketentuan/aturan hukum yang sudah dibuat sebagai suatu Undang-Undang/Perda harus dilakukan berdasarkan musyawarah yang dilakukan wakil-wakil rakyat di DPR/DPRD.

Dalam banyak kasus, musyarawarah untuk mufakat merupakan suatu keniscayaan, hal yang relatif bisa tidak tercapai.Voting menjadi mekanisme terakhir dalam upaya pembulatan keputusan. Banyak pihak mengandalkan jumlah mayoritas melalui koalisi terbuka dan/atau kolusi terselubung. Ada pula sistem voting yang mengedepankan perwakilan, proporsionalitas, atau lainnya.

Titik temu atau beberapa penyesuaian dan alternatif pada akhirnya bermuara pada 2 pilihan utama, ya atau tidak. Kevakuman pilihan memiliki dampak potensil pada perluasan konflik. Awal konflik bisa berasal dari sesama anggota di satu partai, meluas ke beda partai, dan mencapai puncaknya pada 'ketidakpuasan' penguasa eksekutif yang kehilangan dasar hukum untuk menjalankan aktivitas ekonomi, politik, dan lainnya.

Di beberapa kasus, fail-safe mechanism untuk kasus dead-lock bisa dijalankan. Di kasus yang lebih ekstrim, konflik terbuka antara penguasa legislatif dan penguasa eksekutif bisa mewujud dalam bentuk pecat-memecat. Penguasa eksekutif membubarkan penguasa legislatif. Penguasa legislatif melengserkan penguasa eksekutif.

Sejarah Indonesia menjadi objek studi yang sangat menarik karena menyimpan refleksi bablasnya 2 sistem kabinet yang ekstrim dan bertolakbelakang. Dua masa yang terkenal adalah Demokrasi Parlementer yang liberal dan Demokrasi Terpimpin yang otoriter. Dinamika keduanya berdampak pada semacam kekacauan politik, ekonomi, sosial, dan hankam (ipoleksosbud-hankamnas).

Air yang keruh mengundang banyak pihak yang ingin ngelaba. Indonesia pernah menjadi kancah Perang Dingin antara AS yang liberal dan Soviet/Cina yang komunis. Beberapa puncaknya mencakup perang saudara yang penuh pertumpahan darah semasa PRRI/Permesta, G30S/PKI, dan lainnya. Pembebasan Irian Barat merupakan contoh konflik berdarah lanjutan antara Belanda dan Indonesia.

Dalam banyak hal pula, anggota suatu parpol harus mengikuti dinamika para pimpinan dan pejabat parpol yang sedang berkuasa. Bila anggota parpol enggan untuk mengikuti apa saja keputusan dan kebijakan parpol, baik sebagian atau seluruhnya, sang anggota bisa langsung diberhentikan tanpa diberi hak untuk menyampaikan pembelaan.

Produk DPR/DPRD adalah segala hal yang bersifat legislatif dan anggaran, regional provinsi dan nasional. Peran utama DPR/DPRD adalah mengawasi pelaksanaan Undang-Undang dan APBN/APBD yang dijalankan oleh pemerintah pusat/daerah. Banyak parpol mewajibkan anggotanya untuk selalu mau tunduk dan patuh terhadap kebijakan pejabat teras, kecuali ingin di-recall.

ART dan peraturan internal organisasi ini otomatis menjadi semacam pelembagaan struktural dan sah untuk 'membreidel' anggotanya yang mbalelo. Tidak jarang petugas parpol lebih diidentikkan dengan tukang stempel pimpinan dan/atau pejabat yang lebih tinggi hierarkinya. Persaingan sesama anggota parpol pun relatif sama dengan pihak luar, bisa memicu perang saudara dan pertumpahan darah yang tidak perlu.

Di sisi lain, beberapa anggota diberi kelonggaran dan kebebasan untuk berbeda pendapat di depan publik. Komunikasi politik tipe ini bukannya tidak pernah dipraktekkan, tetapi bisa menjadi cara dan upaya yang ampuh untuk mengalihkan isu yang sebenarnya pokok, kritis, dan crucial. Pun sebagai cara untuk mengkatrol dan aktualisasi kader yang sebelumnya aktif di belakang layar. Wajah-wajah baru yang tampil di muka publik bisa menjadi ajang pembuktian, promosi popularitas, dan elektabilitas anggota parpol yang potensil.

SIMPULAN

Posisi politisi sebagai petugas partai politik membuat statusnya akan selalu dan harus tetap under-dog. Politisi tidak akan pernah bisa menjadi the upper-hand, ketika itu terkait dengan kebijakan dan program serta kepentingan partai politik yang mengusungnya. Sementara bukan tidak mungkin, pimpinan parpol bisa terbelah dan mengalami polarisasi.

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REKOMENDASI

Seberapa hebat dan rincinya aturan dan etika terkait manajemen dan birokrasi pemilu, loop-holes akan selalu ada. Faktor integritas, transparansi, standar tunggal, imparsialitas, dan berbagai nilai kebaikan yang positif merupakan suatu utopia, mimpi di siang bolong. Teori pertukaran sosial pada masa kini telah bergeser pada segala hal yang bersifat material.

Individualisme dan individualisasi merupakan ajaran dan proses yang mematangkan dan merealisir konsep materialisme. Konsep materialisme hanya bisa terkalahkan oleh konsep non-materialisme seperti spiritualisme. Bentuk konkret dari konsep non-materialisme adalah politik identitas dan/atau ideologi, seperti yang digagas dalam konsep MICE.

Nilai-nilai kebaikan (virtue) seharusnya tidak menjadi materi propaganda yang kontradiktif. Lain kata, lain perbuatan. Perbuatan yang sejalan dengan kata-kata yang diungkapkan membutuhkan integritas yang kokoh dan komitmen yang tidak kecil. Jalan panjang itu selalu berbatu dan penuh liku.

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THE INFLUENCE OF ECONOMIC STATUS AGAINST THE ENVIRONMENTAL SANITATION IN THE VILLAGE OF NGADILUWIH RT 02 RW 02

Nurhidayah

STIKES Ganesa Husada Kediri
nurhida15@gmail.com

Abtract. Sanitation can be regarded as a private matter. However, sanitation is also a common concern when lingkingan dirty so that it becomes a source of disease. Awareness of the environment is determined by various factors, such as economic levels of society, the level of public education. The purpose of this study was to determine influence economic status of environmental sanitation in the village Ngadiluwih RT 02 RW 02. Design of this research is analytic design with cross sectional approach. The population studied was community of RT 02 RW 02 Ngadiluwih village as many as 36 heads of family, using total sampling technique obtained sample of 36 respondents. The independent variables studied were the economic status of the family, while the dependent variable is sanitary home environment. The instrument used was observation. The results are analyzed using Spearman Rho test ($\alpha = 0.05$). The results showed that most of the respondents have a low economic status categories, namely 22 respondents (61.1%) and half of the respondents have environmental sanitation in enough categories, namely 18 respondents (50.0%). Based on data analysis using Spearman Rho test showed a p-value = 0.019 $< \alpha = 0.05$ then H0 rejected and H1 accepted which means no relationship to the economic status of environmental sanitation in the village Ngadiluwih RT 02 RW 02. The type of work which is owned by the community will greatly influence the mindset and behavior towards the environment. Environmental sanitation is poor can be a source of various diseases that can damage the health of humans. In the end, if health is compromised, then the economic security is also reduced.

Keywords: Status of Economic, Environmental Sanitation.

BACKGROUND

If you see a sanitation conditions in Indonesia at the moment, it appears that the improvement of sanitation is very necessary. The repair effort undertaken by the current Government, among others, empowering communities especially those on low incomes in the field of the provision of clean water and basic sanitation. The project aims at increasing the degree of health, productivity and quality of life of low-income community dipedesaan as part of a healthy environment. This healthy environment program is also related to the global commitment that in realizing the MDGs (Milllenium Development Goals) than the environment healthy. The targets of the MDGs is to halve the proportion of the population who have no access to clean water and basic sanitation. Sanitation can be said to be a private affair. However, sanitation has also become a shared if the environment dirty Affairs so that it becomes the source of the disease. Talking about sanitation means we further discuss the health of the environment. The State of the environment depends on its inhabitants, obviously depends on the awareness of the people that inhabit the environment. Awareness of the environment is determined by various factors, for example the economic level of society, the level of community education, community leaders who are able to instill an awareness of the importance of the settlement of environmental sense and real examples of community leaders for clean living, healthy living, living peacefully and get along well. One thing that is sad, that there are still many who are not yet aware of the importance of the waterways or sewers. So that people who ignore the problem of the water channels, such as still dump at the venue. Some are deliberately closing waterways by reason of terciumnya a less savoury smell. This habit causes the onset of various diseases, such as diarrhea and dengue fever. Plus still low population awareness towards the importance of sense of neighborhoods. The increase in production and repair of kemamapuan prosperity brings changes in life, whether economic, social life, as well as the environment. The desire to meet social and economic needs of a constantly evolving changes there led to the physical environment.

The World Health Organization WHO (2014) estimates disease is not contagious has caused the death of about 60% and 43% of the pain in the world. Numbers kematiaan and pain mostly occurs in the population with medium-sized social economy down. Social Ministry RI by 2015 noted as much as 27% of the population of Indonesia are in the poverty line and below the poverty line, which have a level of insecurity due to the health status of food and sanitary conditions of the environment. The Ministry of health by 2015 declared by as much as 12 million Indonesians living in an environment with a poor environmental sanitation and 11.4 million of which is the population with social status comes from a prosperous family of I and the family pra sejahtera. Based on the initial survey on November 24, 2015 on society in an environment of RT. 02 RW. 03 Ngadiluwih village of Kec. Ngadiluwih Kab. Kediri from 36 families there were 25 families living in neighborhoods with a poor environmental sanitation, for example, has no family latrines, clean water is not available, all of which came from the family of the prosperous family of prosperous and pre I, while the rest i.e. 11 family can meet the needs of the environment with good sanitation, because economically well enough, that the prosperous family II until the family prosperous III +.

Socio-economic conditions of the community showed the ability to meet the needs of his life including meet health needs, particularly in the preventive efforts of the fulfillment by providing good environmental sanitation. Families who have a high economic status will be able to provide good sanitation facilities, such as a qualified resapan wells, a good clean source of water and adequate means of waste management. As for families who cannot afford it will be difficult if it had to meet the needs of sanitary environment independently, because the costs that must be incurred to conduct adequate sanitation means big enough (Notoatmodjo, 2007). Many poor families who at the end in a sanitary environment provides a means of gradually became his house, just for example, by making waste water drain that is simple without cover and can be a nest of growing vector diseases such as mosquitoes, flies and cockroaches. Besides waste management by collecting and burning at certain times also raises the same negative effects besides the stench and smoke that can pollute the environment (Respati, 2011).

The better the economic status of the family in good environmental management also around that impact the better sanitation are also in the neighborhood. So the health status of citizens in the environment can also be increased. Therefore then penelitiaan interested in researching the influence of economic status against environmental sanitation in the village of Ngadiluwih District. Ngadiluwih Kab. Kediri by 2015.

A solution that can be done to fix the sanitation of the environment that is the area of the residence, home building materials must match condition area shelter, ventilation and lighting to maintain good air circulation, where household waste disposal of at least 12 metres from the residence, clean water must be available, nutrition kaluarga should tercupi such as foods high in protein and vitamins, house building area should correspond to the number of occupants

The purpose of this is to know the outstanding research into the influence of the economic status of environmental sanitation in the village against the Ngadiluwih RT 02 RW 02.

RESEARCH METHODS

Design Research

The design of the research or design is something very important in research. Allows maximum control of some of the factors that may affect the accuracy of an outcome (Nursalam, 2008).

On the research design used was the design of the analytic approach of cross sectional. Cross sectional is a research technique for studying the dynamics of correlations between risk factors with effects, by means of approach, observation or data collection at once at one time. That is, the subject is only observed once and measurements of the status or variable character of the subject at the time of the examination (Notoadmodjo, 2010).

Population, sample and Sampling

The population in this study was 1 RT in the village of Ngadiluwih as much as 36 Heads of families.

The sample used in this study was sejumlah1 RT in the village of Ngadiluwih amounted to 36 Heads of Families that fit the criteria for inclusion.

The sampling technique used is using the technique of sampling so that the total amount of the sample is a number of the population.

Research Variables

The variables used in this study are: the independent Variable in this study is the economic status of the family. The dependent variables in the study of environmental sanitation of the House.

Data Analysis

Analysis of the data used, namely Spearman Rho to know the relationship of two variables with α = 0.05.

RESEARCH RESULTS

On the economic status of residents in the village of Ngadiluwih RT 02 RW 02

No.	The Economic Status	Of The Frequency	Percentage (%)
1	Low	22	61,1
2	Tinggi	14	38,9
	Total	36	100,0

Amount based on table noted that most respondents have low economic status in a category, i.e. 22 respondents (61,1%) of the entire 36 respondents, and almost half have a high economic status in a category, i.e. 14 respondents (38,9%).SanitasiLingkunganpadawarga di Desa Ngadiluwih RT 02 RW 02

No.	Environmental Sanitation	Frequency	Percentage (%)
1	Less	10	27,8
2	Pretty	18	50,0
3	Good	8	22,2
	Total	36	100,0

Environmental sanitation on residents in the village of Ngadiluwih RT 02 RW 02

Amount based on table Note that half of the respondents have a sanitary environment in category enough, i.e. 18 respondents (36%) of the entire reaction flask 50.0 respondents, nearly half of the respondents have less in the category of environmental sanitation, namely 10 respondents (27.8%), and a small percentage have the environmental sanitation in the category of good, i.e. 8 respondents (22.2%).

The Results Of Data Analysis

Relationship status analysis of environmental sanitation in the village of Ngadiluwih RT 02 RW 02

			Environmental Sanitation			
			Less	Enough	Good	Total
Economic Status	Low	F	9	10	3	22
		%	25.0%	27.8%	8.3%	61.1%
	High	F	1	8	5	14
		%	2.8%	22.2%	13.9%	38.9%

Total	F	10	18	8	36
	%	27.8%	50.0%	22.2%	100.0%
p-value = 0,019<α = 0,05					

Based on the table note that almost half of the respondents have low economic status with environmental sanitation in the category enough, i.e. 10 respondents (27.8%). Spearman Rho analysis results showed p-value = 0.019 α = 0.05 < then H0 is rejected and the H1 is accepted which means there is a connection status analysis of environmental sanitation in the village of Ngadiluwih RT 02 RW 02.

DISCUSSION

On the economic status of residents in the village of Ngadiluwih RT 02 RW 02

On the economic status of residents in the village of Ngadiluwih RT 02 RW 02 note that most respondents have low economic status in a category, i.e. 22 respondents (61,1%) of the entire 36 respondents, and almost half have a high economic status in a category, i.e. 14 respondents (38,9%).

Economic status is the position or the position of a person in society, socio-economic status is a picture about the State of a person or a society in terms of social economy, the picture it as level of education, income, and so on. The economic status of most likely Shaper lifestyle family (Soetjiningsih,2004). Economic level someone closely associated with various health issues (Notoadmojo. S, 2007:21). People with low economic levels will further concentrate towards the fulfillment of the basic needs that support his life and his family life. Instead of people with high economic level would have a greater chance in education where people with high economic level will be more receptive to the information so that the more knowledge also owned so much also owned knowledge so that it will pay close attention to the health of self and family.

In General, one might say that economics is a field of study about the management of material resources of the individual, the community, and to enhance the well-being of human life. Because the economy is a science of human behavior and actions to meet the needs of her varied and developed with existing resources through the choices of activities of production, consumption and distribution. The results showed that most respondents have low economic status which means the respondents in low-income societies namely communities that rarely can meet the needs of living well life's short term and long term without any sense of worry. Make education not as an acuhan life, making culture in the family to keep the marwah.

Socio-economic conditions of the community in the low category because most respondents working in the agricultural sector with the amount of arable land is limited so that the impact on low income families, these conditions give effect on the ability of families to meet her needs so that respondents categorized has a low economic status.

The low economic situation will affect the ability of families to meet the needs of the environment with good sanitation. Family income to determine the availability of health facilities. A good family income will be influential in maintaining the hygiene and handling the subsequent role in priority the provision of environmental sanitation facilities based on the ability of revenue on a family. For those with a low economical can only meet the needs of environment sanitation facilities in the form of what it is according to their ability.

Based on the education note that most respondents have the last JUNIOR HIGH SCHOOL education, i.e. 20 respondents (55,6%) of the entire 36 respondents. It has a JUNIOR HIGH SCHOOL education then the respondents are unable to obtain good jobs that can meet the needs of her family so social economic levels tend to be low.

The research also showed that most respondents have a profession as private workers, namely 9 respondents (25,0%) of the entire 36 respondents. As private workers especially if tida is based by the high education then the type of work the respondents do not produce higher salaries so that respondents can not meet the family unit well anyway. Moreover, almost half of the respondents have a profession as a housewife/does not work, i.e. 15 respondents (36%) of the whole of which 41.7 respondents. This condition indicates that the majority of families who become the respondents depends only with income of husband.

Environmental sanitation on residents in the village of Ngadiluwih RT 02 RW 02

Environmental sanitation on residents in the village of Ngadiluwih RT 02 RW 02 note that half of the respondents have a sanitary environment in category enough, i.e. 18 respondents (36%) of the entire reaction flask 50.0 respondents, nearly half of the respondents have less in the category of environmental sanitation, namely 10 respondents (27.8%), and a small percentage have the environmental sanitation in the category of good, i.e. 8 respondents (22.2%).

Environmental sanitation is the Health Status of an environment that includes housing, sewerage, the provision of clean water and so on (Notoadmojo, 2003). Environmental sanitation is the supervision of the physical environment, biological, social and economics that affect human health, where a useful environment improved and expanded while the harm be repaired or removed (Entjang, 2012).

Environmental sanitation can be interpreted as an activity that is intended to improve and maintain the standards of the basic environmental conditions which affect human well-being. The results of the research show that most respondents have environmental sanitation conditions, namely the availability of waste management and clean source of water that still has not been adequately menyebakan the condition. Families in the area are still a lot of research that utilize irrigation facility for the disposal of waste water, but irrigation means it will only irrigated water when needed its impact is sewage water accumulate not flowing irrigation means and be the source of the disease, the family rarely has a well resapan itself for wastewater treatment. In addition there are still many families who do not have family latrines, there are families that make use of public toilets but many families the CHAPTER on rivers or irrigation canals. This condition is caused due to economic families cannot afford to have adequate means of sanitation and not supported by a good knowledge.

Public data show that almost half of the respondents have the last JUNIOR HIGH SCHOOL education, i.e. 16 respondents (44,4%) of the entire 36 respondents. The education of mothers is only at the stage of primary education, namely JUNIOR certainly cannot serve as a reference to the knowledge of the importance of maintaining environmental health e.g. by chapter in public toilets and avoid CHAPTER in the home environment or in a channel irigas or river water is not flowing at all times.

Relationship status analysis of environmental sanitation in the village of Ngadiluwih RT 02 RW 02

Cross-tabulations based on known that nearly half of respondents have low economic status with environmental sanitation in the category enough, i.e. 10 respondents (27.8%). Spearman Rho analysis results showed p-value = 0.019 α = 0.05 < then H0 is rejected and the H1 is accepted which means there is a connection status analysis of environmental sanitation in the village of Ngadiluwih RT 02 RW 02.

Sanitation can be said to be a private affair. However, sanitation has also become a shared if the environment dirty Affairs so that it becomes the source of the disease. Talking about sanitation means we further discuss the health of the environment. The State of the environment depends on its inhabitants, obviously depends on the awareness of the people that inhabit the environment. Awareness of the environment is determined by various factors, for example the economic level of society, the level of community education, community leaders who are able to instill an awareness of the importance of the settlement of environmental sense and real examples of community leaders for clean living, healthy living, living pillars and peace (cider, 2014). Still many people who are not yet aware of the importance of the waterways or sewers. So many people are still ignoring the problem found, such as the aqueduct still dump available. Some are deliberately closing waterways by reason of terciumnya a less savoury smell. Habits such as this is what causes the onset of various diseases, such as diarrhea and dengue fever. Plus still low population awareness towards the importance of the environment. The increase in production capabilities and improved welfare brings changes in life, whether economic, social life, as well as the environment. The desire to meet social and economic needs of a constantly evolving the occurrence of changes to the physical environment (Giuliani, 2012).

Socio-economic level of society also have an effect on community development. The types of jobs that are owned by the community will greatly influence the mindset and behaviour towards the environment. Environmental sanitation can be interpreted as activities aimed at untukmeningkatkan the standard and maintain basic environmental conditions which affect human well-being. The condition includes: supply of clean and safe water, waste disposal, food protection from biological and chemical contamination, clean air and a safe, clean and safe home. Environmental sanitation is intended to meet the requirements of a healthy and comfortable environment.

Thesanitationbadenvironment can be a source of various diseases that can interfere with human health. In the end if health is compromised, then kesejahteraanya is also reduced. Therefore, the environmental sanitation efforts are an important part in improving well-being. Environmental sanitation is the health status of an environment that includes housing, sewerage, the provision of clean water and so on. Environmental sanitation can be defined as activities that are intended to improve and maintain the standards of the basic environmental conditions which affect human well-being. These conditions include: (1) the water supply clean and safe; (2) the disposal of waste from animal, human and efficient industry; (3) the protection of food from biological contamination and kimis; (4) clean air and safe; (5) a clean and safe home. Bad influence of environment can actually be prevented by developing the habit of healthy living and creating good environmental sanitation. Healthy living habits is done in various ways such as washing hands before and after eating, throw garbage in place, cleaning the House and yard on a regular basis, clean the bathroom and bathtub are routinely and others. It can break the cycle of breeding different types of organism a carrier of the disease.

Thisstudy has limitations on the determination of socioeconomic status sometimes could not describe the actual conditions for example there is a family that looks very simple but have a vast arable land, so categorized have socio-economic status are even less, because there is a tendency for the citizens of the community in the area of research for owned property does not show.

CONCLUSIONS AND SUGGESTIONS

Conclusion

1. Most respondents have low economic status in a category, i.e. 22 respondents, and almost half have a high economic status in a category, i.e. 14 respondents from the 36 respondents.
2. Half of the respondents have a sanitary environment in category enough, i.e. 18 respondents, nearly half of the respondents have a sanitary leingkungan in the category of less, i.e. 10 respondents and environmental sanitation has a small part in the category of good, i.e. 8 respondents from around the 36 respondents.
3. There is a relationship status analysis of environmental sanitation in the village of Ngadiluwih RT 02 RW 02 (p-value = α = $0.019 < 0.05$).

Advice

1. For Healthcare Institutions

   To develop outreach to the community about the importance of maintaining a sanitary environment as well as a healthy home management in order to increase public awareness in managing residential environment sanitation optimally.

2. For the respondent

   Develop a supportive environment, sanitation, family health, when not being able to hold itself can be done in a group, such as making the wells or holes resapan for environmental sanitation group so be clean and avoid the source of the disease.

3. For Researchers

   Can add insight into good environmental sanitation and can be used as a source of references for researchers subsequent crackdowns up this study with research that could encourage people to keep a sanitary environment optimally.

4. For educational institutions

   Expected to increase knowledge and may encourage the Government to be active in providing guidance on the importance of environmental sanitation and hygiene can provide infrastructure and facilities to support in environmental hygiene.

5. For the nursing Profession
   Develop health counselling to all walks of life so that it can be used as input for developing good environmental sanitation so as to affect the welfare of society.
6. For the next Researcher
   Develop the research examining the other factors that affect environmental sanitation conditions in addition to the socio-economic condition of the respondent.

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THE DEVELOPMENT OF AUDIO-VISUAL MEDIA SONG TERUS CAVE SITE TO INCREASE CULTURAL AWARENESS IN SMA NEGERI 1 PACITAN

Caraka Yoga Aprilya

Sebelas Maret University, Surakarta, Indonesia
E-mail: carakayoga77@gmail.com

Abstract. This study aims to: 1) develop learning media use Audio-Visual to increase cultural awareness; 2) to analyze the feasibility of using instructional audio-visual media Song Terus Cave site to increase cultural awareness; 3) determine the effectiveness of instructional media using audio-visual Song Terus Cave site to increase cultural awareness. Research development of instructional media using audio-visual using procedures Thiagarajan, *et al* which consists of four stages, namely 1) the definition (define), 2) design (design), 3) development (develop), 4) the spread (dissemination). Analysis of the data used for the development of descriptive analysis, feasibility analysis application based on the score criteria, and the analysis of cultural awareness through a questionnaire. The results of the study concluded that: 1) media learning using audio-visual Song Terus Cave site has been successfully developed by the material dispersion prehistory in Pacitan and remains to boost cultural awareness, 2) instructional media history that developed included in the excellent category in terms of results of the assessment team of experts, 3) media history learning using audio-visual Song Terus Cave Site effective in raising awareness of the culture, of the test results before treatment obtained t = 0,217 with level sig. 0.858> 0.05, while after treatment obtained t = 46.528 with level sig. 0, 772> 0.05, so it can be concluded that the media developed effective to increase the cultural awareness of learners.

Keywords:Audio visual Song Terus Cave Site, cultural awareness Pacitan

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I. INTRODUCTION

Culture Pacitanian is a name attached to Pacitan, especially with the area Punung, The founded this pacitanian cultural sites, occurs in a series of very long journey and through a very complicated process, with research and excavation method that takes a long time. This process begins G.H.R. Koenigswald & M.W.F. Twedie, in 1935 trying to find the source of the raw material artifacts Sangiran. At that time, Koenigswald assume, that the source of raw material should be sought in the Thousand Mountains, which is upstream of the Bengawan Solo. However, in such searches, Koenigswald actually found a new Paleolithic Site, namely Kali Baksoka (River Baksoka).

Based on the observations of the teachers on the occasion of surveys and observations conducted at SMA Negeri 1 (SMA N 1) is identical to using the conventional way with the lecture method varies and images. Teachers are not optimizing their various media that should be used especially in the process of teaching history. Teachers are more likes cooperative learning model as an innovation in teaching. From the observation also found that students experience boredom with applied learning models.

After conducting various interview and initial observations, the researchers tried to provide stimulus in the form of learning by using audio-visual media (documentary film introduction prehistoric times).It turned out that the results show that students prefer learning model like this. This shows that the use of the media is very helpful in the smooth process of learning.

Viewed from above historical learning conditions, this would result in a decline in the history of learning achievement of learners. In addition, it should be stressed that these conditions also result in the planting or the formation of historical consciousness is not optimal. In fact, based on the Ministerial Regulation No. 22 of 2006, one of history education aims to build awareness of the students about the importance of time and place that is a process of the past, present, and future; as well as raise awareness in self-learners as part of the

Indonesian people who have a sense of pride and patriotism that can be implemented in a variety of national and international life.

In connection with the learning media have done many studies, among others by Supardi, et al (2013) states that learning is essentially a process of communication that is done for the delivery of information from teachers to students, therefore mediapembelajaran occupies an important position as one of the learning system. while the research conducted by Munir (2008) stated that the information and communications technology that is now developing to give effect to the various aspects of life, including education, especially in the learning process.

Research conducted by Kadek (2010) stated learning multimedia product can improve the quality of learning subjects instructional media.

Research conducted by Ramos (2009), entitled "Learning History in Middle School by Designing Multimedia in a Project-Based Learning Experience". This study uses a quantitative method that examines the design problem of multimedia in teaching history.

Park (2007) in a study entitled "Promoting Positive Emotion in Multimedia Learning Using Visual Ilustrations" states that the results indicated that students were given various illustrations will feel more interested than they were only given information via text.

Research on learning media has a lot to do yet, this research-based learning about media visualization that raised about the study of local history in Pacitan. Based on some archeological research data that allows to be appointed as a learning medium of audio-visual in the neighborhood middle school or high school institution in Pacitan.

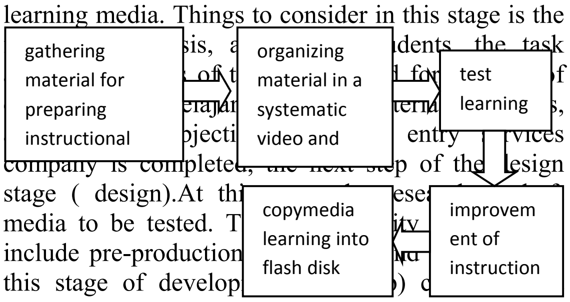
This study aims to 1). Describing the use of media in teaching history in SMA Negeri 1 Pacitan, know the level of cultural awareness of SMA Negeri 1 Pacitan, and Knowing the needs of audio-visual media to support the learning of history in SMA Negeri 1 Pacitan 2). Develop media-based instructional audio-visual history Song Terus Cave Site, 3). Test the effectiveness of instructional media using audio-visual history Song Terus Cave Site may increase Cultural Awareness.

II. RESEARCH METHODS

In developing learning media using audio-visual Song Terus Cave Site in Pacitan used descriptive models of procedural development because in media history learning using audio-visual necessary steps that must be followed to produce a product that is a good learning media. Model development of instructional media using audio-visual operational to may be pursued as a reference in the development of media products based learning using interactive multimedia audio-visual.Model development of instructional media using audio-visual consists of three phases, namely the definition phase (define), the preparation phase (design), and the stage of development (develop).

Fig1. The Process Of Development

The definition phase (define), in this stage the researchers will analyze the necessary requirements before designing interactive multimedia-based learning media. Things to consider in this stage is the



company is completed, the next step of the design stage (design).At thi resea media to be tested. T ity include pre-production and this stage of develop) c review of instructional media audio-visual using the program Adobe Premiere Pro CS 6 as a learning medium of audio-visual material the rest of civilization prehistory by media experts and subject matter experts, validation media by media experts and subject matter experts (lecturer and teacher of history) and test one-on-one in three students of students of class X IPS 1 SMAN 1 Pacitan, small group trial by 12 students of students of class X IPS 2 SMA Negeri 1 Pacitan, and conducted field trials by 30 students students of class X 3 as the experimental class IPS and IPS 4 SMAN 1 Pacitan as the control class. The main activity at this stage is drafting a media model that was developed for the validation of learning media by media experts, validasimateri by subject matter experts, data analysis and revision, the revised validation (Draft I), validation media and limited testing. data analysis and the results of the validation test results media.

The trial is a benchmark of success in developing a media product. A trial was made aiming to get advice and feedback through learning media assessment of the use of the audio-visual, then be revised to achieve the feasibility of the product to be dikembangkan.Sebelum products have been developed in tested, then the product was validated by subject matter experts and media experts first. Subjects to be tested in this study were students of SMA Negeri 1 Pacitan class X IPS.

This type of data in this experiment are the type of quantitative and qualitative data. Qualitative data obtained from the study of media in the form of a questionnaire study by subject matter experts and experts media.Langkah - the measure used to determine the criteria for the quality of the products developed are as follows:

1) Data obtained from the questionnaire (sheet validation) of the responses of experts of the media first converted into data intrval as follows:

   Very Good: 5 (100% in accordance with the statement)

   Good: 4 (80% in accordance with the statement)

   Enough: 3 (60% in accordance with the statement)

   Less: 2 (40% in accordance with the statement)

   Very Less: 1 (20% in accordance with the statement)

   In the questionnaire given five options to provide feedback on learning to use visualization media (audio visual) developed, namely excellent (5), good (4), sufficient (3), less (2), it is less (1). Had media experts give a score of '5' means the media experts gave responses were "very good", this will continue.

2) Then the score is converted into a value on a scale of five, by reference to the table in the quotation from Sukarjo (2005: 55) in Oda Judithia (2012: 74):

Table 1. Converting to Value Score on a scale of five

Interval Skor	**Nilai**	**Kategori**
$X > \bar{X}i + 1{,}80$ SBi	A	Very good
$\bar{X}i + 0{,}06$ SBi $< X \leq \bar{X}i + 1{,}80$ Sbi	B	Good
$\bar{X}i + 0{,}06$ SBi $< X \leq \bar{X}i + 0{,}60$ Sbi	C	Enough good
$\bar{X}i + 0{,}06$ SBi $< X \leq \bar{X}i + 0{,}06$ Sbi	D	Less
$X \leq \bar{X}i - 1{,}80$ SBi	E	More less

Information :

(X) i = the mean ideal = ½ (max score. Ideal + score min. Ideal)

SBI = standard deviation ideal = 1/6 (max score. Ideal + score min. Ideal)

X = actual score

Based on the conversion formula to score on a scale of five grades above, to obtain information to be able to change the quantitative data into qualitative data. In the table below presented guidelines for the conversion of quantitative data into qualitative data (Judhia Oda, 2012: 75).

Table 2. Guidelines for the conversion of quantitative data into qualitative data

Mark	Qualitatif Data	Quantitatif Data
A	Very good	$X > 4{,}21$
B	good	$3{,}40 < X \leq 4{,}21$
C	Enough	$2{,}60 < X \leq 3{,}40$
D	Less	$1{,}79 < X \leq 2{,}60$
E	More less	$X \leq 1{,}79$

Information :

Maximum score = 5 (X) I = ½ (5 + 1) = 3 X = Actual Score

Minimum Score = 1 SBI = 1/6 (5-1) = 0.67

Media is feasible and received a positive response from the students if the interpretation of ≥ 61% with strong and very strong criteria.

III. Results And Discussion

A. Development of Audio-Visual Media *Song Terus* Cave Sites

1. Design Development

At this stage, the activities carried out is to identify the historical material, especially on basic competence presents the results of a study of the human concept of living in space and time in various forms of communication, which mendiskrisikan about prehistoric culture, from textbooks to obtain a picture of what are will be included in the VCD of learning, then do the preparation of the product design using audio-visual learning media by making a storyboard up on making the video script. Researchers further gather support materials such as video, audio, images.

2. Production Video

After all the ingredients to develop audio-visual media to use in the form of a video collected, the researchers conducted further preparation of the manuscript by using Adobe Premiere Pro CS6 software. Previous import first support materials such as video, audio, and animation. Drag and drop support materials in a column that is under the timeline. To write a title used film roll background image and to add text by clicking the make movie titles or credits on tasks and add title on the selected clip. Then proceed to the editing process by adjusting the audio / musical instrument with video / clips and animations.

To give effect to the photo or on display material explanation first click show storyboard and then click the view video effects and choose the preferred effects by dragging and put on the "Save" at the bottom left corner. To see the results click the play (►) on the storyboard view. Once editing is complete, click save to my computer.

Format video with windows media video, then the final stage of this process is burning media to a VCD (Video Compact Disk). Broadly speaking instructional video product development results early stages contain material explanation about prehistoric in Pacitan. After the audio-visual media products such as video learning outcomes in the form of VCD development has been completed, then do testing both internally and externally. Next This initial draft in consultation with subject matter experts to obtain comments / feedback / input that will be used to revise the initial draft of the runway earlier. Then also to the expert consulted a medium of learning and instructional design experts to find out the advantages and disadvantages of these basic concepts. After consultation, then do a revision. Furthermore, the pilot phase, namely to students with the design of one to one evaluation, small group evaluation and field evaluation.

3. Testing / Evaluation Product

The next stage is the stage of validation by subject matter experts, and expert instructional media. Then proceed with a pilot phase to determine the feasibility of using audio-visual learning media in the form of video lessons in this developed. The test is done to students with three phases namely, testing one-on-one, small group testing, and field trials. Through a series of expert validation and testing of the final product eventually learners learning to use audio-visual media in the form of instructional videos produced by incorporating suggestions or comments or feedback and revision of subject matter experts, instructional media experts, as well as students.

4. Presentation of Data Trial

Product trials conducted on the development of pupils and students in the validation by subject matter experts, and expert instructional media. Referring to the components of the subject tests, the data obtained in step trials will be presented in sequence as follows.

1) Data validation matter experts

Evaluation of material experts as a benchmark to improve further material. This validation is done before the competency test, so to minimize these errors when applied in the learning process. Subject matter experts in learning to use audio-visual media that was developed was Hj. Umi Maimanah, M.Pd. teacher of history at SMAN 1 Pacitan.

He was a teaching of subjects in the same direction, then it is very over matter, considering he is also a Lecturer in History Education in STKIP PGRI Pacitan. Validation matter experts covering aspects of the assessment are: 1). Competence, 2). Material, 3). Sources, 4) .Bahasa, 5). Communication, 6). Design, 7). Technical, 8). display format

The results of the evaluation by experts of material in the form of a value by using a Likert scale ranges from 1 to 5. Evaluation of harmony in the form of suggestions and comments about products or using instructional media audio visual developed. Listed below in Table 5 can be seen by an expert appraisal picture material.

The results of the validation of this learning media material experts have a total value of 76 when direrata 3.8 and when converted based on a scale of 5, the overall declared Good and feasible in the learning process in accordance with the revised material expert advice.

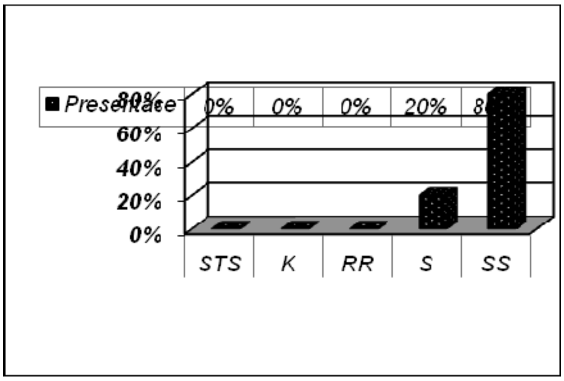
According to the expert instructional media material as a whole performed well and facilitate the delivery of material accompanied by evidence of prehistoric cultural relics in Pacitan, so no need to bring students to the site, simply by watching instructional media developed.

Here is a subject matter expert assessment is based on a scale of 5 the frequency distribution of votes by subject matter experts who can be seen in the following table diagrams as a whole picture.

Table 3. Frequency Distribution of Matter Expert Assessment

No	Code	Criteria	Freq	%
1.	1	Very not disagree	-	0%
2.	2	Less	-	0%
3.	3	doubtful	-	0%
4.	4	Agree	4	20%
5	5	Very agree	16	80%

Fig 2. Percentage Distribution Frequency Rate by Expert Content



Looking at the results of the validation study matter experts to use audio-visual media are developed, there are improvements in the audio narrative explanation of Prof. Semah clarified or assisted using a running text. Furthermore, learning to use the audio-visual media developed is feasible to implement and use.

2) Data validation expert instructional media

Evaluation of instructional media product by media experts carried out to obtain information as input revision of product quality. Media experts that performs validation or evaluation of instructional products using audio-visual media is Prof. Dr. Nunuk Suryani, M. Pd. Chairman of the Educational Technology Studies Program University Graduate March Surakarta. Just as the assessment conducted by subject matter experts, the results of this evaluation was the form of the value of using a Likert scale ranges from 1 to 5. The results of expert validation media can be seen in Table 4 which provides an assessment of the feasibility aspect of learning media that can be applied in the learning process.

Table 3. Results Validation Expert Learning Media

No	Aspect Priority	Question	Skor				
			1	2	3	4	5
1.	Communication	Ease of viewing media					√
		Logic thinking					√
		Interaction with users				√	
		video clarity					√
		Language usage				√	
2.	Technics design	Text format				√	
		Time shifting image					√
		Image quality					√
		Video quality				√	
		Audio quality					√
		the order of presentation					√
3.	Scene format	Transitions between images				√	
		Video scene				√	
amount						6	7
amount x score						24	35
Total number			59				
average			4,53				
info			Very good				

he results of the validation of media experts, instructional media is having a total value of 59 when at an average of 4.53 and when converted based on a scale of 5, the overall declared Good and feasible in the learning process in accordance with the revised media expert advice.

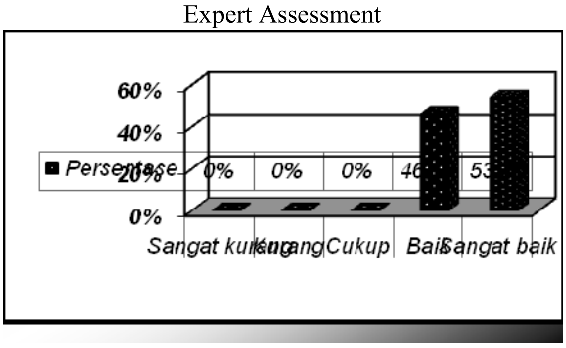
3) Analysis of data from media expert validation

Analysis of the data by media experts is intended to determine the feasibility of the media that will be applied in the learning process. Based on the assessment of the communication aspects of assessment, design, technical, and display formats with 13 indicators obtained the mean is 4.53. This show has developed instructional media category Very Good. Here is a media expert assessment is based on a scale of 5 the frequency distribution of ratings by media experts who can be seen in Table 6 below the diagram as a whole picture.

Table4. Percentage Frequency Distribution Media Expert Assessment

No	code	Criteria	Freq	%
1.	1	Very less	-	0%
2.	2	less	-	0%
3.	3	enough	-	0%
4.	4	good	6	46,15%
5.	5	Very good	7	53,85%

Fig 3. Percentage Frequency Distribution Media Expert Assessment



Based on the validation of media experts, media with the caption Good. Advice from experts of media will be used as a reference in the improvement of instructional media developed visible on the revision of the product.

The results of the validation of the media expert instructional media products developed showing the learning media to be warranted in the learning process with revisions and suggestions provided by subject matter experts. Suggestions given revision is as 1). Added opening prologue or description of the object, 2). In some of the video footage, written confirmation or can be added running text, 3.) In slideclosing added important information such as, the production team, sources, and all those involved in making the media.

5. Data Trial One on one

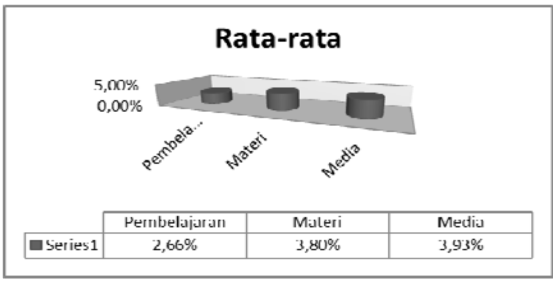
The trial was the one carried out on three (3) class X SMA Negeri 1 Pacitan, with high ability students criteria 1, one being capable students, and one low-ability students. Based on data from the test results one by one, overall it can be concluded that the use of audio-visual learning media developed is Good by students, with a mean value of 4.16.

Here is the Table 6 that describes the frequency distribution data on the aspects of learning, material aspects, and aspects of the media in a single trial conducted by three (3) students.

Tabel 5. The Frequency Distribution Of Votes For Each Aspect Of The Trial One-On-One

No	criteria	Aspect					
		Learning		Material		Media	
		F	%	F	%	F	%
1.	Very less	0	0	0	0	0	0
2.	Less	0	0	0	0	0	0
3.	enough	0	0	4	33,33	1	6,7
4.	good	7	77,8	6	66,7	7	46,7
5.	Very good	2	22,22	2	16,7	7	46,7

In testing this stage more emphasis to the process factors. Feedback and suggestions of students in this phase is used as a revision of the product prior to use in the test group luas.Perbandingan acquisition score on the learning aspect, materials, and media can be seen in figure 3 the following diagram.



he picture above shows a comparison of average scores obtained by students in the pilot phase is limited small group learning aspect gain of 2.66; obtaining material aspects of 3.80; and aspects of the media get 3.93.

6.

est Data Size

Extensive test conducted on twelve (12) students as respondents with varying levels of intelligence. According to Borg & Gall in his book Educational Research: An Introduction (1983: 783)

The pupose of the main field test in the minicourse R & D cycle is to Deter mine wheter the educational product under development meet its performance obectives. Generally an experimental design is used to answer this question. In the case of minicourse I, a single-group pre-post design (see chapter 15) was used to Determine wheter Reviews their teachers would Significantly Increase use of discussion skills.

Based on comprehensive test data, overall it can be concluded that the use of audio-visual learning media developed researcher included in the category of Good by students. It is seen from the average number of votes after conversion to quantitative data that is 4.07. Suggestions and revision of the products supplied by the students is necessary plus the running text.

Table 6. Every aspect Frequency Distribution Rate Test Area On

No	criteria	Aspect					
		Learning		Material		Media	
		Frek	%	F	%	F	%
1.	Very less	0	0	0	0	0	0
2.	less	0	0	0	0	2	3,33
3.	enough	9	25	12	25	10	16,66
4.	good	12	33,33	20	41,66	16	26,66
5.	Very good	10	27,77	16	33,33	33	55

T

In the pilot phase has the objective to collect information used to improve the product in the next revision.reason and suggestions of students in this phase is used as a revision of the product prior to use in the trial luas.Perbandingan acquisition score on the learning aspect, materials, and media can be seen in the following diagram.

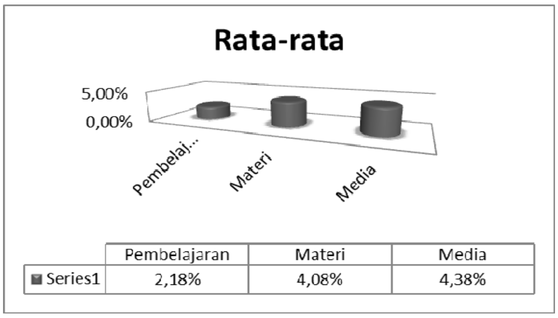


Figure 5. On average in Test Area

The picture above shows a comparison of average scores obtained by students in the comprehensive test phase, aspects of learning gained 2.18; material aspects gained 4.08; and aspects of the media get 4.38.

From the results of extensive testing in the analysis mengguanakan SPSS, obtained a significant level of 0.350> 0.05 means no difference before and after using the media. This data is taken from the trial to the 12 students who are equally well before use and after use media media, to measure the level of cultural awareness pacitan, researchers used questionnaires. Thus the media are used effectively to enhance the cultural awareness pacitanian.

7.

ata Test Effectiveness

Test effectiveness based on input from expert review material, expert instructional media, limited test one-on-one small group and limited test one-on-one large group, then the next step is to carry out a trial area against 87 student respondents (class experiment).

Based on test data effectiveness, overall it can be concluded that the use of audio-visual learning media developed researcher included in the category of Good by students. It is seen from the average number of votes after conversion to quantitative data that is 4.15.

Here is the Table 8 that describes the frequency distribution data on the aspects of learning, material aspects, and aspects of the media in the effectiveness test conducted on 87 students of respondents (1 class experiment).

Table 7. Frequency Distribution Rate Every Aspect On Effectiveness Test.

No	criteria	Aspect					
		Learning		Material		Media	
		F	%	F	%	F	%
1.	Very less	0	0	0	0	0	0
2.	less	9	3,44	9	2,58	6	1,37
3.	enough	72	27,58	75	21,55	60	13,79
4.	good	102	39,08	138	39,65	156	35,86
5.	Very good	78	29,88	126	36,20	213	48,96

D

In a test of the effectiveness aims to determine whether the use of the product development results have a positive impact on the understanding of culture pacitanian expected and to gather information that can be used to improve product quality so that products are ready to be applied in a more widespread condition.

The percentage of student responses on the learning aspect, the material aspects, and aspects of the media can be seen in the following figure.

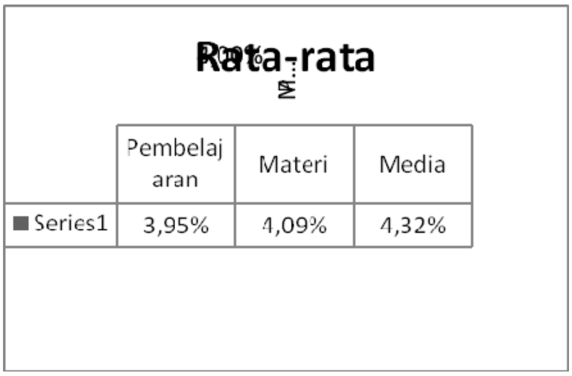


Figure 6. On average in Test EffectivenessThe picture above shows a comparison of average scores obtained by students at the stage of testing the effectiveness, aspects of learning gained 3.

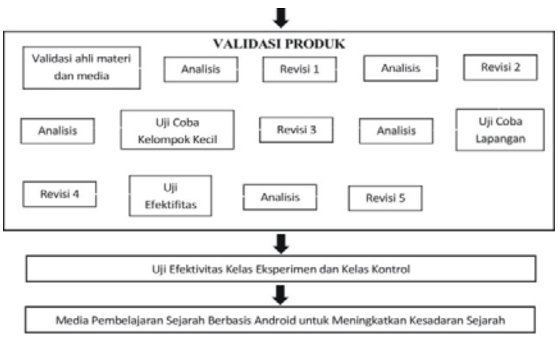


Fig 7. Summary Chart History Learning Media Development Procedure.

The method used is the method of research and development (Research and Development), or R & D. This method is a method used to produce a product and to test the effectiveness of the product in accordance with the purpose of development. Procedures or steps study conducted among others: 1) Survey the field, 2) Establish a need, 3) Produce instructional media, and 4) Trial product. Development procedures adapted to follow the steps in the study design ADDIE.

Data collected consist of quantitative data and quantitative kualitatif.Data obtained from subject matter experts, instructional media experts and learners (students) The data quantitatively to assess the feasibility and effectiveness of instructional media dikembangkan.Sedangkan qualitative data obtained from preliminary studies on learning resources and instructional media contained in the school.

8. Development of Media Audio Visual *Song Terus*Cave

Based on the results of preliminary studies that have been in tuturkan previously known that the process of teaching history in SMA Negeri 1 Pacitan is good enough but still monotone. Teachers take advantage of facilities such as a projector for power point to display the slide show to the students and also interspersed by a discussion led by the teacher. The use of the same media in the time period long enough concern lead to saturation of the students, it can lead to lower student motivation. Therefore, teachers actually want to develop and utilize new learning media.

Looking at these conditions researchers consider the need to develop an effective learning media and innovative than previous media with utilizing existing facilities, namely LCD and projector to be applied to the audio-visual media such as audio-visual video.Media history teaching in accordance with the criteria of the dibutuhkan.Pengembangan media audio-visual media can not be separated from its main aspects, namely learners.

Researchers do not develop their own audio-visual media, teachers will also be involved as teachers better understand the condition of students in the classroom so that the media developed suited to the needs of students, basically a teacher is the facilitator for the students in pembelajaran.Pembelajaran according Dimyati & Mudjiono (2002: 7) understanding of learning are activities involving teachers and students, where success in learning is evident in behavioral changes in siswa.Dari the statement could be concluded that the interaction of teachers and students should be maintained in order to create a good learning atmosphere, and the important role of teachers in the development of mobile learning media is to be run and used as it should.

Visualgua song audio media development continues in history adopt this design ADDIE model development. Before the draft stage penyusuna media developed, researchers determined the instructional design that will be used. Furthermore, researchers collect related source materials used in media fill tersebut.Literatur used comes from books and other sources relevant.

Furthermore, researchers make the basic concept of audio-visual media that will be developed. Once the concept stage, the next step was the development phase that begins with design and storyboard display of audio-visual media. Once the design process is completed it is then combined with the design of learning materials that have been made. After that then goes to the core processes namely video shooting audio-visual media. In this video image pengambialan the researchers collaborated with an expert in multimedia because quite a lot of work to do.

After the completion of video shooting and editing video then be an early form of audio-visual media cave song continues in the teaching of history that is ready for validation and testing.

This early form of media is then validated by subject matter experts and instructional media. The purpose of the komsultasi to get validation from a team of experts in the form of penlilaian both the feasibility and means of improving. The next step is testing on students in the form of test one-on-one, comprehensive test and test utility to get feedback from students in the form of assessment and repair facilities. After repairs, the audio-visual media cave terusdalam song teaching history ready to be implemented in the learning process.

From the results of the validation by subject matter experts and media as well as testing to students with test one-on-one, group test area and also test keterpakaian obtained ratings and suggestions to be used as a revision to the audio-visual media is, among others: the need for a narrative text before heading video the main, running text should be added to meet the needs of learners with audio and visual learning character. All yan advice given can be regarded as a criteria of the selection of instructional media, Brown, Lewis, and Harcleroad (1983: 76-77) states that in selecting the media need to consider the criteria of the following: 1) content; 2) purposes; 3) appropriatness; 4) cost; 5) technical quality; 6) circumstances of uses; 7) learner verification, and 8) validation. Suggestions received with regard to contents and technical matters of media that must be addressed if the media are feasible for use in the learning process.

Based on the observations made in SMA Negeri 1 Pacitan, it was found that the attitude of cultural awareness of students experiencing a decline penurunan.Indikasi cultural awareness of students can be seen from the low kepedudilan educates students on the value of the cultural legacy of prehistory in Pacitan.

Therefore, researchers wanted to create a visualization of cultural heritage sites that dipat pacitanian terngkum in learning-based audio-visual history with the theme song visualization cave continues as a cultural form pacitanian to Increase Cultural Awareness Students SMAN 1 Pacitan.

B. E ffectiveness of Media Audio Visual *Song Terus* Cave in Learning History for High School Students Raise Awareness Negeri 1 Pacitan.

Audio Visual is a type of media that has been around and used on several levels of education both at home and abroad, and researchers want to develop further to be applied to the subject, especially at the level of High School it is in line with Sukamadinata (2010: 164) which states that research and development is a process or steps to develop a new product or improve existing products. Such products can be hardware (hardware), software (software) and other etc. Furthermore, after the media has been developed ka will be a test of effectiveness, as expressed by Sugiono (2012: 407) that the development of media (Research and Development) is a research method that is used to produce a particular product, and test the effectiveness of the product.

Testing the effectiveness of media this development can not be separated from the subjects who use this medium, this is because the use of the media would be in accordance with the subjects as well as support each other, so it can not be ignored. In Permendiknas number 22 of 2006 mentioned that the history courses intended for students memeiliki the following capabilities: (1) build awareness of the students about the importance of time and place that is a process of the past, present, and future; (2) the critical power train learners to understand the historical facts correctly on the basis of scientific approach and scientific methodology; (3) foster appreciation and respect for learners to historical relics as proof of civilization Indonesia in the past; (4) foster understanding of learners towards the formation process of the Indonesian nation with a long history and still proceed to the present and the future; (5) raise awareness of the self-learners as part of the Indonesian people who have a sense of pride and patriotism that can be implemented in various spheres of life, both nationally and internationally.

Based on the opinion of Sartono Kartodirdjo (Aman, 2011: 100) that the function of teaching history is to (1) generate interest in the history of the homeland; (2) get inspiration from history, both from the stories of heroism; (3) gives a pattern of thinking rationally, critically, and empirical, and (4) develop an attitude would respect human values. According Soedjatmoko at the present time the teaching of history should be presented in an interesting activity and full of intellectual challenge so that learners do not feel history is rote learning of facts (Aman, 2011: 111). its influence in order to establish what is commonly referred to as the nation's identity and personality.

History courses have a strategic significance in the formation of character and civilization of the nation's dignity as well as in the formation of human beings who have a sense of nationalism and patriotism. Learning history will serve to draw attention to the amendment process and the development of their communities in the dimension of time and to build perspectives and cultural awareness in the find, understand, and explain the national identity in the past, present, future in the midst of a changing world.

To look at the effectiveness of instructional media audio-visual history of use in SMA Negeri 1 Pacitan, it first has been the class of experiments that would be applied this learning media and then set also control class that will be applied instructional media using the media used by the teacher. To determine the experimental group and the control it must be tested and equality through homogeneity test to see whether this class can be used as an experimental class and control. The test is performed by processing the Pre-Test values were calculated using statistical formulas with H0: There is equality of ability of student achievement scores between the experimental class and control class and H1: The absence of equality ability of student achievement scores between the experimental and control classes. Having calculated the conclusion that the variances of both populations homogeneous. Sehinggadapat said that the experimental class and control class equivalent or an equivalent skill level.

At this stage of development, this research resulted in the development of media which are valid which can be seen all efektivitasannya.Untuk experiment was performed, the data obtained from the experiments were analyzed by F test (Anova two lanes) .Penggunaan is based on the balancing test that in the pilot models the researchers want to compare the average value of the experimental group with the control group, and comparing the situation before being treated with after being treated.

Based on the results of research on achievement test F test can be concluded that with the use of audio-visual media in teaching history to give effect to an increase in student achievement. While the F test at the test attitudes can be concluded that the use of audio-visual media in teaching history also gives effect to increase awareness of cultural attitudes siswa.Berdasarkan statement above it could be concluded that the use of the media visualdalam audio teaching history to enhance the cultural awareness of students of SMA Negeri 1 Pacitan proven effective.

From the test results obtained by the effectiveness of student achievement using the class-based learning media audio-visual history of academic achievement is higher than the class that uses the medium of learning power point.

IV CONCLUSION AND IMPLICATION

A. Conclusion

Based on the analysis of research and development can be deduced as follows.

1. In general, the use of media teaching history dilingkup belajarar tenth grade students in both the IPS and the IPA has been running quite well and has been supported by facilities and infrastructure are adequate as well as LCD and projectors, although there are several classes of facilities and infrastructure suffered little damage. In pembelajaaran media usage history teachers still use the media system as a power point learning routine, or as an occasional interlude between teachers collaborate learning group discussions, games and presentations. However, after the development of audio-visual media learning developed by researchers of learning activities become more varied, students are not only focused by a mere theory, but more were brought out for the imagination to know more about prehistoric and any form of artifacts stored at the site pacitan and packed in grain visualization cave site continues displayed song.

   Students' knowledge of all forms of prehistoric relics in Pacitan according to researchers is still minimal. This is evidenced by a facts obtained by current researchers conducted observations in school. Approximately 75% of students do not understand about their culture pacitanian, which is extremely ironic, where academics from within and outside the State were already flocking to examine more deeply about their culture pacitanian, it academics or heir culture pacitanian itself does not ignorant even reluctant concerned with culture pacitanian. Starting from the fact that researchers have found it, researchers feel the need to do an action as a concern for the culture pacitanian by forming and building the perception of cultural adannya pacitanian enable students to consciously feel responsible and conscious that they eventually will inherit absolutely pacitanian their culture. Development of perception to students done in various ways, among others; by giving stimuli are conflicts, by giving an example - an example of taste aware and concerned about something which they are entitled, and to provide a questionnaire containing those items on pacitanian culture. From the results of this questionnaire was discovered that there is an increase of about cultural awareness in students, especially pacitanian culture.

   The development of audio-visual media developed by researcher feels is needed to support teaching and learning activities in the classroom, especially in the historical material. About the need for a visualization or visual audio is delivered directly by teachers of history courses on an interview conducted by researchers some time ago. Teachers assume that the need for a stimulus that is the interaction and collaboration between sound and image so as to meet each students' character. But teachers are also aware that, some of the limitations that constrain teachers to present an idea of the idea, so the researchers got the challenge to realize an idea the idea of developing a visual audio or video media a prehistoric site in Pacitan. And researchers chose Trip Cave Song Continues as an object that represents a prehistoric civilization Pacitan.

2. Development of media history learning using audio-visual media adopt ADDIE instructional design of Molenda. And in the formulation utilizing softwareadobe premiere pro CS6. Research and development is done in several stages or steps, namely: 1) conduct a preliminary study, 2) making the design of learning using audio-visual media such as video, 3) evaluation of instructional media.

   Preliminary study include observation of school or field conditions, and interview with principals, teachers, and students. Then the data collection and review of the literature related to prehistoric material in Pacitan. Develop instructional media design by utilizing softwareAdobe Premier Pro CS6 resulting learning media in the form of video lessons.

The media then conducted expert judgment or feasibility studies by experts include specialists materials, and instructional media expert. Products revised and tested products to students in a way: trial one-on-one, small group testing, and field trials. Test the feasibility of using instructional media audio-visual High School History Site Cave Song Continues, seen from the results of the assessment by subject matter experts declare this learning media product in the category Good. Validation results matter experts have a total value of 76 when direrata 3.8 If the value is converted based on a scale of 5, it can be said overall Good and Decent applied in teaching with appropriate revision suggestions.

Based on a feasibility test developed instructional media for history courses in grade X SMA by expert instructional media stated in the Good category. The results of the validation study media expert worth 59 when direrata 4.53 and when converted to a scale of 5 to say overall is Good. And tests conducted on the students obtained an assessment of learning using audio visual media developed category Good.

3. Based on testing the effectiveness of instructional media using audio-visual history according to the data subject, it can be deduced as follows.From the test results before treatment obtained f f = 0,217 with level sig. 0.858> 0.05, while after treatment obtained f = 46.528 with level sig. 0, 772> 0.05, so it can be concluded that the media developed effective to increase the cultural awareness of learners. Of the 87 students who use the experimental class developed instructional media obtained 76.67% of learners achieving KKM with an average score of 75. The 87 students in the control classes using media power point was obtained 46.67% of learners achieving KKM with the average score of 66.67. The mean value of the results it can be concluded that the groups using the media that was developed to have better learning achievement compared with the group using media power point.

B. I

mplication

Research and development has shown the importance of development of instructional media audio-visual history of use as it can provide a positive impetus for teachers because it helps facilitate the delivery of materials that stimulate the learners to increasing interest in learning history. There are several implications of this research and development.

1. P

ractical Implications

As explained in Chapter I of the research and development objectives are to develop a product of learning media history of using audio-visual, and based on the findings of the research results can be concluded that the media that is developed is able to increase cultural awareness, especially on culture pacitanian and also increase knowledge in field of prehistoric human history and culture.On the basis of usability shown by learning to use the audio-visual media are developed, there are some practical implications in the process of teaching history in class X.

a. M

edia developed in addition to learning effective to increase the value of cultural awareness pacitanian also able to improve the achievement of learners. The results of the questionnaire which is part adari feasibility test or effectiveness of instructional media according to the data subject conducted on 58 students of SMA Negeri 1 Pacitan were divided into two groups: the experimental group and the control group showed a difference in the acquisition cenderumg scores achieved learners.The results showed that academic achievement scores group of learners in the learning process using audio-visual learning media developed higher than the academic achievement of learners groups who use media power point in the learning process.Based on these findings it can be concluded that the learning to use the media to use audio-visual learning developed effectively improve the performance of learners.

b. Learning media developed to help facilitate teachers for teaching history in History with a more varied use of media. Teachers are not glued to the conventional methods in the learning process by means of lectures. Audio-visual learning media developed insightful teachers that develop learning media by using increasingly advanced technology as well as some software that are able to make delivery material more interesting and varied course to the learners.

Submission of materials should not be limited by means of lectures, but more varied with more innovative methods as well so that the teacher be challenged to find teaching methods that interest students. In the delivery of the material is also a teacher deeper because it does not have to be glued on existing teaching materials.

In addition, this study also as the driving motivation of teachers to utilize existing facilities in schools. And to hone the ability of teachers to use technological advances to improve education, and it's not langsunghal impact also on improving the teacher's ability to operate the media support the computer.

2. Theoretical implications

Based on the results of research that has been presented in Chapter IV, can be taken multiple views to produce effective learning in the context of exposure to its theoretical implications.

a. The learning process by Dunkin and Biddle in Sagala (2012: 63) said that the learning process will take place properly if educators have two main competences are: (1) the substance of the competence of learning or mastery of subject matter; and (2) the competence of learning methodologies. This means that if the teachers master the subject matter, also required to master the methods of teaching as needed teaching materials referring to the pedagogical principle, namely to understand the characteristics of learners. The method is used as a strategy to facilitate learners to master the knowledge given by the teacher.

This illustrates that the learning continues to develop in line with the progress of science and technology. It was felt there needs to be a new way of communicating science in learning or teaching materials both in stand-alone system or in a structured system. So that the creativity of teachers in the delivery of the material in the learning process more effective and not monotonous use the lecture method, so it is not boring for the learners.

b. According Hamalik (1994: 10) the utilization of instructional media in teaching and learning can arouse desire and new interests, encourage motivation and stimulation of learning activities, even bring a psychological impact on students. Learners better and obtain solid information. Instructional media such as video, besides helping teachers to facilitate the learning process, also provides new nuances in the learning process more interesting, innovative, and efficient.

c. In order to optimize the learning process, especially for students at the high school level, it needs to be adjusted to the level of students' progress. In the research and development of this historical material that most video sites pacitanian poured in culture media that was developed by combining the video, picture, text and audio narration along with the illustrator music.

3. Suggestions Utilization for Product Development

a. Utilization Suggestion

Here are suggestions exposure to product use audio-visual media learning using developed based on the research that has been presented.Product development of instructional media use audio visual cave sites song continues in Pacitan can be utilized researchers and teachers for further research as a scientific work, for example, conducted action research in their respective schools, further enhancing the quality of media that is developed it becomes more effective and efficient.

b. For broader utilization, product learning to use audio-visual media cave sites in Pacitan song continues to be a video that has been developed can be disseminated to teachers through high school History MGMPs.

c. Instructional media that have been developed are packaged in a CD so may be applied in various schools with a minimum of Pentium 4 computer specification and teachers who have the qualifications or the ability to operate a computer is simple.

4. Product Development

Developing learning products using audio-visual media is worthy of being used or applied in the learning process and proved to have a good level of effectiveness in improving achievement. Some things are suggested for the development of better.

a. This product would be better if developed collectively through MGMPs team history teacher and History.

b. In product development learning to use audio-visual media is not only focused on the matter in the subjects of history or the subject matter but matter or subject can be developed by using audio-visual media learning this.

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ISLAMIC CULTURE IMPACT OF INCREASING SATISFACTION AND PERFORMANCE OF EMPLOYEES: STUDY OF EDUCATIONAL INSTITUTIONS SABILLILAH SAMPANG

Dinda Fatmah[1], Chamdan Purnama[2]
[1] *Lecturer, School of Economics Al-Anwar, Mojokerto*
E-mail: fatmah.dinda@gmail.com

[2] *Lecturer, School of Economics Al-Anwar, Mojokerto*
E-mail: chamdan.p@gmail.com

Abstract. Many studies conducted by experts who want to know the direct relationship between organizational culture with organizational performance, but there are also some empirical studies which found that organizational culture is directly does not have a significant impact on employee performance, which means other variables that directly affect the performance employees. Therefore, this study seeks to show how big the Islamic culture through employee satisfaction influence on performance. The research was conducted on respondents as many as 106 employees both as educators and non-educators at the Education Institute Sabilillah Sampang.
Through analysis approach structural equation modeling (SEM) found that: First, the culture of Islam which includes (competence, commitment, honesty and transformative) directly positive effect on employee performance. Second, Islamic culture which includes (competence, commitment, honesty and transformative) positive influence on employee performance through job satisfaction. Third, Islamic culture and job satisfaction simultaneously positive influence on employee performance.

Keywords: Islamic culture, Job satisfaction, Employee performance

I. INTRODUCTION

The achievement of success in an organization can not be separated from the role of each of human resources within the company, for every organization or company that realizes the importance of human resources qualified for the progress of the company, trying to properly manage its human resources to be able to achieve the targets that had been selected by the company.

One national problem faced by Indonesia today is the handling of the low quality of human resources. Number of human resources in Indonesia is huge, if it can be utilized effectively and efficiently would be helpful to support the pace of sustainable national development. In order for the public available human resources needed reliable quality education, the provision of various social facilities and sufficient jobs. The main challenge is how to actually be able to create human resources which can produce optimal performance to achieve the goals of a company or organization. Ting (2011) to create effective employee performance and efficient for the betterment of the organization hence the need for organizational culture as one of the guidelines that could be a reference to the employee to perform the activities of the organization. Organizational culture are the values that flourish in an organization, where these values are used to steer the behavior of members of the organization (Soedjono, 2005). The employee's behavior is influenced by the environment in which they work that was formed through the culture of the organization, where the culture of an organization is expected to improve employee performance.

Besides influence on employee performance, organizational culture are also well aligned with job satisfaction. Job satisfaction can be defined as an emotional state that is pleasant or unpleasant in which employees view their work (Handoko, 2009). If the employee perceptions of organizational culture in a well, then the employees will feel satisfied with the work. Conversely, if the employees' perception of the culture in an organization is not good, then employees tend to be dissatisfied with his work (Robbins and Judge, 2008). Employees who are satisfied with the work and considers her work as something fun will tend to have a good performance.

Some organizational behavior experts have been trying to see how and what are the factors that can affect the performance. From previous studies (Shore and Martin, 1989; Udo, et al, 1997; Clugston, 2000; Elangovan, 2001; Pareke, 2004; Falkenburg and Schyns, 2007; Emami, et al, 2012) (Yousef (2002); McKinnon et al. (2003); Koesmono (2005); Samad (2005); Manetje and Martins (2009); Ojo (2009); Rose et al. (2009); and Gunlu et al. (2010). However, there are also some empirical studies which found that organizational culture and job satisfaction organizational did not have a significant impact on employee performance Crossman and Zaki (2003); Chang and Lee (2007); and Yiing and Ahmad (2009). Such an understanding of the culture according to Soedjono (2005) that organizational culture is the values that flourish in an organization, where these values are used to steer the behavior of members of the organization. Therefore iti research the values used are Islamic values. An understanding of values Islamic values will affect the behavior of an individual to perform activities included in the work. Darajat (1984), defines value as a set of beliefs or feelings that is believed to be an identity which gives a special pattern to a pattern of thought and feeling, attachment and behavior. Value itself directing behavior and satisfaction in daily life (Kusaili, 2007). Values on which the conviction can be born from a culture that has developed in the community. Values of right or wrong in the community known as ethics. Ethics comes from the Greek ethos (single word), which means the customary habits (Sadozai, 2012). Ethics refers to the rules of right and wrong, good or bad. Religious values would then affect an individual in a work ethic. According Purnama (2014) ethics can be interpreted as an attitude, personality, character, characters, and beliefs that serve as the basis for an activity undertaken by individuals or groups in order to achieve a desired goal, include; competence, commitment, honesty and transformative.

From the definition and the research that has been conveyed in this study wanted to know how big the influence of Islamic culture affects job satisfaction and employee performance Sabillah Sampang Education Institute.

II. OVERVIEW LITERATURE

2.1. Islamic culture

According Soedjono (2005) that organizational culture is the values that flourish in an organization, where these values are used to steer the behavior of members of the organization Values on which the conviction can be born from a culture that has developed in the community. Values of right or wrong in the community known as ethics. Ethics comes from the Greek ethos (single word), which means the customary habits (Sadozai, 2012). Ethics refers to the rules of right and wrong, good or bad. From some sense it can be concluded that the culture of Islam ordered his people to work in cooperation with followed by a variety of safety devices such as moral values, namely morality or ethics. Hafinuddin and Hendri Cape (2003) reveals there are some characteristics of the work culture of Islam, namely: (1) Work is nice and helpful; (2) Work towards stability and perfection; (3) Work is doing their best and better again; (4) Working hard to obtain optimal results; (5) Competitive and mutual help; (6) Looking at the value of time. Research from Shukor (2010) proved that belief in religion impacts on the understanding of religious values which will then affect the performance of an individual. From previous research finding work ethic affect the performance (Imam et.al., 2013), the commitment (Sabri, 2011), to the perception of fairness (Rokhman 2010; Farahizade et.al.,2013), the involvement of labor and reduce the level turnover (Khan and Muhammad Abbas, 2012). From these findings, the authors focus on identifying the problem as follows: (1) How does the influence of religious values on the performance of employees of small businesses; (2) What about the influence of Islam on the performance of the work ethic of employees of small businesses; (3) How religious values affect employee performance through the work culture of Islam.

While in the study of Islamic culture indicator used was developed by Purnama (2014), Hafinuddin and Hendri Cape (2003), Antonio (2012) includes the competence, commitment, honesty and transformative.

2.2. Job Satisfaction,

By definition, job satisfaction is a positive attitude of employees towards work, which comes under the assessment of the employment situation (Robbins and Judge, 2008; Umam, 2010). According to Handoko (2009) Job Satisfaction is the emotional state of pleasant or unpleasant by which employees view their work. Job satisfaction reflects a person's feelings towards their work, which usually appears in the positive attitude of employees towards work and everything that is faced in their work environment ". According Malthis (2008: 107) job satisfaction is a positive emotional state of a person's work experience evaluated. Job dissatisfaction arise when anticipations are not met. Job satisfaction has many dimensions, in general is the satisfaction in the work itself, salary, recognition, relationships between supervisors with labor, and the opportunity to move forward. Handoko (2009) expressed satisfaction at the work (job satisfaction) as an emotional state that is pleasant or unpleasant by which employees view their job. Job satisfaction reflects a person's attitude towards his job.

Job satisfaction expresses a number of compatibility between one's expectations of job performance that can be given by the company and the consideration paid for his work. In essence, one is encouraged to move because he hoped that it would bring better conditions satisfactory than the present situation. So the work is a form of activity that aims to gain job satisfaction (Smith and As'ad Weckelly in 2001). Robbins (2002: 36) suggests some important factors that bring more job satisfaction first is a job that gives an opportunity to use skills, and feedback about how well they work, the next factor is how the working conditions of employees, both in terms of personal comfort and ease of performing the job, these things are closely related to the rules and standards set by the company, whereas the established rules and standards of organizational culture within the company itself. Job satisfaction felt by employees is influenced by two factors, namely intrinsic and extrinsic factors (Johan, 2002). Intrinsic factor is a factor that comes from within the individual that brought each employee since it began work in their workplaces. Whereas extrinsic factors are factors concerning matters that come from outside the employee, such as the physical condition of the working environment, interaction with other employees, the payroll system, and so forth.

Meanwhile, according to Luthans (2006), there are five dimensions that affect job satisfaction, namely: colleague, employment, followed most recently supervision and opportunities. These indicators are used as a measure of job satisfaction.

2.3. Employee performance

According to the Mangkunagara (2010: 116), employee performance can be measured by the quantity, quality, efficiency, professional standards, capabilities, judgment, accuracy, knowledge, and creativity. By Lewa and Subowo (2005: 75), an indicator of employee performance is a factor of the quality of work; quantity; knowledge; reliability; and cooperation. Lawler and Porter declared the successful achievement of performance is obtained someone's role on what they did (As'ad, 2001). According Rival (2004) performance is the result or the overall success rate of a person during a certain period in carrying out the task compared with a range of possibilities, such as the standard of the work, the target / targets or criteria that have been agreed. According Mangkunagara (2001) results in quality and quantity of work accomplished by an employee in carrying out their duties in accordance responsibilities given to him. Dessler (2009), that the performance is a performance, a comparison of the work significantly with the standards specified work.

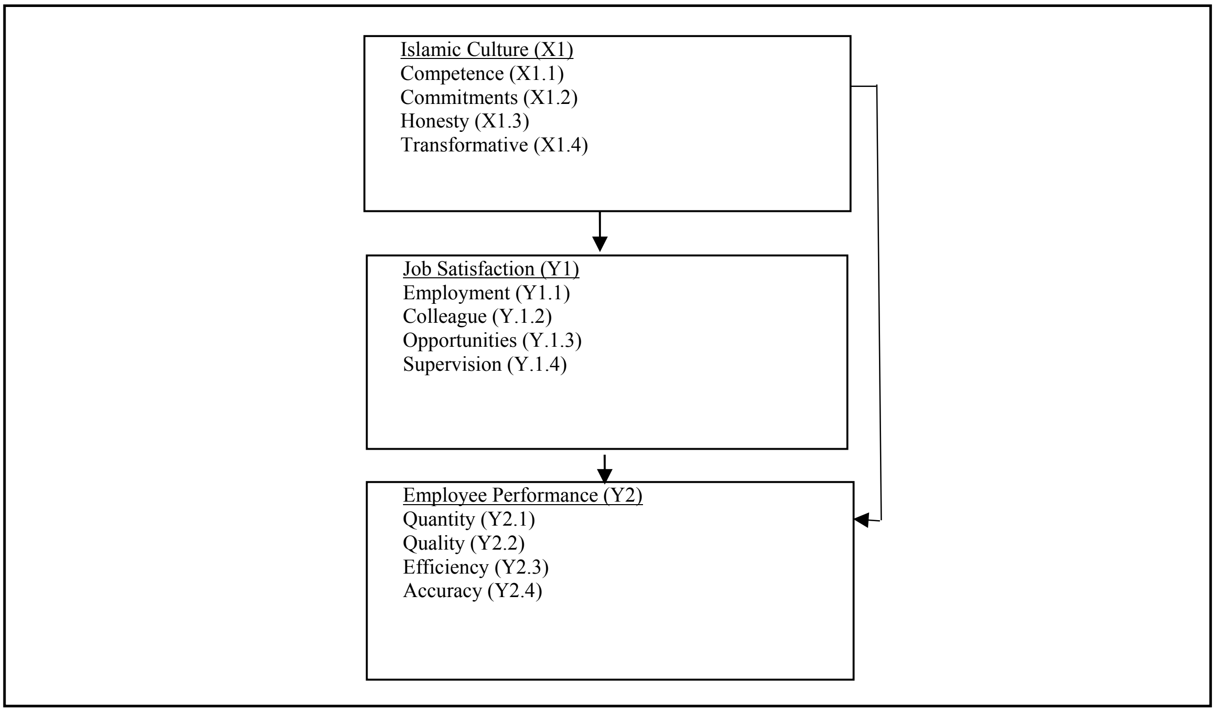
While Bernardin and Russel in Ruky (2010: 115) gives the sense According to Gibson (2008: 55), job performance is the result of the work associated with the organization's objectives, efficiency and effectiveness of performance other performance. Meanwhile, according to Ilyas (2009: 99), the performance is the appearance of the work of personnel as well as within an organization. The appearance of the work is not limited to personnel who took office functionally and structurally but also to the entire range of personnel within the organization.

Based on the definitions above it can be concluded that the performance of the work performance by employees in the workplace in carrying out its duties and responsibilities. There are three factors that affect the performance of individual employees, namely: (1) the individual's ability to carry out such work; (2) the level of work done; and (3) support organization (Mathis and Jackson, 2006). Employee performance can be improved if these three factors is within the employee, and the employee's performance will be reduced or decreased if one of these factors does not exist. In this study used indicator of the development of Tsui et.al.,(1997) and Purnama (2011) which consists of; quantity, quality, efficiency, and accuracy.

III. CONCEPTUAL FRAMEWORK

The conceptual framework of the research is intended to illustrate how the relationship between the variables based on theory and previous studies experts. Model conceptual framework linkages between variables in this study can be presented in figure 1 below.

FIGURE 1
MODEL FRAMEWORK CONCEPTUAL RESEARCH



IV. METHODS RESEARCH

In general, this study aims to describe and analyze the influence of Islamic culture that includes intellectual competence, commitment to duty, honesty and transformative capabilities to employee performance through job satisfaction. In accordance with its objectives, this study was designed as an explanatory study. The results obtained in this study is expected to provide an explanation of how the Islamic culture affects job satisfaction and impact on employee performance. Total population in this study were 106 employees in the Institutions of Sabilillah Sampang.

V. RESULTS

5.1. loading factor confrimatury Testing Results Analysis, Critical Path ratio and coefficient

In this study used factor analysis and regression model with Structural Equation Modelling (SEM). Based on the results of testing the model, then obtained loading factor confrimatury and Critical ratio as follows:

1) Islamic Culture

Results loading factor confrimatury and Critical ratio of Islamic Culture is as follows:

TABIE 1
REGRESSION WEIGHT (LOADING FACTOR CONFRIMATURY) STANDARDIZED ESTIMATE (SE) AND CRITICAL RATIO (CR) INDICATORS OF ISLAMIC CULTURE FACTOR

No.	Indicators	SE (Loading Factor) good of fit> 0.4	CR good of fit> 1.96	Probability (P) good of fit <0.05	Specification

1	Competence	0758	3,699	0,000	good of fit
2	commitments	1,021	4,504	0,000	good of fit
3	Honesty	1,000			good of fit
4	Transformative	1,210	4,734	0,000	good of fit

Sources: primary data are processed

Test results that are presented in table 1 show that if seen from the loading factor confrimatury, that these four indicators above the value of 0.4 according to Ferdinand (2008) the value of the loading factor is allowed to come in the analysis model is greater than 0.4, Ferdinand further said that while the CR required is greater than 1.96 at the level of α = 0.05 and the value of CR the fourth indicator shows that significant with CR values: 1.96 and the value of the probability (P) of 0.00 is smaller than 0.05. From the above test results obtained at these four indicators that can be used as a measure of Islamic Culture in explaining variables, namely: Competence, Commitments, Honesty and Transformative. Fourth indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.

2) Job Satisfaction

Results and Critical confirmatory factor loading ratio on Job Satisfaction in the following carefully:

TABLE 2
REGRESSION WEIGHT (LOADING FACTOR CONFRIMATURY) STANDARDIZED ESTIMATE (SE) AND CRITICAL RATIO (CR) INDICATORS OF FACTORS JOB SATISFACTION

No.	Indicators	SE (Loading Factor) good of fit> 0.4	CR good of fit> 1.96	Probability (P) good of fit <0.05	Specification
1	Employment	1,362	4,756	0,000	good of fit
2	Colleague	3,907	5,425	0,000	good of fit
3	Opportunities	0925	3,715	0,000	good of fit
4	Supervision	1,000			good of fit

Source: primary data processed

Test results that are presented in table 2 show that when seen from the value of the loading factor, that four of the indicators above 0.4 by Ferdinand (2008) the value of the loading factor is allowed to come in the analysis model is greater than 0.4, Ferdinand further said to (CR) required greater than 1.96 at the level of α = 0.05 and if seen from table 2 shows that the value of its CR fourth significant indicators with CR value of 1.96 and when seen at the level of α = 5% , It can be seen the value of the probability (P) 0,000 less than 0.05. From the test results above obtained that the four indicators, all of which can be used as a measure in explaining jointly variables Job Satisfaction are: Employment, Colleague, Opportunities and Supervision of these four indicators are best able to explain the variable Job Satisfaction is Colleague, Employment, followed Supervision and most recently Opportunities.

3) Employee Performance

Results loading factor confirmatory and Critical ratio of success in the meticulous effort are as follows:

TABLE 3
REGRESSION WEIGHT (LOADING FACTOR CONFRIMATURY) STANDARDIZED ESTIMATE (SE) AND CRITICAL RATIO (CR) INDICATORS OF FACTORS EMPLOYEE PERFORMANCE

No.	Indicator	SE (Loading Factor) good of fit> 0.4	CR good of fit> 1.96	Probability (P) good of fit <0.05	Specification
1	Quantity	1,000			good of fit
2	Quality	0.820	2.300	0.021	good of fit
3	Efficiency	1,016	7766	0,000	good of fit

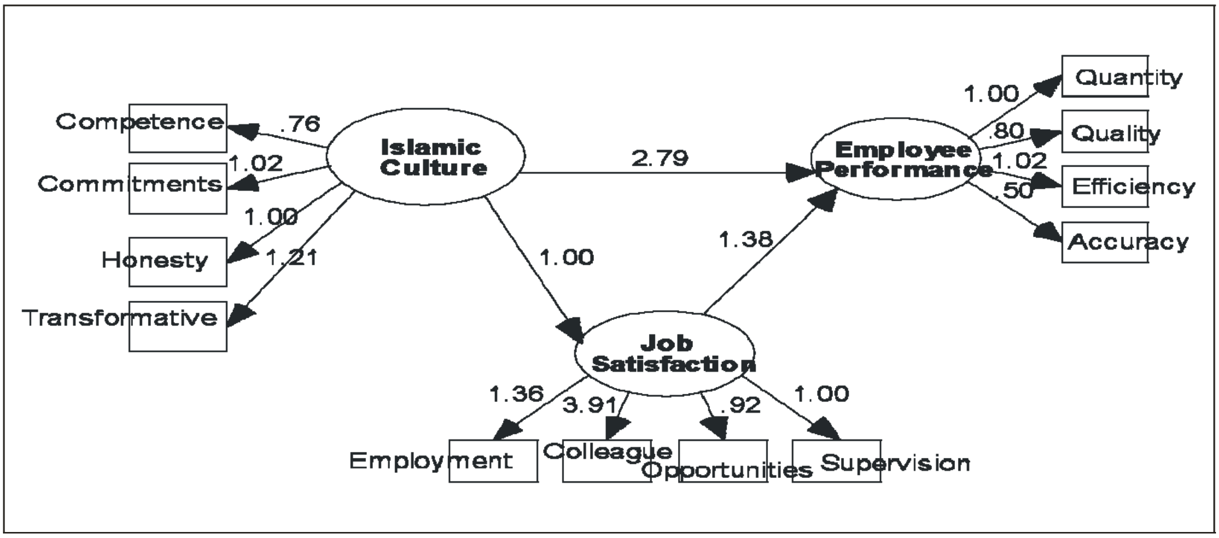
4	Accuracy	0.510	2.360	0.019	good of fit

Source: Data primary processed

Test results that are presented in table 3 shows that when seen from the loading factor, that these four indicators value above 0.4 and if seen from table 4b shows that the value of the four indicators CR significantly with CR value of 1.96 and if visits at the level of α = 5%. It can be seen the value of the probability (P) 0,000 less than 0.05. From the above test results showed that the four indicators, all of which can be used as a measure in explaining variable Employee Performance are: Quantity, Quality, Efficiency and Accuracy. Fourth indicators are jointly able to explain the variable Employee Performance and of these four indicators are best able to explain the variable is Efficiency, Quality and then Quantity followed most recently Accuracy.

The test results Confrimatory Factor and path coefficients with variables influence the Islamic Culture Competence indicators, Commitments, Honesty and Transformative and Job Satisfaction which include; Employment, Colleague, Opportunities and Supervision of the Employee Performance are: Quantity, Quality, Efficiency and Accuracy in general can be seen in figure 2 below:

FIGURE 2
CONFRIMATORY FACTOR AND COEFFICIENTS CHANNEL EFFECT OF VARIABLE ISLAMIC CULTURE AND JOB SATISFACTION ON EMPLOYEE PERFORMANCE



5.2. Hypothetical Testing Results

Results of calculations as presented in table 4

TABLE 4
RESULTS OF TESTING EFFECTS ISLAMIC CULTURE AND JOB SATISFACTION TO THE EMPLOYEE PERFORMANCE.

NO	Variable	Coefficient Line	SE	CR	Probability (P)
1	Job Satisfaction ← Islamic Culture	1000			
2	Employee Performance ← Islamic Culture	2,794	0184	2,553	0,020
3	Employee Performance ← Job Satisfaction	1,382	0573	4,875	0,000

Source: Primary data are processed

Seen from table 4 above, significant with the value of the critical ratio> 1.96 and at the level of α = 0.05 (Ferdinand, 2008). It was found that 1). Islamic Culture significant effect on Job Satisfaction withvalue probability (P) and the CR value is perfect. 2). Islamic Culture significant effect on Employee Performance with avalue probability (P) = 0.020 less than 0.05 and 2,553 CR is smaller than 1.96 and 3). Job Satisfaction significant effect on Employee Performance with avalue probability (P) = 0.000 less than 0.05 and CR 4875 is greater than 1.96. Results of testing the influence of Islamic Culture on Job Satisfaction and Employee Performance shows that the Islamic Culture effect on Job Satisfaction with value path coefficient of 1.000, while the direct influence of Islamic Culture on Employee Performance value path coefficient of 2.794 and influence Job Satisfaction on Employee Performance value path coefficient of 1.382

VI. DISCUSSION

In this section we will discuss the research findings described in the previous section. Discussion is done based on empirical and theoretical findings and previous research relevant to the research conducted. This discussion is intended to explain the appropriateness and relevance of each dependent variable and independent variables. From the tests using AMOS 4 through analysis of SEM(StructuralEquationModelIing),the test results for the model either through the overall test and measurement test can be drawn that the multilevel model is able to explain the phenomenon in the organization in several important aspects.

The results of this study to answer that very good multilevel models to explain the model or accept the hypothesis. By analyzing the influence of Islamic Culture on Job Satisfaction and Employee Performance expected us to gain an understanding of the importance of Islamic Culture in enhancing Job Satisfaction and Employee Performance in Institutions of Sabilillah Sampang. In this study connects the three variables proposed in the model. Those variables include: Islamic Culture, Job Satisfaction and Employee. Indicators of the four variables are as follows:

- Variable Islamic Culture measured by indicators;competence, commitments, honesty and transformative. Fourth indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.
- Job Satisfaction variables which includes; employment, colleague, opportunities and supervision of these four indicators are best able to explain the variable Job Satisfaction is colleague, employment, followed most recently supervision and opportunities.
- For variable Employee Performance are: quantity, quality, efficiency and accuracy. Fourth indicators are jointly able to explain the variable Employee Performance and of these four indicators are best able to explain the variable is efficiency, quality and then quantity followed most recently accuracy.

In this study, in addition to finding a new model as mentioned above, also found the influence of Islamic Culture variable variable influence on the Job Satisfaction and Employee Performance as a hypothesis test results in Table 4.

An explanation of the effect of variable influence on the Islamic Culture Job Satisfaction and Employee Performance is as follows:

1) influence of Islamic Culture variables to Job Satisfaction

From the analysis of SEM(StructuralEquationModelling)found that, variable Islamic Culture with indicators covering competence, commitments, honesty and transformative, influential Job Satisfaction. Of the four indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.

It can be concluded that the test results with the analysis of SEMthrough AMOS 4.0 shows that the Islamic Culture positive effect on Job Satisfaction. These findings show that the results are in line with what was mentioned by Yousef (2001) who studied the culture of Islam as a moderator of employee job satisfaction on Muslims in the United Arab Emirates. As a result, the work culture of Islam has a positive effect on job satisfaction. So, the individual has a high commitment to the culture of Islam (stressing hard work, dedication to work, cooperative) the higher the perceived job satisfaction. Hayati (2012) also examined the work culture of Islam and its relation to job satisfaction and performance. As a result, the work culture of Islam to give a greater influence on job satisfaction and performance. Thus, Islamic principles believed by the individual will be embedded into intrinsic motivation in him, and the intrinsic motivation has the strongest influence for the achievement of individual job satisfaction. Islam sees the job work culture has an important meaning for a person's future economic, social and psychological, to give honor, to improve social welfare and strengthen (Ali, 2008). With this, the work culture of Islam can facilitate the individual life goals. According what is taught in Islam, the individual must have a job that is useful and meaningful. Work is also seen as evidence of achievement and independence. People will be successful and advance due to work hard. Work is a source of wealth and well-being (Chanzanagh and Akbarnejad, 2011), this is in line with the principle of work as the source of ownership. Fairness and transparency of a work is also an important thing for a Muslim, because it will give the view that there was no difference in social class for them. A Muslim must also be able to choose the types of jobs that match their interests and skills, so as to minimize errors and discrepancies that will be caused. The achievements resulting from the work performed and provide benefits for others, and a sense of justice that is felt, can cause a sense of satisfaction with the work performed.

2) The influence of Islamic Culture towards variable Employee Performance

From the analysis of SEMfound that, Employee Performance influenced by the Islamic Culture. Variable Islamic Culture with indicators covering competence, commitments, honesty and transformative. Of the four indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.

It can be concluded that the test results with the analysis of SEM through AMOS 4.0 indicates that the variable positive influence on the Islamic Culture Employee Performance. These findings show that the results are in line with what was mentioned by Shukor (2010) proved that belief in religion impacts on the understanding of Islamic culture which would then affect the performance of an individual. Previous research has found work ethic affect the performance (Imam et.al.,2013), the commitment (Sabri, 2011), to the perception of fairness (Rokhman 2010; Farahizade et.al.,2013), the involvement of labor and reduce the level of turnover (Khan and Muhammad Abbas, 2012). Some research suggests that the culture of Islam can drive satisfaction, commitment and continuity of work and the results, can reducerates turnover employee(Marri et.al.,2012). Islam regards the work culture as a goal to work not just finish the job, but to promote personal growth and social relationships (Hayati, 2012). This is important because not only provide benefits to individuals who adhered to the principle, but the culture of Islam is also an impact on the environment as a whole. The success and the success of the work depends on a person's hard work and commitment to his work. Commitment to the job may also increase social welfare. Problems can be reduced if people are committed and avoid unethical things to accumulate wealth (corruption). It is emphasized in the concept of work culture of Islam is the inclusion of intent in performing an activity. If the work is seen as a virtue, then the work will be of benefit to themselves and others. Individuals will exert all the capabilities, and felt life meaningless without work (Ali, 2008). Therefore, their views on this matter (in accordance with the concept of work culture of Islam) can encourage individuals to have a high involvement in the work. Additionally, Islam teaches a Muslim should be trusted (trust) in holding an affair (Chanzanagh and Akbarnejad, 2011). By mandate, the individual will have a strong sense of responsibility towards his job. Similarly with Mohamed (2010) examines the culture of Islam in the Arab students in Israel. As a result, the work culture of Islam influence on variable individualism, individualism where the emphasis is on achievement and loyalty. This is a proof that a Muslim would give his best dedication to the job, are loyal to the organization where they work. Additionally, Marri et.al.,(2012) also revealed the results of his research that individuals who hold strong work culture of Islamic principles would also increase its commitment to the organization and reduce the intention to leave the organization.

3) Variables influence Job Satisfaction on Employee Performance

From the analysis of SEMfound that, Employee Performance influenced by Job Satisfaction, Job Satisfaction Indicators include; Employment, Colleague, Opportunities and Supervision of these four indicators are best able to explain the variable Job Satisfaction is colleague, employment, followed most recently supervision and opportunities. And for Employee Performance variables are: quantity, quality, efficiency and accuracy. Fourth indicators are jointly able to explain the variable Employee Performance and of these four indicators are best able to explain the variable is efficiency, quality and then quantity followed most recently Accuracy.

It can be concluded that the test results with the analysis of SEMthrough AMOS 4.0 indicates that the variable Job Satisfaction on Employee Performance. These findings show that the results are in line with what was mentioned by Qureshi et.al.,(2011) in this study stated that their job satisfaction factors that improve employee performance. The results show that there is a positive effect of job satisfaction on employee performance. This study jug line with research Soegihartono (2012), which concluded that job satisfaction has a positive influence on performance. To improve the performance of employees, the company did not forget to leave a factor of employee satisfaction. Nurse job satisfaction found to affect the performance and productivity of hospitals, Al-Ahmadi (2009: 112) conducted a study of nurses at a hospital in Riyadh, Saudi Arabia. Results of regression analysis indicated that some of the variables that contribute to employee performance. Staff job satisfaction can affect patient outcomes. All service providers showed better services when they are satisfied with his work and when they feel committed to the organization (McNeese and Smith, 2005). Empirical research also found that job satisfaction has a positive and significant influence on employee performance Rose et.al.,(2009); and Gunlu et.al.,(2010). A person tends to work very vigorously if satisfaction can be gained from his job and employee satisfaction is a key driver of morale, discipline, and employees' performance in supporting the realization of the company's goals "(Hasibuan, 2003: 203). Prayuginingsih (2011) indicates that there is a positive relationship between job satisfaction on employee performance variables. High or low a person's satisfaction will have an impact for the organization. According to Robbins (2007) some impact due to job satisfaction, among others: job satisfaction within the organization to produce a good performance because it can increase the productivity of a person. If satisfaction and productivity are combined for an overall organization, an organization that has many satisfied workers tend to be more effective than those with fewer workers are not satisfied. Someone who is happy or satisfied with his work will be a productive worker employment.The success of an organization is influenced by the performance of the employee, for that each company will try to improve the performance of employees in achieving organizational goals that have been set. Job satisfaction is achieved employees will be able to trigger the performance.

VII. CONCLUSIONS

Based on the results of research and discussion of research can be concluded that the indicator variables Islamic Culture Competence, Commitments, Honesty and Transformative
Education Institute Sabilillah Employee Performance Madura as follows.

First,Islamic Culture with indicators covering (competence, commitments, honesty and transformative) indirectly affect Employee Performance Sabilillah Institutions Madura, namely through increased Job Satisfaction. Here Job Satisfaction has a direct influence on Employee Performance. Fourth Job Satisfaction indicator which includes; employment, colleague, opportunities and supervision jointly able to explain and job satisfaction of these four indicators are best able to explain the variable job satisfaction is colleague, employment, followed supervision and most recentlyopportunities,

The Second Job Satisfaction with indicators include; employment, colleague, opportunities and supervision affect variable employee performance. For variable employee performance are: quantity, quality, efficiency and accuracy. Fourth indicators are jointly able to explain the variable employee performance and of these four indicators are best able to explain the variable is efficiency, quality and then quantity followed most recently accuracy

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DEVELOPING OF NUMBERS LEARNING MODULE FOR PRIMARY SCHOOL STUDENTS BY*CONTEXTUAL TEACHING AND LEARNING* APPROACH

Dyah Tri Wahyuningtyas[1)], I KetutSuastika[2)]

[1)] *Universitas Kanjuruhan Malang*
dyahtriwahyu@unikama.ac.id

2)Universitas Kanjuruhan Malang
suastikacipi@yahoo.co.id

Abstract. This study purposedto develop module of numbers learningby CTL approach. Through CTL strategies, students were expected to learn through 'experience', but not 'memorize'. This module included activities to create a meaningful relationship, presenting a problem in the form of open-ended, problem possing assembling, collaborating, presenting individually services through checkingthe understanding, and self-assessment. The development model used in this research were divided into three phases: (1) the initial investigation phase (2) the prototype phase, and (3) the assessment phase. The research instrument composed in this study consisted of; (1) questionnaire responses of experts and practitioners, (2) student questionnaire, (3) sheets and questionnaires observation, (4) the test sheet. This development product hadfulfilledvalid criteria by the achievement of the module validation was 3.31 (high criteria), Observation Students'Activities validation was 3.52 (high criteria), Students' Questionnaire Response validation was 3.27 (high criteria), and Test Learning Result validationwas 3.44 (high criteria). Based on the validation results, it could be concluded that the module and instrument which were developed was valid.

Keywords: Integer, Module, CTL

INTRODUCTION

The development potential of learners isalso in accordance with the orientation of the 2013 curriculum that improve and balance between competence and attitude, skills and knowledge. Thematic learning is a learning system that allows students, either individually or in groups actively explore and discover concepts and scientific principles in a holistic, meaningful, and authentic [4]. Integrated learning scheme is originated from the development of knowledge in the mind of the student. It is consistent with the philosophy of constructivism which cognitive conflict in students can be addressed byself-regulation. In this case,learn emphasizing that learning is not just memorizing, but students must constructing knowledge in their own minds. One of the main concept in constructivist learning theory is the vision of the ideal students as independent learners (self-regulated learner). Through the philosophy of constructivism foundation, CTL was promoted to a new alternative learning strategies. Through CTL strategies, students are expected to learn through 'experience', and not 'memorize' [5].

Contextual Teaching and Learning (CTL) is a comprehensive system and consists of the parts that are connected. If these parts intertwined each other, it will produce the exceed effect from the given resultof its part separately. Contextual learning is a learning system that matches the brain that produce meaning by linking academic content to the daily life context of the students. Therefore, through contextual learning model, teaching is not only the transformation of knowledge from a teacher to a student by memorizing a number of concepts that seemed detached from real life, but more emphasis on facilitating students looking for the ability to live (life skills) on what they are learned.

Through contextual approach the learning process takes place naturally in the form of student work and experience activities, not transfering of knowledge from a teacher to a student. With the guiding principle developed in contextual approach,the students can be expected to realizewhat they have learned is useful for life. In order, they will put themselves as a student who requires provision for their future life.

Researchers have found that high-achieving students are often the learnersof self-regulation. (Alexander, 2006; Boekaerts, 2006; Schunk & Zimmerman, 2006; Wigfield, et al., 2006) [8]. Independent learning is in line bythe shiftingrole of the teacher as the main source of learning to become a learning facilitator. Maximizing the students' independence required a structured self-learning materials, one of them is achieved through the provision of quality learning module.

The module is one form of teaching material packed full and systematic. Itcontains a set of learning experiences which planned and designed to help learners mastering the specific learning objectives. The module serves as independent learning tool, in order the students are able to learn at their own celerity. Module can assist schools in achieving quality of learning. The application of module can adjust the learning activity is drafted better, independent, thorough and clear result [9]. Developing quality module need to pay attention inrequired characteristics in the module (Anwar in Riadi) [7], namely: (1)*Self instuction*, learners are able to do self-learning, they will not depend on other person; (2)*Self contained*, the entire learning material from one unit of competency studied contains in just one complete module; (3)*Stand alone*, module developed is not depending on any other media, or should not be used in conjunction with other media. Besides, in preparing the module also has several stages starting from the preparation stage, composing, validating and finishing.

This module includes activities by creating a meaningful relationship, presenting a problem in the form of *open-ended*, *problem possing* application, collaborating, presenting individually services through checkingthe understanding, and self-assessment. Activities within the module is supported by the provision of numbers line board media,red chips and black chips to help students for solving problem associated with integers. Chip media is also designed to develop students' creativityin arranging them according to the activities that have been designed in the module.

The numbers material is given to students in the fourth gradeand fifth grade namely: the planting concept of numbers as well as the operation of addition; subtraction; multiplication and division of integers and fractions. This material is a basic one in teaching more complex concept of numbers. The results of the study on the teaching materials usually used in the field is still lacking in establishing the concept of integers operation, as well as the lack of creativity in developing students' independence. Besides, in the field, there is no learning numbers module by using CTL approach yet as a reference for learning. Therefore, it is necessary to develop numbers learningmodule by CTL approach.

The purpose of this study was to produce a valid integers learning module for students in fourth grade by developing eight elements in modified CTL approach, as well as to find out the results of module development after a validation expert.

RESEARCH METHODOLOGY

Development of learning module in this study followed the phases of development model proposed by Plomp [6]. There are three phases, namely: (1) the initial investigation phase (*preliminary research*), (2) *prototyping phase*, and (3) *assessment phase*.

In the phase of initial investigation, investigators conducted: (1) the initial analysis was in the form of teaching materialcirculated in the field, specifically how the characteristics of teaching material used, assessing the availability of learning resources and learning situation withvarious facilitiesincludingsupporting books and learning condition that were running, (2) the students'analysis through observation of how the students' independence in learning. (3) the material analysis toward the study of existing integers matteron teaching materials circulating in the field. (4) the taskanalysis toward the study that existed on teaching materials circulating in the field. After completing the preliminary analysis, analysis of students, material analysis, and analysis tasks would be performed (5) composingthe learning indicator which was customized by basic competencies and core competencies that exist in 2013 curriculum.

Based on observation result, reflection and analysis of the preliminary observation result, in prototype phase prepared the resolution draft. The draft consists of; (1) design of learning module; (2) design of learning tools and (3) design of research instruments. Those three drafts were prepared simultaneously. Furthermore, the assessment phase was conducted the expert validationin the module, learning tools, and instruments. After validation, the researcher did the module tests and learning devices.

The data analysiswas obtained from the product validity of the module questionnaire validation by the expert, the expert in mathematics education, as well as a practitioner was a teacher in primary school. This analysis was conducted to assess whether the module and research instruments compiled had met the criteria of validity. Inasmuch, the validity of module data and instruments had been converted into quantitative data, then these data were analyzed with descriptive analysis.

RESULT AND DISCUSSION

Development of modulewhich was donewas following the stages of development proposed by Plomp [6], namely: (1) preliminary research, (2) prototyping phase, and (3) assessment phase. Inpreliminary research, the researcher conducted preliminary observations on six different primary schools in sub-district Department of Education Lawang, Malang regency. The results of these preliminary observations could be written as follows:

The initial analysis that aims to identify the problems that occur during the learning of mathematics. The characteristics of teaching materials used, namely: contained a summary of the material; contained regularly questions and emphasized on numeracy skills only; less attractive appearance; the language used was not communicative; there was no feedback and presented a mathematical concept in thematic book in the field it was still lack. The used impact of those instructional materials, the students had difficultiesfor understanding the material and the individual ability of the students were less developing.

In addition, the observations also acquired things, those were: the unavailability of mathematic learning bookswhich were supporting learning integers by using CTL approach; some teachers at the school hadnot understood yetabout learning by using CTL approach; the mathematic learning process to prepare students of primary schoolsstill used conventional methods;it had not used the module in learning; and the questions in books and worksheets used as a handbook in those six schools had not contextual. By looking at the advantages of using the module, as well as the results obtained initial investigations indicated that it was necessary to develop numbers learning module by CTL approach in primary schools.

Based on the results of the previous analysis then drafted numberslearning modulethat were developed by using CTL approach for students in the fourth grade and fifth grade. The CTL elements outlined in the composed modulewere making meaningful linkages through example in daily life, giving a problem in the possing *problem form*and *open endeed*, where the activities in the module required students to be independent. In order students could interact with their environment then inserted some activities that must be done in pairs.

For better understanding the operation of integers, the researcher was made the learning media namely the circle chip and cardboard boxes in red and black, as well as line numbers and toy cars made from paper. Following the concept of integers and fractional developed through activities using the media and then the students began to be directed to study the integers and fractional operation in abstract way (without using the media). In achieving that goal, then the researcher was formulated the indicators of learning results that were tailored to the core competencies and basic competencies of the General Directorate of Primary and Secondary Education.

In prototyping phase, which had been designed were learning numbers learning module. The specification of the products developed in this study was a numbers learning moduleby using CTL approach for primary students. Moduledraft designed was as follows: (1) description module and (2) the instructions for usingthe module. Description Module, contained core competencies and basic competencies which would be achieved. Specifically, the content of the material in this module consisted of learning integers and fractions. Instructions for using themodule containing an introduction, a check early ability, activity sheets, conclusions, processing sheets, appraisal column, and an answer key.

Learning device that had been designed was the Lesson Plan as a guide for learning by using numbers module. This Lesson Plan was a guide for teachers to carry out the stages of learning. While the students would work on the existing orders in the module. Components in Lesson Plan followed the existing format in Ministry of National Education Rule 103/2014. The research instrument that had been designed was the Observation Students Activities Sheet, Student Response Questionnaire, Test Learning Results, Module Validation Sheet, Validation Sheet for Students' Observation Activities Sheet, Questionnaire Response Validation Sheet for students, and test Validation Sheet for Learning Results.

In the assessment phase was to validate learning module, and research instruments. The results of the validation module was 3.31 (high criteria), validation of Observation Activities Students was 3.52 (high criteria), validation of Students' Questionnaire Response (high criteria)3.27, and validation Test LearningResults of 3.44 (height criteria). Based on the average validation results, the score wasmore than 3, that was why could be concluded that the module and instruments developed had valid criteria. Although overall validator declared those were valid either the module or the instrument designed, but the researcherwas still doing revised in accordance with the records provided by the validator.

CONCLUSION

Developing of numbers learning module performed in this study followed the development stages presented by Plomp [6], namely: (1)preliminary research, (2) prototyping phase, and (3) assessment phase.

In the initial phase of the investigation Preliminary Analysis conducted: (1) the initial analysis, to find out the problems that occur during the mathematics learning, and supportiveavailability mathematicbook for learning numbers by using CTL approach; (2) analysis of the students, to know how the level of students' independence in learning; (3) analysis of the material, to determine the integers and fractions learning in primary school,(4) tasks analysis, to make a meaningful connection on the module through example in daily life, giving problem in the form of problempossing and open endeed, where the activities in the module required the students to be independent, (5) arranging indicators of learning resultstailored to the core competencies and basic competencies fromGeneral Directorate of Primary and Secondary Education.

In prototyping phase, which had been designed were: (1) The numberslearning module; (2) the learning device; and (3) research instruments. Learning device that had been designed was the lesson plan as a guide for learning by usingnumber module. The research instrument that had been designed was the Observation Activities Students Sheet, Student Response Questionnaire, Test Learning Results, Module Validation Sheet, Validation Sheet for Students' Observation Activities Sheet, Questionnaire Response Validation Sheet for Students, and Test Validation Sheet for Learning Results.

In the assessment phase, the newly done in the first year were validating learning module, and research instruments. The results of the validation module was 3.31 (high criteria), validation of Observation Activities Students was 3.52 (high criteria), validation of Students' Questionnaire Response (high criteria)3.27, and validation Test LearningResults of 3.44 (height criteria). Based on the validation results provided by the three validators wereobtained that module and instrument which was developed was valid.

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SETTING OF GUIDANCE AND COUNSELING SERVICES FOR "SMA/MA & SMK" IN CURICCULUM 2013

Galang Surya Gumilang[1)]

[1)] *Guidance and Counseling Department – University of Nusantara PGRI Kediri*
galangsuryagumilang@yahoo.com

Abstract. This article describes and discusses (1) setting of guidance and counseling services in formal education and (2) setting guidance and counseling "SMA/MA & SMK" In connection with the program "specialization". Guidance and counseling an integral part of the education system in schools have an important role with regard to the fulfillment of the functions and purposes of education and improving the quality of education in schools. Education can take advantage of guidance and counseling as a partner in carrying out his duties as a series of relief efforts. In the 2013 curriculum guidance and counseling activities filled with services towards specialization which expects independence of learners in accordance potentials, talents, and interests. The task of counseling's independence and foster self-control capabilities integrate with the task of teachers who make students master the subject matter.

Key words: Guidance and counseling services, "SMA/MA & SMK", Curriculum 2013

INTRODUCTION

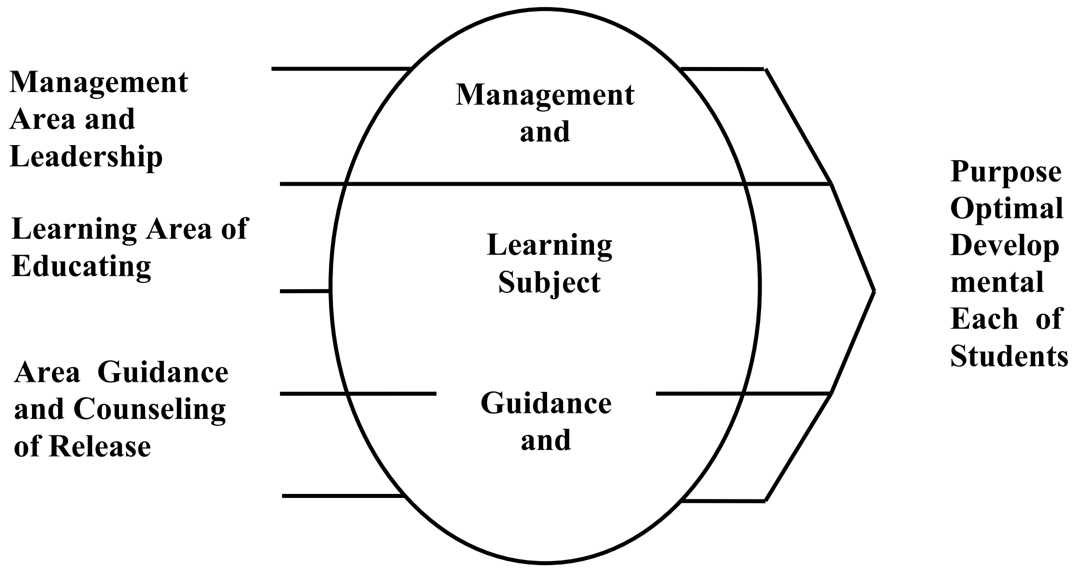
Guidance counseling is an organization that is vital in schools. In particular, guidance and counseling aimed at helping the counselee in order to achieve development tasks that include personal aspects-social, learning (academic), and career (Asmani, 2010). During this time, setting of guidance and counseling services in the "SMA/MA & SMK" tend to be ambiguous because meteri self-development is an area of guidance and counseling services. So the role of the counselor is to use the course materials as a service context, sebagimana used by subject teachers. Part of self-development is a complementary region between teachers and counselors, not just the duty of the school counselor. But more directly related to the service area teachers. While only a small part of self-development of guidance and counseling services in schools. It is inseparable with the birth of the new curriculum is the curriculum 2013 with the term "specialization". Setting guidance and counseling in schools, or more specifically in the "SMA/MA & SMK" also experienced a change in curriculum 2013.

Services specialization of students is an integral part and integrated in the program guidance and counseling services in the educational unit, especially in primary and secondary education. This effort refers to the implementation of the program curriculum, particularly related to the specialization of academic, vocational specialization, deepening specialization and across subjects and specialization advanced studies. This program is the responsibilities of guidance and counseling teacher or counselor at each level of education. In the construct and content curriculum in 2013 concerned the implementation process of interactive learning, inspiring, fun, challenging, motivating students to actively participate and provide sufficient space for the initiative for creativity and independence in accordance with their talents, interests, and physical and psychological development of students. Guidance and counseling teacher or counselor through guidance and counseling services to help students meet the direction of specialization students in accordance with the basic abilities, talents, interests, and the general trend of private students.

DISCUSSION

Setting of Guidance and Counseling Services in Formal Education

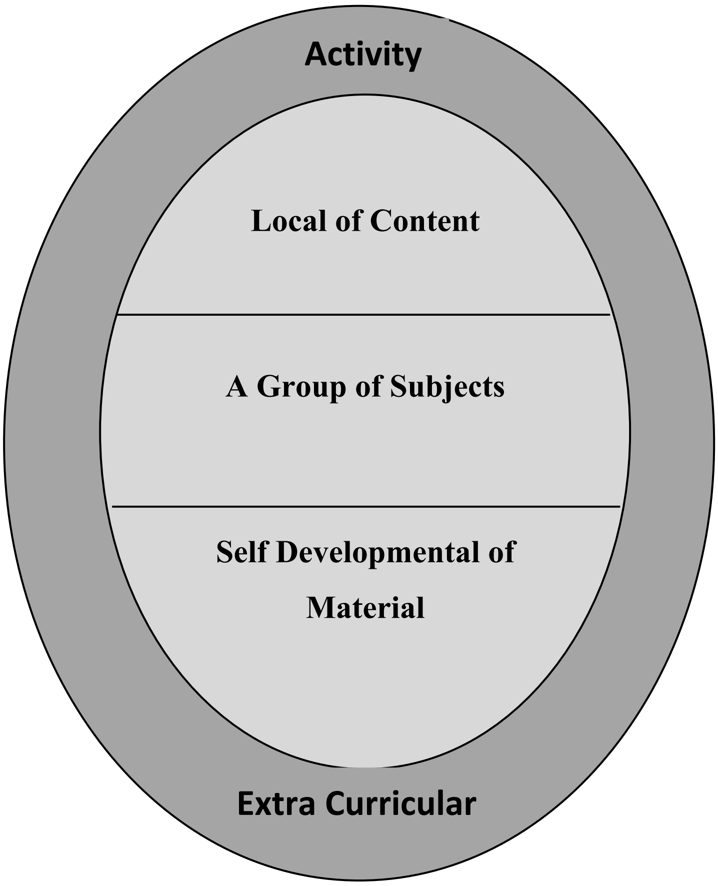
Setting guidance and counseling services in the scope of formal education is a setting of the largest of guidance and counseling services, this is because the service counselor at the school is the foundation/ base formation of man and the community, and also to ensure the quality of graduates and the optimization of the educational process. According "Depdiknas (2008)", guidance and counseling services in the formal education has been mapped precisely in the 1975 curriculum, although when it was still called the education, guidance and counseling services, and services in the areas of learning are framed in the curriculum, as shown in picture 1.



PICTURE 1. SETTING OF GUIDANCE AND COUNSELING SERVICE IN FORMAL EDUCATION

1. Field of learning subject
   This field has a responsibility in teaching activities that aims to provide the knowledge, skills and attitudes. In general, this area is a center of educational activity the most visible and most widespread. This field is the duty and responsibility of teachers.
2. Field of management and supervision
   This field is a field of activities pertaining to administrative matters and leadership, namely issues related to how to implement activities such as planning, organization, financing, division of personnel staff, infrastructure (material), and control (supervision), In general, this area is the responsibility of principals and other administrative personnel.
3. Field of guidance and counseling
   This field has the responsibility to provide services to enable students to acquire both inner and outer well-being in the process of education that is being gone through, so as to achieve the goal. This field will be felt important, because the learning process will only be successful if the students are in a prosperous, healthy, and in the optimal stage of development.

The conclusion that a good activity that includes three components. These three components are interrelated and provide sumbangsi each other. Mapping of guidance and counseling services are thus display clear parallels between the position of guidance and counseling services who's independence, the education management services, and service-learning curriculum framed by the school system as a particular institutional form in the formal education. There is confusion in the setting of guidance and counseling services in the formal education that is in the picture as follows:



PICTURE 2. CONFUSION OF COUNSELOR SERVICE AREA WITH TEACHER SERVICE IN "KTSP"

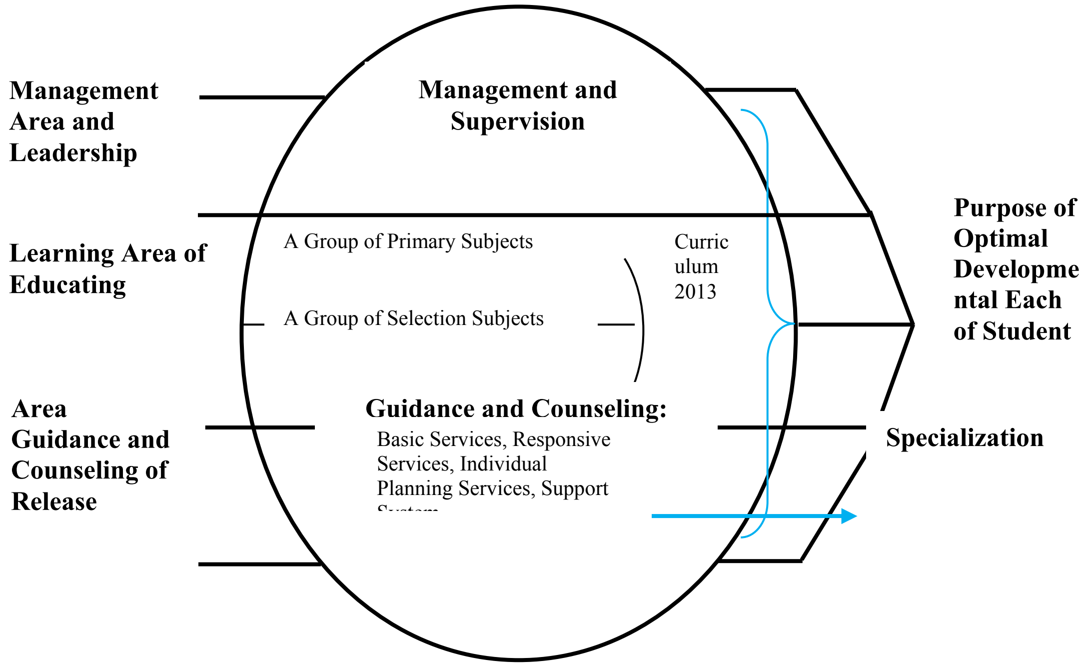
Meaning the image is actually handling personal development more directly related to the service area teachers, in particular through pengancaraan impacts Bridesmaids (nurturant effects) relevant to and therefore it is necessary, knitted into learning that educates the use of subjects as a service context. Material of self-development is an area of guidance and counseling services. So the role of the counselor is to use the course materials as a service context, as used by the subject teachers. Part of self-development is a complementary region between teachers and counselors, not just the duty of the school counselor, but more directly related to the service area teachers. While only a small part of self-development of guidance and counseling services in schools.

Guidance and counseling services in schools is an integral part of the overall education efforts in formal education and the service is carried out by the counselor, but his professional performance expectations differ with professional performance expectations conducted by the teacher. The position of guidance and counseling in formal education as shown in Figure 1, indicate that guidance and counseling services are an integral part of the education program (Kemendikbud: 2013). Therefore, the position of the guidance and counseling teacher/counselor parallel with studies teachers / subjects and the school administration/islamic school.

Setting of Guidance and Counseling Program for "SMA/MA & SMK" with "Specialization"

The education system in the educational unit in "SMA/MA & SMK" during this time (before to the curriculum in 2013) there was a majors program learners, for students "SMA/MA & SMK" held in class XI and in vocational program majors held in conjunction with the new students. The term majors learners are not stated in Curriculum 2013, a term that appears is students specialization.

Guidance and counseling teacher/ counselor at "SMA/MA & SMK" help students determine their interests to pursue higher education in accordance with the basic capability umun (intelligence), talents, interests, and trends in the choice of each learner (Kemendikbud: 2013). Thus the guidance and counseling services that help memandirikan learners through the decision-making related to selecting and determining selection umun accordance with basic capabilities, talents and interests of each learner. To be clear, specialization courses in the curriculum 2013 embodied in the following picture:



PICTURE 3. SPECIALIZATION PROGRAM IN CURRICULUM 2013

1. Field of management and supervision.
   This field is a field of activities pertaining to administrative matters and leadership, namely issues related to how to implement activities such as planning, organization, financing, division of personnel staff, infrastructure (material), and control (supervision). In general, this area is the responsibility of principals and other administrative personnel.
2. Field group of primary subjects and group of selection subjects .
   This field on the previous curriculum "for learning the field of study" which turned into a group of primary subjects and group of selection subjects and become a major task for teachers.
3. Field of guidance and counseling
   This field focuses on determining the direction of specialization students. Counselors provide services to students in order to make choices and decisions by learners to optimize potential and opportunities (oppurtinities) that exist in the environment.

In carrying out guidance and counseling program related specialization, counselors need to collaborate with other school community as the principal, vice-principal, subject teachers, homeroom, administrators, and parents. Guidance and counseling services to help students determine the direction of specialization groups of subjects, across subjects and deepening of the subjects in accordance with the basic abilities, talents and interests. According "Permendiknas No. 27 Tahun 2008 " about qualified counselors that the counselor is able to implement internal collaboration at work among others by teachers, homeroom, principals, and other parties. Collaboration between counselors and teachers of subjects that understand the readiness of student learning and the application of the principles of guidance and counseling in learning, assess the potential of learners, perform diagnostic difficulties of learning and development of students, and to encourage the internalisation of values as the individuation process students.

CONCLUSION

Guidance and counseling services described in the formal education curriculum in 1975 with the name of guidance and counseling services in the field of education and learning are packed in the curriculum. There is confusion guidance and counseling in "KTSP" or more in the know with the self-development in the context of performance of subject teachers for self-development included in the complementary between teachers and counselors that lead to self-development is only the smallest part of the guidance and counseling services in schools.

The education system in the educational unit in "SMA/ MA & SMK" during this time (before to the curriculum in 2013) there is a program of majors students, for high school students carried on in class XI and in vocational program majors held in conjunction with the new students. The term majors learners are not contained in the curriculum in 2013, a term that appears is specialization students.

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LANGUAGE VOCABULARY AS A MEDIUM FOR UNDERSTANDING SOCIO-CULTURAL OF SPEECH COMMUNITY

By
Imam Suyitno
Indonesian Department, Faculty of Letters, State University of Malang
email: yitnolis@yahoo.com, phone: 081217800362

Abstract: The language used by a society is a system of mediation, namely as a tool or medium used by members of the community to meet their needs. In a social unity in the community, the language is used by a number of communities who have diverse needs and interests. Through language, cultural differences subsystem owned communities in society can be observed. Differences in cultural subsystems of a community can be seen from the emergence of various words, either in the form of words that are unique and the words used in speech uptake. Therefore, phenomena of vocabulary absorption apply to all language communities in contact with the culture of other peoples of different cultures. Vocabulary in a speech does not merely convey the meaning of speech, but it also charged the cultural vocabulary. Vocabulary in speech has cultural content related to the public perception of native speakers that appear to interact with the ecological environment and socio-cultural environment.

Keywords: vocabulary, social, cultural, community

INTRODUCTION

Vocabulary used by community members in communication, if we observe its form, is very diverse. Vocabulary used in the speech, other than in the form of a common vocabulary used in everyday life, is also in the form of vocabulary including the special feature. The vocabularies in this special feature can be either old vocabulary, vocabulary uptake of the vernacular, are also the vocabulary of other languages. The diversity of vocabulary in the speech demonstrated the dynamism of speech-language as a language that is alive and thriving. On the other hand, the inclusion of the words in the uptake of the speech can be regarded as indicators of the public speech-language limitations in reaching and meeting the needs of society in social communication of broader culture.

The language used by a community, according to Duranti (1997), can be regarded as a system of mediation, namely as a tool or medium used by members of the community to meet their needs. Based on that view, the appearance of the words in a speech absorption, it can be said that the language has not been able fully as mediation system communication to serve people to convey a message in a specific communication topic. Community language speakers have the knowledge and experience of the wider culture than the number of mental content that can be reached by the vocabulary of the language. The knowledge and experience that comes from outside the culture of the people that have not been recorded in the vocabulary of their language.

Vocabulary absorption phenomenon applies to all language communities in contact with the culture of other peoples of different cultures. This means that no single language that can meet the needs of everyone. In other words, no one community in the world that has a cultural system as completely as possible to reach all the cultural system owned by other people. Every society has its own culture that can sustain limited his society. Within these limitations, the culture of a society can not be compared with the cultures of other communities. Therefore, Sumardjo (2005) explains that culture should be seen in juxtaposition, in the sense of the culture side by side with other cultures in a parallel position

In a social unit in society, there are a number of communities that have needs and interests of each. Community needs and interests of the younger generation are different from the needs and interests of the older generation of the community, the community of owners of capital is different from the poor communities, communities of different officials with a small community of people, and so on (Jones, 1999:124—127). The needs and interests of each community have led to the emergence of various subsystems of culture in the community. Each community, according to Porter and Samovar (2005), has different cultural subsystems with other community cultural subsystems in one system surrounding culture.

VOCABULARY AS A SOCIAL SYSTEM OF COMMUNITY

Differences subsystem culture of communities in society can be observed on the different uses of vocabulary in the language system. The difference can be seen from the emergence of the words used in speech uptake. For example, the absorption vocabulary of *Using* language speech contained in old songs and new songs. Speech of old songs absorbs many Java language vocabulary belonging vocabulary Java language *krama* (highest level social stratification in Java language). Absorption is done with the intent to show respect and appreciation to the partners of speakers he said. Meanwhile, the vocabulary contained in the uptake of the new songs is the uptake of the Java language vocabulary *ngoko* (lowest level social stratification in Java language), for example, the absorption that you did the second person pronoun *kowe* 'you'. Absorption is not intended for awards, but to create intimacy with a partner he said.

Another example of cultural differences subsystem can also be observed in the case of Indonesian vocabulary absorption into society *Using* speech. Uptake of Indonesian words, people older generation using Indonesian vocabulary to express matters relating to the struggle, development, employment, and some specific social issues. Absorption is done because in the *Using* language that has not have a counterpart to reveal concerning topics were spoken. If the chances are there any equivalent words, those words could not express the same meaning as set out in the speech. Meanwhile, the people of the younger generation using Indonesian words to express about love. The words are in fact already exist in parallel in the words *Using* language has. The new songs absorb vocabulary speech was to promote the popularity that fits the needs of communication.

Case vocabulary absorption as mentioned above is a reflection of that in the speech community there is a group of diverse speakers. This difference, according to Peccei (1999:103), due to their differences in viewing the surrounding world. Expressed their world insight into the differences in the language they were spoken. That is why Peccei explains the language is an activity that is fundamental to human life that is used to convey the expression of the world (insight into the world around). Language is the primary means for conveying culture and cultural beliefs of members of one community to another community member. The structure of language reflects the way a culture sees the world and reflects the distinctions/categories that are important to the culture.

The age difference often creates differences in language in many languages in the world. The language used by the young community is different from the language used in the old community. This is a marker that community characteristics can be observed from the characteristics of the language it uses. Community diversity equivalent with a diversity of language it uses. Harris and Moran (2005) explains that in the life of the community, community characteristics that are instantly recognizable difference characteristic is related to communication systems and language system.

Differences community characteristics are reflected also in the different uses of vocabulary is currently regarded as the vocabulary old language in their speech. Variety vocabulary of old language found in the speech delivered by the older generation. In the speech of the young generation, old language vocabulary is rarely found. The use of the vocabulary of old language by the older generation is meant to tell the specific concepts that require special words for words that are in everyday use less precise when used for expressing a concept he meant.

In particular communications, community members said sometimes also use specific typical of language words. These words are words produced by speakers themselves. The words in the speech communication have two kinds of functions, namely to cause assonance speech that build wholeness speech and to demonstrate the cultural distinctiveness of expressing universal cultural phenomenon. The typical phrase is spoken as the expression could not be replaced with words from other languages because it can change the expression meaning. The expression enabled to build a speech that reveals the virtues that need to be adhered to by the people.

The description above suggests that in society there are a number of values and norms that control and regulate the activities of the social culture of a society. Values and cultural norms and guidelines have become a lifeline upheld and adhered to by all members of society. The cultural values are abstract and contain ideas that are considered good, true, and the desired shared by members of the public. Because the value is abstract and general culture, which enabled the various social behaviors that vary from community members with one another. During the behavioral diversity in accordance with the values espoused, conflicts among members of the community in a whole society are not going to happen. In this case, Conklin (1984) stated that the values and cultural norms regulating and directing the way of thinking, behaving, tells members of the public in certain situations.

Expressions in the language commonly used by members of the public to tell the specific issues considered taboo or inappropriate if told in plain words that they use the expression. Taboo intended in this sense, according to Wardhaugh (1998), is words that are prohibited or its use should be avoided in the community because its members believed to interfere, in the sense that would cause anxiety, feeling shy or embarrassment. As a result, all dealing with the language, certain things are not disclosed or certain objects can only be referenced using other words. According Wardhaugh, things are taboo there were all kinds, namely sex, death, sewerage, bodily functions, religious things, and politics.

VOCABULARY AS CULTURAL MIRROR OF SOCIETY

Vocabulary in a speech does not merely convey the meaning of speech, but it also conveys the cultural of society. Vocabulary in speech has cultural content related to the public perception of native speakers that appear to interact with the ecological environment and socio-cultural environment. The vocabulary, in view of the Sapir-Whorf, a cultural interpreting the world around it. Public perception about their world cultures is reflected in the words of the language. Vocabulary can be classified into nine categories, which includes the vocabulary of humans, animals, plants, objects, terrestrial, substance, energy, cosmos, and there's all.

The use of the person's name and address are examples of cultural expression of the community in looking at kinship. The use of the name and address cultural kinship can indicate the greeting speech community. As an example, in the *Using* community in Banyuwangi, greeting kinship in *Using* language that distinguishes it from the Java language is *mbok* 'greeting kinship to sister' and e*mak* 'greeting kinship to mother'. In Javanese culture, *mbok* designation is greeting kinship, which means the same as "mother", while *emak* is often used to mean "father". Greetings kinship in *Using* language system similar to the Java language. Greetings kinship include *thulik/jebeng* 'designation for small children small', *mbok* 'sister', *kakang* 'older brothers', *paman* 'uncle', *bibi* 'aunt', *bapak* 'fathers', *emak* 'mother', *uwak* (Java: *siwo*) 'the older brother of the father'.

In the culture of the people in Java, the individuals in a society enforce the rules in selecting the appropriate greeting for partners kinship he said. To mention a hearer who still brothers, they have the word greeting that is certain, namely *emak, bapak, paman, bibik, kakang, adik*, and so forth. However, to greet others who are not relatives, they use the greeting kinship with age, position in the occupation, gender, social status, and so on. If they are dealing with other people outside *Using* community, they use a universal kinship greeting, namely *mas* ‘brothers”, *mbak* ‘sister”, *bapak* “sir”, and *bu* “mam”.

Under certain conditions, due to psychological factors, older people sometimes do not use the greeting kinship to the person in law. They call in accordance with the status of their relationship, ie, *mantu* 'someone in-law' and when they have children, she called him by using his first name. Wardhaugh (1998) explains that in a society that claims to be an egalitarian society, raised doubts about the term greeting appropriate and consequently is not used greeting kinship at all, for example, between son and mother-in-law, the old man to a woman much younger, etc.

The use of pronouns in speech of Banyuwangi folk song describes the system of pronouns in the *Using* language. However, a number of these pronouns, there is some pronouns uptake of the Java language. The pronoun may include the first-person, second-person pronoun, and the third person, both singular and plural. To the first person plural pronouns, *Using* language absorb Indonesian pronoun, the word we uttered *kito* [kit0]. *Kito* word has two meanings, that *kami* “someone and I” and *kita* “you and I”. Meanwhile, for the second person pronouns and the third plural, *Using* language using looping form or add the word *kabeh* 'all' behind a singular pronoun.

An understanding of cultural content in the vocabulary used by members of the public in their everyday speech can be observed on the topic said that it conveys. This can be seen by the speech put forward in the area of its songs. For example, in a speech of Banyuwangi folk songs, in a speech of old songs, there is a vocabulary to name the hero of Belambangan and reveal *Using* traditions and beliefs of society. Figures are expressed in speech the song was mostly concerned with the figures presented in the legend, myth, and history associated with a history of Banyuwangi. Traditions and beliefs are expressed in the speech of the song include salvation for agricultural tradition and the tradition of salvation for the life cycle. Besides the two traditions, the songs are also used vocabulary speech referring to the tradition of folk games and oral traditions related to the activity of fondling or guiding children. All the vocabulary about topics that are not found in the speech of Banyuwangi folk songs which included a new song category. These new songs most said social problems and romance experienced by individuals in public life.

Examples of the above description show that the culture has changed *Using* cultural orientation, which is familiar with the culture of the past to the culture are familiar with today. The change of orientation illustrates that in society there are complexities of *Using* norms, ie there are the norms of the old values that guided by the older generation and there are also new norms of values espoused by the younger generation. The older generation still holds to the old tradition, whereas most of the younger generation began to turn to the local tradition of the city. Differences values can be observed in the Using people's lives. They have two cultural value system that is being in problems. On the one hand, there are those who want the survival of tradition and old values, on the other hand, there are those who want to nationalize the culture of Banyuwangi.

In the speech of Banyuwangi folk songs, also mentioned the vocabulary referring to livelihood or employment. The vocabulary of livelihood life is spoken by most of the songs are old and some speech in the new songs. The livelihoods of the most widely spoken are agriculture. Other jobs are fishermen, laborers and service workers. This finding is consistent with the real conditions of *Using* society that most of the population are farmers. In addition, there *Using* public who work as traders, laborers in enterprises, service workers, and civil servants.

In connection with the livelihoods of life, *Using* society is closeness to nature. As a result, they have extensive knowledge about the fauna, flora, terrestrial. By learning from the experiences of her life with nature, they gain knowledge about animals or animal beneficial or detrimental. Likewise, because of proximity to nature, they are familiar with the types of plants that provide benefits and plants are detrimental to him. Associated with terrestrial, they are more familiar with overlays in the form of wetland and upland 'garden'.

Using Community closeness to nature indicate their relationship with the surrounding environment. The relationship is not only a relationship of mutual dependence but manifested in a relationship of mutual influence (Poerwanto, 1997: 92). People not only can take advantage of nature, but also be able to change and cultivate the environment to make it more beneficial. With its culture, society can create a certain environment in accordance with the form of creativity and adaptability in the face of environmental challenges. In connection with the adaptation strategy, *Using* society create cultural objects for the sake of his life.

Material objects known and created by *Using* society are mentioned in the speech of the song. Such objects exist which are universal, others are typical of *Using*. Object material that is universal in between is material and agricultural inputs, means of fishing, transportation, and means Trimmed away. Meanwhile, material objects that are typical of *Using* object is with regard to food and household appliances. *Using* typical material objects in the form of food and household appliances known as traditional food and folk crafts.

In a speech of Banyuwangi folk songs, also used some of the vocabulary belonging to the category of substance, energy, and the cosmos. Thirdly it is a natural environment that has an influence in shaping the system of cognition of *Using* community members about the surrounding environment. From the system of cognition, awakened cultural systems underlying attitudes and behavior of individuals in their interaction with the natural environment. The emergence of various beliefs, for example, ritual *Rebo Wekasan*, counting days to start working on the fields and planting rice, the determination to build a house or day of the wedding, and so on, are a system of cognition that is formed from the interaction with the natural environment. Perceptions and views and behavior of the community, according to Poerwanto (1997: 93), can only be known through relationships functionally related so that they are able to preserve ecosystems in their environment.

Vocabulary other categories contained in the speech of Banyuwangi folk songs is the vocabulary of all categories there early. There are a number of words in speech can be grouped into four types, namely vocabulary category there's all related to the use of time, ethical cultural, psychological atmosphere, and living conditions. In the vocabulary which refers to the use of time, it can be said that *Using* society view time is cyclic, not linear, meaning that the time will continue to be repeated in the future. Vocabulary refers to the ethical culture refers to the positive attitude and negative attitude. Vocabulary related to psychological atmosphere mostly refers to the sad mood. Meanwhile, the vocabulary related to living conditions refers to conditions of life become Using community expectations, namely pleasant life, just, prosperous, and live well.

CONCLUSION

Based on the amount of description above, it can be argued that the range of vocabulary and cultural content expressed in the vocabulary of speech is an expression of the socio-cultural community of native speakers. The diversity of vocabulary they said describe the dynamics language that is always evolving in accordance with the needs of society in social communication culture in the community. The diversity of cultural content in a spoken vocabulary reflects the diversity of people's lives with regard to their daily lives.

The diversity of spoken vocabulary in a communication expressing the socio-cultural dynamics of the community. The wealth of existing vocabulary in the language shows the cultural wealth of the community of native speakers. Therefore, the language provides a vocabulary that is required by the speakers in accordance with its cultural richness. If the public will be said that the knowledge and experience that is not his culture, the language vocabulary of the language of the owner to absorb the culture. This is caused by the limitation of their own language as a medium of speech expressing certain ideas that exceed the limits of their ethnic. Practice vocabulary adoption of other languages is a phenomenon of language and culture that are universal. This phenomenon shows the cultural dynamism of the owner of that culture.

From these discussions, it can be argued that through a variety of vocabulary, members of the public expressing socio-cultural behavior. Through the diverse vocabulary, speech community members expressed diverse cultural content. The use of varied vocabulary is a cultural phenomenon that reflects the social dynamics and the dynamics of communication in society. While the diversity of cultural content in the speech reflects the diversity of adaptation strategies and patterns of people's perception of the ecological conditions and socio-cultural conditions that surrounded.

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THE ACQUISITION OF RITASE VEHICLES AGAINSTS THE INCOME EACH VEHICLE FREIGHT TRANSPORT (CASE STUDY IN TRANSPORT COMPANY)

Indah Sari [1] Achmad Daengs GS [2] Wiratna [3]

[1] *University 45 Surabaya*
email: i.sarimarch@gmail.com

[2] *University 45 Surabaya*
email: bumigora80@gmail.com, adaengsgs@univ45sby.ac.id

[3] *University 45 Surabaya*
email : wiratna9@gmail.com

Abstract. Expedition company as the transportation company are haveveryimportant roles in goods flow chain from one place to the other places. In addition, with their capability and skill, the expedition service can organize of delivering implementation through land, sea, and air. Thus the expedition are offers more services for trading (transporting/acceptance) of the goods from the producer until to the consumers. One of the company that provides goods expedition services which operates in Pasuruan to fulfill the need of goods expedition services. The objectives of this research are to analyze whether the trips gaining of the vehicles that are supported by variables of loading and unloading process, distance of the good delivering, physical condition and road traffic, driver behavior, and vehicle condition are have significant effects on revenue of each freight vehicles. Population that used in this research are all of vehicles that existing in the company by amount of 50 vehicles. The methods of data analysis that used are validity, reliability and regression analysis test.

Keywords: loading and unloading, vehicles, traffic, driver

INTRODUCTION

Along with the increasing of public welfare, so the consumption of goods other than basic needs such as food, beverages, clothing and housing also increasingly. Accordingly the needsto consume services products arising from community needs to increase comforts and satisfaction. These changes will affect the consumer behavior to make decision of purchasing and using the product of goods and services.

To facilitate consumers to get the goods needed, so the roles of transport are required that it isn't just expedite the flow of goods and the human mobility, but also help the developing of a city both of economic and industry aspects. The transports serve as a support of development and give services for economic development. So it is clear that the transport services are very important and theyalso have very much role for the economics development in Indonesia now.

A service is an act or performance that one party can offer to another that is essentially intangible and does not result in the transfer of ownership.[8]

The presence of demand for transport services from other sectors (such as agriculture, industry, trade, mining, fisheries and others) led to the provision of transport services [1]. This is as happens in Pandaan, East Java. Because of many factorieswhich produce goods needed by public, especially packaged drinking water, then the request of transport services was rise increasingly. So the transportation capacity must be provided fairly with the request, to be able to serve development activities in other sectors.

Therefore the freight forwarders was emerged as the company that engaged in transportation services field, it was a routine activities implemented. The freight forwarders as Transportation Company have the important roles in flow chain of goods from one place to another. By the capability and expertise, freight forwarding services can be organized the implementation of delivery by land, sea, and air. Thus, the freight forwarding more provides services for exchange (transport/reception) goods from manufacturer to consumers.

LITERATURE REVIEW

Trips

The meaning of trips in lease of truck or goods transport vehicles (http://sewatrukiabodetabek.blogspot.com) is:

1 trip = delivery of goods from location A to location B and trucks immediately return

1 trip = 1 times loading the goods and 1 times unloading the goods

2 trips = delivery from location A to location B, and repeated again from A to B

2 trips = delivery from location A to location B further to location C

2 trips = 2 times loading the goods and 2 times unloading the goods

Productivity

Productivity is now spoken by many people, can be seen from different angles depending on who bring it and for what purpose. Philosophy and spirit of productivity is the will and effort of human to always improve the quality of life and livelihood in all of fields.

According to suggested that productivity is the ability of a set of economic resources to produce something as a comparison between input (sacrifice) and output (yield). [14]

Meanwhile, according to suggested that the definition of productivity in the micro scale or in the enterprise level can be read as a comparison between the output with the input of the company.[2]

National Productivity Council of Indonesia has formulated the definition of productivity from various aspects or angles, these are:

1. Philosophical/Psychological. Productivity is the mental attitude to always take the view that quality of life today should be better than yesterday, and tomorrow must be better than today. The meaning essence of productivity is the mental attitude and the perspective of tomorrow. Unproductive mental attitude and perspective, according to Hidayat is considered that without working harder we can gain something valuable, fear of making a decision because there is the risk elements, feel satisfied with the sufficient outcome although not perfect, havea high consumptive culture, not to correcting errors now but put off until tomorrow.
2. Economics/Financial. Productivity is a business to obtain the results as much as possible by the smallest sacrifice of resources. Financially productivity is the measurement of productivity on output and input that are quantified.
3. Technical. The meaning of productivity technically is a sense of efficiency in production, especially in the use of science and technology. Productivity is formulated as the ratio of output to input.

Freight Vehicles

According to the decision of the Director General of Land Transportation number 727/AJ.307/DRJR /2004 dated 30 April 2004 that the meaning of vehicle is a tool that can move either in the way both of driven by engine and driven by humans or animals.

The meaning of transporting is the movement of people or goods from one place to another by using the vehicle.

According to: "Transportingwas defined as the movement of goods and people from the origin place to the destination place". [7]

Based on this understanding, there are four factors:

1. There are loads to be transported from the origin to the destination place.
2. The availability of vehicles as a means of transport.
3. There is a medium that can be passed by the vehicle.
4. Propulsion.

Transporting process is a movement from the place of origin, from which the transport activities are started to the destination where the transport activities terminated. Transportation cause the value of goods will rise higher in destination places than the costs incurred for the transportation. The values that given by the transporting is a value place (place utility) and the time value (time utility). Both of these values are obtained if the goods have been transported to a higher value place and can be utilized in timely by the consumer or customer.

Based Vehicles Categorization/Classification under SNI 09-1825-2002 (http://202.158.23.137/?sni=04) as the revised of Vehicle Categorization/Classification that was written by the Engineering Committee of Motor Vehicle, Center for Standardization and Accreditation Department of Industry and Trading, and written appropriate to guidelines of BSN No. 8 year of 2000 the writing SNI refer to ECE-RE 3 TRANSA//P.291791REV.1/AMEND.2, dated April 16, 1999, Consolidated resolution on the construction of vehicles (R.E.3), that:

Motor vehicle of categories N, that is four or more wheeled motor vehicle and used for the transport of goods:

1. Categories N1that is motor vehicles for the

goods transport and has allowed gross vehicle weight (GVW) up to 3.5 tons.
2. Category N2 that is motor vehicles used for the goods transport and has allowed gross vehicle weight (GVW) more than 3.5 tons but not more than 12 tons.
3. Category N3 that is motor vehicles used for the goods transport and has allowed gross vehicle weight (GVW) more than 12 tons.

Loading and unloading

It is one of the activities carried out in the process of forwarding (delivery) of goods. What is meant by the loading activity is the process of moving goods from the warehouse then stacked rose on the ship while the unloading activity is the process of unloading from ship and then put them in warehouses in ports or stockpile or container yard. (http://www.perusahaanbongkarmuat.davidsigma.com/bongkar-muat/).

Constraints that often occur in the process of loading/unloading of goods are as follows (www.bongkarmuat):

1. The lack truck armada is provided, thus slowing down the process of loading/unloading.
2. The damage to the tool loading/unloading such as; grab, bucket, forklift.
3. The weather was unfavorable such as; rain.
4. Availability of goods which is less than the desired capacity.

Troubleshooting that is normally taken by the foreman are:

1. Coordinate to armada owners that the provided are less and soon to added the armada.
2. Immediately report to the ship party which is being tasked to report to the engineer so quickly rectified. Whereas when damage occurs to the ground crane immediately report to the maintenance division to be repaired as soon as possible.
3. Replace defective tools with new/backup tools. And if the availability of tools is limited then conduct the repair as quickly as possible.
4. Because of the weather then immediately reported to the guard officer to close the hatch ship so that the goods do not get wet.
5. Immediately report to the supervisor before items in the stockpile runs out, so that the supervisor can coordinate with the shipper about the matters and the decision is all there in the shipper.

From the solutions of the problems above it can be concluded that:

1. Prior to conduct the loading/unloading activities it is checked either mechanical or non-mechanical equipment.
2. Conduct field inspections of pile stock before doing the loading or unloading.

The Limitation of Freight Vehicle Speed

The speed limitation is a provision to limit the speed of vehicular traffic in order to reduce the number of traffic accidents. It is used a general rules or specific ones to a lower speed limit for some reason of the crowd, around the school, many activities around the streets, saving energy or for reasons of road geometric.

Approximately one third of crash victims who died because of the violation of speed, so the speed limitation are a powerful tool for controlling the number of victims who died as a result of a traffic accident (wikipedia).

It was defined in general with the laws in this case Article 80 of Government Regulation No. 43 of 1993 on Infrastructure and Road Traffic. Taking into account the safety can be set lower in Article 81 and set higher if it allows in Article 82.

Road Traffic Conditions

It is the situation that occurred on the road that can be caused by jammingor there was an improvement (Indonesian dictionary).

Road is the infrastructure of land transport covering all parts of the road, including complementary buildings and equipment intended for traffic, which is at ground level, above ground, below ground and/or water, as well as on the surface of the water, excludingthe railways, lorries, and the cable ways (Government Regulation No. 34 of 2006).

The highway is the pathways above the earth's surface that is made by man with shapes, sizes and types of construction that can be used to distribute the traffic of people, animals and vehicles transporting goods from one place to another easily and quickly.[10]

For the good planning of roads, a feature of geometric should be set such that the road can provide optimum services to traffic in accordance with its function, because the final goal of planning geometric is to produce a secure infrastructure, efficiency of traffic flow service and maximize the ratio of usage rate fees and also provide sense of secure and comfort to road users.

Driver behavior

Driver behavior when driving on the highway has long been an object of research. If it was originally intended to seek relationships driving behavior with the accident rate, now driving behavior is also associated with the level of energy consumption of the vehicle.[3]

Driving behavior can be divided into six behaviors that affect the efficiency of fuel use, namely:

1. Acceleration. This behavior is done when the driver accelerates the vehicle (speedup) by pressing the gas pedal.
2. Braking. This behavior is done by the driver to slow the vehicle (show down) by release the gas pedal and press the brake pedal.
3. Gear position. This behavior is associated with the position of the gear when the vehicle is moving.
4. Idling. This behavior is associated with the driver's habits letting the vehicle's engine to standby despite being stopped.
5. Speeding. This behavior was observed when the vehicle runs at a constant speed in a straight path like in toll road.
6. Start and Shutdown. This behavior is associated with the current habit of turning on and off the vehicle engine [3]

Vehicle condition

It is a philosophical category which reveals the state of an object in the form of vehicles that used for a business (Indonesian dictionary).

Truck is a motorized vehicle for transporting goods, also known as freight cars. In the small form it is referred to pick-up, whereas in larger form with 3 axes, one in front, and the tandem behind is so-called tronton truck, whereas that used to transport container in a patch form is referred to trailer truck (Wikipedia).

Haulage of truck depends on several variables, including the number of tires, the number of axes/axis configuration, axis charge, tire strength, support capacity of the road.

RESEARCH METHOD

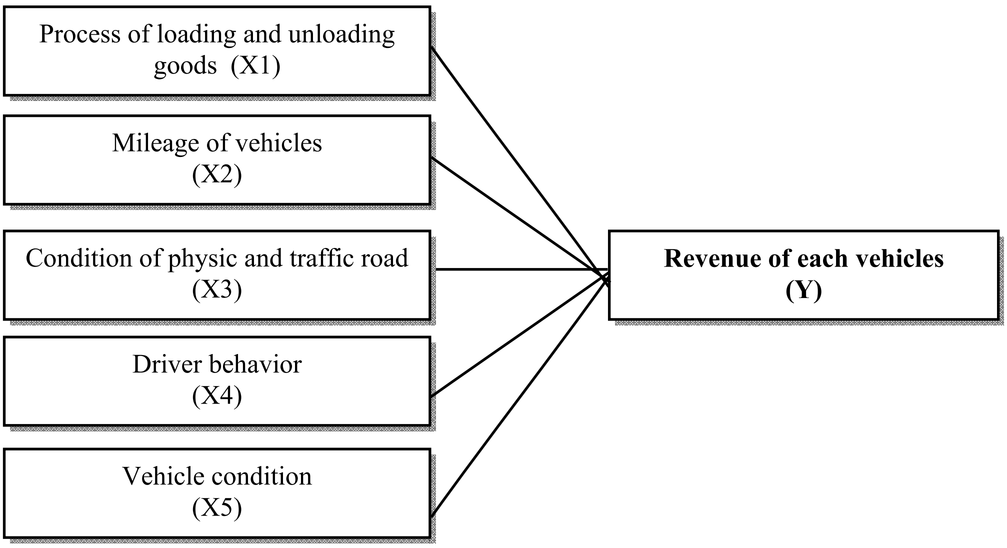

FIGURE 1
CONCEPTUAL FRAME

Operational Definition of Variables

1. Process of loading and unloading goods
   A series of changes (events) for unloading and loading from or to the ships (trains, etc.)
2. Mileage of delivery
   The distance that can be taken by the vehicle without stopping to deliver the goods with a certain amount of fuel.
3. Condition of physical and road traffic
   Road traffic conditions are situations that occur on the road that can be caused by the jamming or there are improvements.
4. Driver behavior
   Driver behavior is any activity or action or attitude to comply with the regulations in the company. While the driver skill is the ability to understand the procedures in the driving of various types of vehicle brand and size.
5. Vehicle condition

It is a philosophical category which reveals the state of an object in the form of vehicles that used for a business.

6. Revenue of each vehicle
   It is the results obtained by each vehicle in order to provide delivery of goods.Revenue of each vehicle is a form of productivity in micro scale where the companies can read a comparison between the output (revenue each vehicle) to the input (costs out due to the shipping of goods to the destination). The data of output and input are taken from March to June 2013.

Data collection technique

Variable x1, x2, x3, x4, x5 is used a questionnaire. According to Sugiono (2009) data collection techniques by questionnaire is the technique of data collection is done by providing written questions and statement to the respondent to answer it, using a Likert scale by giving a score on the selected answer by respondent.

While data collection techniques for variable Y by collecting the amount of revenues and expenses of 50 vehicles were used in this research. Data revenue and expenses of armada needed in this research is data from March to June 2013.

Model and Technical Analysis

Validity test

Test of data quality was conducted by validity and reliability test. Validity test is used to measure the validity of a questionnaire. A questionnaire is considered valid if the questions on the questionnaire were able to reveal something that will be measured by the questionnaire.[5] Validity test that used in this study is the correlation of Spearman.

Reliability test

It is used to measure a questionnaire which is an indicator of the variables or constructs. A questionnaire is said to be reliable if the respondent's answer to the questions in the questionnaire are consistent or stable over time. Reliability measurement can be done by one shot study or only once measurement. Measurements were performed only once and then the results were compared with other questions or measure the correlation between answers to questions. SPSS provides the facility to measure the reliability by the statistical test of Cronbach's Alpha> 0.60.[5].

Descriptive analysis

Descriptive analysis method in this research principally is the transformation process of data research in tabular form, making it easy to understand. Researchers want to know the general profile of the respondents along with the variable.

Analysis of Classical Assumptions

Normality test

It is used to determine whether a variable is normal or not. Normal here in the meaning of having a normal data distribution. Normal or not are based on the standard of normal distribution of the data with the same mean and standard deviation. So the normality test basically compares the data that we have with the normal distribution data that has same mean and standard deviation with the data they hold. F test and t test assumes that the value of the residuals follow a normal distribution. If this assumption is violated, then the statistical test to be invalid or bias, especially for small samples. The method that used to determine the normality by Kolmogorov-Smirnov test.[5]

Multicolinearity test

That is to test whether the regression model found a correlation between independent variables and the good model should not happen multicolinearity. If the tolerance values> 0.1 and VIF <10, it can be concluded that there is no multicolinearity between the independent variables in the regression model. If the value of tolerance is <0.1 and VIF> 10, it can be concluded that there multicolinearity between the independent variables in the regression model.[5]

Autocorrelation test

Autocorrelation test in a model has aims to determine whether there is a correlation between disturbing variables in a given period with the previous variable. Autocorrelation frequently happen for the time series data. But for the cross-section data sample are rarely happenbecause disturbing variables was different from one another. Detecting autocorrelation are using the value of Durbin Watson with the criteria if [9]:

D-W value below -2 means there is positive autocorrelation.

D-W value between -2 and +2 means no autocorrelation.

D-W value above +2 means there is negative autocorrelation.

Multiple Linear Regression Analysis

In an effort to address the problems in this study then used multiple linear regression analysis. Regression analysis is basically the study of the dependence of the dependent variable with one or more independent variables, with the aim to estimate and predict the average population or the values of dependent variable based on the known value of the independent variable.[5]

Thus, multiple linear regression analysis was used to analyze the influence of loading and unloading process, vehicle mileage, condition of physical and road traffic, driver behavior, vehicle condition to the revenue of each vehicle as the dependent variable.

RESULTS AND DISCUSSION

Validity test

It is used to measure whether or not the questionnaires is valid. A questionnaire is said to be valid or invalid if the questions on the questionnaire were able to reveal something that will be measured by the questionnaire. Significance test is done by comparing the value of r test (value of Corrected item-total correlation in output Cronbach alpha) with the value of r table for degree of freedom (df) = n - 2 (n is the number of samples). With the number of samples (n) is 50 and significance level of 0.05,then r tables in this study are: r (0.05;50-2 = 48) = 0.238.

If the r test is greater than r tables and positively correlated those items or questions are valid. Or in other words if the item in question is said to be valid if score of the item in question has positive and significant correlation with the total score variable.

Reliability test

It was conducted on items that has valid question. This test is used to measure a questionnaire which is an indicator of the variables or constructs. A questionnaire said to be reliable if someone answers to the statement is consistent or stable over time. A variable is said to be reliable if it had a Cronbach Alpha> 0.60. The calculation of the value of the reliability coefficient for the research instruments that used was obtained the results as follows:

Table 1
Reliability test results

Item	*Cronbach Alfa*	0,60	Description
XI	0,787	0,60	Reliable
X2	0,957	0,60	Reliable
X3	0,930	0,60	Reliable
X4	0,862	0,60	Reliable
X5	0,774	0,60	Reliable

Based on the results obtained from reliability test of research instrument, because the values was obtained reliability coefficients> 0.60 it can be concluded that the research instrumentsare reliable.

Table 2
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Process of loading and unloading goods	50	3,00	5,00	3,8520	,42916
Mileage of vehicles	50	1,00	5,00	4,0100	,69613
Condition of physic and road traffic	50	2,00	5,00	3,7866	,57073
Driver behavior	50	3,50	5,00	4,1250	,32439
Vehicle condition	50	2,33	4,67	3,9198	,55046
Revenue of each vehicles	50	1,22	2,77	2,0254	,28271
Valid N (listwise)	50				

Descriptive statistics for process of loading and unloading variable has a mean value of 3.8520 is a good category, has minimum and maximum value of 3 and 5 and a standard deviation of 0.42916. The process of loading and unloading the goods need to be improved to be excellent.

Descriptive statistics for the mileage of vehicle variable has a mean value of 4.0100 is categorized good / appropriate, has minimum and maximum value of 1 and 5 and a standard deviation of 0.69613. Mileages of vehicles need to be improved to be excellent.

Descriptive statistics for conditions of physical and road traffic variable has a mean value of 3.7866 is a good category, has minimum and maximum value of 2 and 5 and a standard deviation of 0.57073. The condition of physical and road traffic need to be improved to be excellent.

Descriptive statistics for the driver behavior variable has a mean value of 4.1250 is a good category, has minimum and maximum values of 3.5 and 5 and a standard deviation of 0.32439. Driver behavior needs to be increased again to be very good.

Descriptive statistics for the vehicle condition variable has a mean value of 3.9198 is a good category, has minimum and maximum values of 2.33 and 4.67 and a standard deviation of 0.55046. Vehicle conditions need to be improved to be excellent.

Descriptive statistics for revenue of each vehicles variable has a mean value of 2.0254 is a good category, has minimum and maximum values of 1.22 and 2.77 and a standard deviation of 0.28271.

Normality test

It is used to determine whether a variable is normal or not. Normal here in the meaning of having a normal data distribution. Normal or not are based on the standard of normal distribution of the data with the same mean and standard deviation. So the normality test basically compares the data that we have with the normal distribution data that has same mean and standard deviation with the data they hold. F test and t test assumes that the value of the residuals follow a normal distribution. If this assumption is violated, then the statistical test to be invalid or bias, especially for small samples. The method that used to determine the normality by Kolmogorov-Smirnov test. The results of normality test can be seen in the following table:

Table 3
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters a,b	Mean	,0000000
	Std. Deviation	,11283165
Most Extreme Differences	Absolute	,149
	Positive	,149
	Negative	-,146
Kolmogorov-Smirnov Z		1,056
Asymp. Sig. (2-tailed)		,215

a. Test distribution is Normal.
b. Calculated from data

Based on above results it can be seen that the residual value for the data loading and unloading process, mileage of vehicle, condition of physical and road traffic, driver behavior, condition vehicle amounting to 0.215, which means> 0.05 so that the residual value has normal distribution.

Multicolinearity

It is the presence of a perfect linear relationship between some or all of the independent variables. Multicolinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have correlation between the independent variables. One of methods to detect the presence of multicolinearity is as follows:

a. Value of VIF (Variance Inflation Factor) and Tolerance. The guidelines of regression model that is multicolinearity free is tolerance values> 0.10, or equal to the value of VIF <10.
b. Value of Correlation between Independent Variables. The guidelines of regression model that is multicolinearity free are the coefficients between independent variables to be weak (below 95%). If the correlation is strong, then there is a multicolinearity problem.

If there are independent variables affected multicolinearity, then the solution is one of these variables were excluded.

Table 4
Result of multicolinearity test
Coefficients

Mode		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,236	,261		4,735	,000		
	Process of loading and unloading goods	,139	,042	,212	3,339	,002	,900	1,111
	Mileage of vehicles	,088	,026	,216	3,321	,002	,854	1,171
	Condition of physic and road traffic	,070	,032	,142	2,167	,036	,845	1,183
	Driver behavior	,241	,060	,276	4,040	,000	,775	1,290
	Vehicle condition	,284	,038	,553	7,577	,000	,679	1,473

Dependent Variable : Revenue of each vehicles

Based on above data the VIF value for the independent variable between 1-10 it can be concluded that the regression model proposed has no multicolinearity symptoms.

Autocorrelation test

Autocorrelation test in a model has aims to determine whether there is a correlation between disturbing variables in a given period with the previous variable. Autocorrelation frequently happen for the time series data. But for the cross-section data sample are rarely happen because disturbing variables was different from one another. Detecting autocorrelation are using the value of Durbin Watson with the criteria if [9]:
D-W value below -2 means there is positive autocorrelation.
D-W value between -2 and +2 means no autocorrelation.
D-W value above +2 means there is negative autocorrelation.
Results of autocorrelation test are as follows:

Table 5
Result of autocorrelation test
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,917[a]	,841	,823	,11907	1,915

Predictors: (Constant),Process of loading and unloading goods, Mileage of vehicles, Condition of physic and road traffic, Driver behavior, Vehicle condition
Dependent Variable: Revenue of each vehicle
The value of D = l, 915, the results of the Durbin Watson is included in D-W value between -2 and +2 it is means no autocorrelation.

Multiple Linear Regression Analysis

Analysis of data using multiple linear regression tests is to answer the effect of Process of loading and unloading goods, Mileage of vehicles, Condition of physic and road traffic, Driver behavior, Vehicle condition to the revenue of each vehicle.

This test is used to determine the influence of independence between X1 to Y, X2 to Y, X3 to Y, X4 to Y and X5 to Y which can be seen from the t test and t table with one tail. In this research noted that n = 50 at significance level significance level of 5%. At the level of error (α= 0.05) using one tail test then the values of t table obtained (49; 0.05) of 1.677. Whereas t test of independent variables are as follows:

Table 6
Result of regression test
Coefficients

Mode		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,236	,261		4,735	,000		
	Process of loading and unloading goods	,139	,042	,212	3,339	,002	,900	1,111
	Mileage of vehicles	,088	,026	,216	3,321	,002	,854	1,171
	Condition of physic and road traffic	,070	,032	,142	2,167	,036	,845	1,183
	Driver behavior	,241	,060	,276	4,040	,000	,775	1,290
	Vehicle condition	,284	,038	,553	7,577	,000	,679	1,473

Dependent Variable : Revenue of each vehicles

From the calculation of multiple linear regressions using SPSS for windows then showed the following results:

$$\mathbf{Y = 1,236 + 0,139X_1 + 0,088X_2 + 0,070X_3 + 0,241X_4 + 0,284X_5 + e}$$

Discussion

Descriptive statistics for process of loading and unloading variable has a mean value of 3.8520 is a good category. The loading of goods at the factory by the vehicles coming to the plant firstly will be unloading the goods first, which means that the vehicle has been serving in accordance with the queue. Unloading activity of empty gallon in the plant no more than 20 minutes it is means the company armada is already adept in unpacking. Unloading location at the customer sites is not far from the location of parked vehicles so that the unloading process is faster.

Customers who provide porters will be faster completed in loading and unloading, it was often carried out by the company's armada. Mileage of vehicle variable has a mean value of 4.0100 is categorized good/appropriate. For the mileage shipments <200 km it takes <5 hours for 1 time to go and back. For the delivery destination <200 km the driver can set off from the plant between 3-6 a.m. in the morning. For the mileage delivery> 200 km it takes> 5 hours for 1 time to go and back. For the delivery destination <200 km the driver can leave the factory before 3a.m. This means that the company's armada is already on the schedule that is expected to do its job. Condition physical and road traffic variable has a mean value of 3.7866 is a good category. Company's armada that along the road in damaged/perforated condition is already reducing the speed to the loaded goods are not damaged by shocks. The jamming on the highway can still be resolved by knowing the alternative road leading to the customer when there is jamming on the route usually take by the driver.

Behavior of the driver variable has a mean value of 4.1250 is a good category. The drivers arediscipline to go for work. The drivers are willing to send the goods appropriate to the pass letter. The driver knows and abides the rules and traffic signs. The drivers always check the condition of the vehicle prior to use to send the goods to the customer. All of that is on the driver of the vehicle company. Condition of vehicle variable has a mean value of 3.9198 is a good category. All of vehicle conditions of company arestill worth. Revenue variable has a mean value of 2.0254 is a good category. This means that the input value is greater than the costs incurred by the company.

Based on the results of hypothesis testing there is effect between the process of loading and unloading to the revenue of each vehicle. Positive effect at 0,139. If the process of loading and unloading of goods more quickly, deftly done, then the vehicle company quickly back to the base vehicle to make deliveries of goods to the next customer so that this will increase the revenue of the vehicle.

Based on the results of hypothesis testing there is effect between the mileage of vehicle to the revenue per vehicle. Positive effect at 0.088. If the mileage of the vehicle more appropriate, it is means that the time has been achieved on schedule, then the company vehicles more quickly return to the base vehicle to make deliveries of goods to the next customer so that this will increase the revenue of the vehicle.

Based on the results of hypothesis testing there is effect between the condition of physical and road traffic to the revenue per vehicle. Positive effect at 0.070. If the conditions of physical and road traffic is getting better and the driver can overcome road jamming by using an alternative way then the vehicle company quickly back to the base vehicle to make deliveries of goods to the next customer so that this will increase the revenue of the vehicle.

Based on the results of hypothesis testing there is effect between the drivers behavior to the revenue of each vehicle. Positive effect at 0.241. If the drivers behavior more qualified, disciplined, and understand the traffic regulations, the costs to be incurred as a result of the driver negligence can be minimized so that it will raise the revenue of each vehicle.

Based on the results of hypothesis testing there is effect between the conditions of the vehicle to the revenue per vehicle. Positive effect at 0.284. If the condition of the vehicle is getting younger and get well maintenance, the delivery of goods to customers more smoothly so that this will increase the revenue of each vehicle.

CONCLUSION

1. Descriptive statistics for process of loading and unloading variable has a mean value of 3.8520 is a good category. Mileage of vehicle variable has a mean value of 4.0100 is categorized good/appropriate. Condition of physical and road traffic variable has a mean value of 3.7866 is a good category. Driver behavior variable has a mean value of 4.1250 is a good category. Vehicle condition variable has a mean value of 3.9198 is a good category. Revenue of each vehicle variable has a mean value of 2.0254 is a good category.
2. Simultaneously there is an effect process of loading and unloading, mileage of vehicle, condition of physical and road traffic, driver behavior, vehicle condition to the revenue of each vehicle. Partially as follows:
   a. There is effect between the process of loading and unloading to the revenue of each vehicle. Positive effect at 0,139. If the process of loading and unloading is better then the revenue of each vehicles is increasing.
   b. There is effect between the mileages of vehicle to the revenue of each vehicle. Positive effect at 0.088. If the mileage of vehicle is getting better or match then the vehicle revenues increased.
   c. There is effect between condition of physical and road traffic to the revenue of each vehicle. Positive effect at 0.070. If the conditions of physical and road traffic arebetter then the revenue of each vehicles is increasing.
   d. There is effect between drivers behavior to the revenue of each vehicle. Positive effect at 0.241. If the drivers behavior is better then the revenue of each vehicle is increasing.
   e. There is effect between vehicle conditionsto the revenue of each vehicle. Positive effect at 0.284. If the condition of the vehicle is better then the revenue of each vehicle is increasing.
3. Dominant effect to the revenue of each vehicle is the vehicle condition because the most beta value is 0.284.

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THE ROLE OF SOCIAL CAPITAL NETWORKS IN THE ECONOMIC EMPOWERMENT TO SUSTAINABILITY EFFORTS OF SMALL INDUSTRY BATIK MANGROVE

Juliani Pudjowati

Faculty of Economic,University of Bhayangkara, Surabaya City, Indonesia

Abstract:The development of the trade sector is inseparable from the development of the industrial sector, especially the small industries and the existence of MSMEs become the savior of the domestic economy. The purpose of this study was to determine and analyze the social networks in maintaining the continuity SMES of batik craftsmen mangroves, to analyze the network of social capital on the empowerment of small industry batik mangroves in improving well-being, and to analyze the development strategy of empowerment of small industry batik mangrove, Prospects for small industry has a bright business opportunity, should the entrepreneurs of small industry is able to be competitive as an export market competitors by highlighting the uniqueness of their products. Especially in the craft industry tends to use local raw materials with unique specifications have advantages such as batik mangroves. This study used qualitative methods to survey and interview. Object of this research is the batik industry in Surabaya districts with the development of technology that is increasingly high, can make these entrepreneurs to continue working. Therefore, it is expected that each region is able to provide excellence of products that are highly competitive in both the domestic and International.

Keywords: social capital networks, economic empowerment, small industry, Batik, Mangrove, Surabaya

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I. INTRODUCTION

The development policy of the national industry in 2015-2019 on population growth industries where the government will try to add as many as 9,000 industrial enterprises medium and large scale as well as 20,000 small-scale industries (Profile enterprises SMEs, CPM: 2013), as one of the ways that is considered the most constructive in the realization of the mission of the development of small industries for the welfare of the community by empowering human resources efficiently and productively to make each individual has the ability to be used in realizing the development of production assets in society, thiscan be done through the spirit of entrepreneurship is high that can improve people's income in business productivity as the market prospects for our product and the power of financial capital.

Usually the underlying cause of major businesses of SMEs in Indonesia, namely the issue of limited access to productive resources, especially difficulties in access to capital from financial resources are formal, lack of mastery of the technology because of low productivity and lack of quality of product, limited raw materials and the quality of human resources inadequate in terms of formal education as well as knowledge and skills, is still weak structure partnerships with large enterprises, there is no clear standardization of products that comply with the wishes of consumers, the lack of quality control of the product, knowledge of exports is still weak, and limited marketing network. But, the existence of the SME business is necessary, from the research findings Munizu (2010) that the presence of internal factors on aspects of human resources, financial aspects, aspects of production and market aspects positive and significant impact on the business performance of SMEs.

In other developing countries, SMEs are also very important role such as in India contributed 32 percent of the total value of exports and 40 percent of the output value of the country's manufacturing sector (Rakornas Ministry of Cooperatives and SMEs, 2013). While some African region development and growth of SMEs accounted for 52 pesen to 57 percent of GDP, was recognized for raising aggregate output and employment (Abor and Quartey, 2010). Around the beginning of February 2011, of 231.82 million people in Indonesia there are only 564 240small business units or 0.24 per cent of the total population and every country can progress the number of entrepreneurial approximately 2 percent of the total population. It means, that the addition of small industries will encourage investment in the industry for processing of natural resources (downstream), which in turnencourages investment in industries producing raw materials, intermediate materials, components and subassembly (deepening of structure) and then take advantage of opportunities in the production network and the network of the world market trading activities.

II. Research Methods

Along with the development of small batik industry, one that draws attention to it as the object of research is a small industry batik mangroves located in the districtarea of Surabaya. Batik mangrove is not just ordinary, but the mission is the preservation or conservation of mangrove, distinctively different or unique in the production, marketing and human resources capacity variation.

This study tries to identify by using research approaches that combine or associate the form of qualitative and quantitative form. Mixing both approaches in one study more complex than just collecting and analyzing two types of data as well as involving the function of both approaches these studies collectively so that the strength of this study is greater than the quantitative and qualitative research (Creswell, 2013). A qualitative approach was chosen because qualitative research looking explanatory power process in accordance with the formulation of the problem (Nurami, 2012), whereas for descriptive studies gather information from informants as a source of information, by conducting interviews, direct observation, documentation including paint a picture of the situation and the cycle of economic activity network the activities that take place on an ongoing basis between the owners of related industries and batik artisans mangroves, consumers, government (department SMEs) as well as social activities associated with the production process.

This research was conducted in small industry batik in Surabaya, on the study of small industry batikmangrove Surabaya with the consideration that when viewed from the aspect of resource, batik mangroves are at the location of the conservation of mangrove forests (mangroves), then small industry batik mangroves are able to absorb labor in scope surrounding communities in economic activities in order to increase revenue, in addition, that the small industry is able to survive and produce despite the economic conditions were shaken crisis.The research location is determined in Surabaya. Data Disperindag city of Surabaya in 2013, there were four areas of the city of Surabaya, which has a batik business unit, but as a research site that provides activities economic activity that produces the type of batik mangrove especially for small industries is located just Eastcoast of Surabaya.

III. Results

The role of small industry in Indonesia is more associated with the government's efforts in reducing the level of unemployment, poverty and income distribution than as an increase in exports and the driving sources of investment and economic development in the area (Tambunan, 2014). Small industries in batik, which is part of the textile industry has great potential, in addition to meetingdomestic demand is also a superior product for export commodity foreign exchange earner. Batik, which is one of the textile products to be excellent small and medium industries in the East Java town of Surabaya especially continue to emerge and produce products with distinctive motifs and coloring that influenced the character of each area.

Generally small batik industry is a small industry or home industry with the number of workers adjusted the SME conditions, where the batik industry is a labor-intensive industry group that is quite unique in the production, marketing and human resources capacity variation.Batik mangroves are small industries in the creative industries sector is considered capable of creatingproducts batik natural dyes innovative made from raw materials fruit mangrove so processed production with environmentally friendly means of batik made clean (cleaner production) by applying the principle of ecoefficiency, then there is an element of creativity to create innovative products that encourage perpetrators of batik entrepreneurs in increasing the value-added products that can certainly improve market competitiveness.

Some of the causes of small industries batik mangroves still less than the maximum is caused by several problems, namely a lack of financing of working capital that will reduce the cost of production is the main constraint, lack of knowledge and expertise in creating innovative creations create a form of batik, which is only a month able to produce a piece of batik cloth, then the production process is lengthy because it takes a few tries in creating the manufacture of natural color, the limited supply as the basic material if the supply is carried out continuously, the results of the raw material is unstable due to the planting of fruit mangrove limited, due to the quality of materials so that the raw materials of fruit should be sorted mangrove planting and environmental capacity at a certain threshold for water pollution so the fruit mangrove planted will bear fruit that is not polluted. Where the market as a point of interest in selling batik mangroves are still limited to certain circles who have high purchasing power, nominally batik sales turnover could be higher. Business management system is still use traditional system, so difficult to accept the input of information from the outside. However, the small industry batik mangroves remain morale and maintain the typical characteristics of products through the mangrove batik motifs and coloring are always subject to change according to market demand.

IV. CONCLUSION

Governments support to encourage and businesses to put the sectors featured products of small industries as a regional economic powerhouse. This effort was undertaken to further boosts inmoving the business activities of small and medium industries. This is identical to the empowerment of small industries in each region in order to have the spirit and the ability to independently and confidently corresponding potential of each area respectively as the spearhead economic development without exception in East Java especially Surabaya city as the city industry, particularly the processing industry. The government's focus on development programs empowering small industry, in order to be competitive in improving product quality such as providing short training course entrepreneur, corporate partnerships program, socialization and development of small industrial businesses. Through the empowerment efforts on small industries, batik artisans/ craftsmen were encouraged to have the ability to capture the dynamics of the behavior of social reality and economic reality to utilize the resources in the mechanism of production, economic, social and ecological.

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EFFORT FOR IMPROVING EMPATHY OF SMP MUHAMMADIYAH 1 MALANG STUDENT BY USAGE OF MOVIE THERAPY TECHNIQUE

Leny Latifah[1)], Romia Hari Susanti[2)]

[1)] *Fakultas Ilmu Pendidikan, Universitas Kanjuruhan, Malang, Indonesia*

E-mail: leny.latifah@yahoo.com

[2)] *Fakultas Ilmu Pendidikan, Universitas Kanjuruhan, Malang, Indonesia*

E-mail: romi@unikama.ac.id

Abstract. Empathy is an individual reaction consisting of cognitive and affective components of the ability to understand other people's feelings. Empathy is built on the scope of awareness, so that more and more open to our own emotions, the more skilled in understanding the feelings of others. The subjects were 28 students of class VII and VIII SMP Muhammadiyah 1 Malang. The research objective increase empathy of students through the use of cinema therapy. This research is a Quasi Experiment with using the pattern of pre-test and post-test Group. The instrument used is a student empathy scale, experiment guidelines and observation guidelines. The results showed that (1) pretest of 28 students scored a minimum of 42 and maximum of 97 with a mean score of 70.4, after completing treatment therapy to improve the use of cinema empathy, posttest results indicate a minimum score of 92 and a maximum score of 151 with a mean of 120.8 , the mean difference between pretest and posttest was 50.4. (2) Based on the results of the Wilcoxon test, different values (z) after treatment with before administration of treatment is -2803, so it can be interpreted that the use of cinema therapy effective for improving empathy junior high school students.

Keywords**:** Empathy, Movie therapy, SMP Muhammadiyah 1 Students

I. INTRODUCTION

It’s include in 21 century which usually called by globalization era that cause increasingly become thin empathy on self individual. Increasingly modern world make capitalist concept rise, high egoism of individual so there is no love to each others. Those show that there are self problem and social in society. Indication of self problem and social is appear in attitude every day, such as individualist, egoistic, don’t care each other, lazy for thinking, less on responsibility, lazy for communication, or less of empathy.

Inability individual in doing empathy can cause deviation such as violent, bullying, and criminal torture. (Goleman, 1995). Like bullying in Samarinda, East Kalimantan were a group of young female they junior high school attack unpowered (Republika, 2015). There are senior high school in Pasuruan, which one of them student in 2 grade (March, 8, 2015).

A Strictness and ravishment case that is done by teenager or student at this time is caused by one of the factors that are the low teenager empathy level. This is very strange, because empathy is nature process that is brought since born. Hoffman (in Goleman, 2002) since baby and the next period. Enter one year, their feeling is too strength and string their thumb in mouth and drown their head on their mother’s thigh as if herself has injured. After the first year when the baby has feel that they different with other people they in actively will try to entertain other baby who cry for instance they will offer their bear Then on the second year, Childs will start for understand that other people different with their feeling. So, they will more sensitive to the gestures that express their feeling. Enter to the last child period the most end empathy level appear when children already understand the difficulties behind of the situation face and aware of situation and status someone in live and can be source of extreme chronic burden. In this level them able to feel suffering a group, for example poor society, suffering society, they expel from the society. That understanding, in the teenager period can support certain morality that focus on desire to minimize unlucky and injustice (Goleman, 2002)

Empathy has correlation with pro social attitude. The student can divide their feeling with other people in happy or sad condition, readiness to give help to other people in moral and material and cooperate with others to reach the purpose. Empathy also raises value individual self. Richard (in Jones, 1992) state that social relation is creation media and cause rise of someone’s value. Based on that explanation it is concluded that empathy is source of individual attitude change (Irimia, 2010).

Positive feeling such as empathy gives contribution on moral development teenager. Although empathy is considered as emotional situation, often said that empathy has cognitive component that are seeing psychology to other people skill, or it is called by take perspective skill to others. This is hope occurs on 10 until 12 years old.

Between 10-12 years old is there are on the SMP level. Because of that, education is instrument to solve the problem individual-social teenager must have function and role to increase student empathy. So, by education is hoped that crisis in various social aspect can be solved. Education will bear quality people, that hold on to norm and strength value, work, high discipline and on the contrary not inequality human resources, weak on hold norm and weak of work and discipline.

The effort to increase student empathy that has been done by counseling teacher during this time just has instruction characteristic that the essence just attack cognitive student aspect. This is suitable with Koesoema (2012) state that student is usually just asked to develop cognitive skill and less on guiding in improves other skill. Because of that, the researcher interest use movie therapy as one technique that is hoped able to increase student empathy, with giving stimulus on movie scenes which is hoped to able to stimulate awareness and emotional student for doing empathy.

II. Research Method

This research is *Quasi Eksperiment,* with use pretest and posttest group formula. The researcher gives treatment to improve student empathy with movie media. The aim of the research previously has been known the first condition before do treatment with use pretest. While to know how far the effective movie media for improve empathy so student give posttest after treatment.

a. Population dan Sample

1. Population

Population in this research is student of VII and VIII grade at SMP Muhammadiyah I Malang on the second semester year 2015-2016 and amount 211 students.

2. Sample

The researcher use *purposive sampling* technique to choose subject group who is their characteristic has been considered and known previously based on characteristic and the nature of population. Character and population that is considered in this research is the student who has low empathy on VII and VIII grade in the first semester. This is shown with the result of the spread empathy scale SMP student. This is explanation of sample amount from each class.

No	Class	Amount
1	VII	16
2	VIII	12
	Amount	28

Table 2.1 Research Sample

b. Research Procedure

This research consists of 3 phases that are preparation phase, doing research phase, and last research phase.

1. Preparation Phase
Do literature study on relevant theory about training technique that is done, arrange and validation attitude, find counseling treatment group.
2. Doing Research Phase
Give pr test to measure empathy level student before treatment, give treatment by apply movie therapy technique, give post test to measure empathy level student after treatment.
3. Last Research Phase
Data processing of pre test and posttest result, data analyzing of research result and discuss research finding, give conclusion based on data processing, give recommendation based on research result.

c. Research Instrument

The instrument that is used is empathy scale student, experiment orientation, observation experiment activity which is filled by counselor. Besides use scale empathy, the researcher also developed treatment object movie therapy technique for improve empathy SMP student.

d. Data Analysis Technique

Processing data use statistic formula which relevant and suitable with the purpose of this research. To knowing empathy student level processing data use statistic descriptive normal curve, with consider mean. Then, made certain category based on score in a distance of average score. Score in a certain category is account to find student percentage inside that category. To test research hypothesis about changing level student empathy before and after get treatment, processing data use Wilcoxon Signed Rank Test formula.

III.Result

a. Pretest Empathy SMP Student

Pretest data student empathy from 211 students of VII and VIII grade is got 28 students that become research subject. Then, that data classified with make frequency and percentage of empathy SMP student below:

No	Interval Score	Classification	Experiment Class Frequency	%
1	140 – 164	Very High	0	0
2	115 – 139	High	0	0
3	90 – 114	Fair	8	29
4	65 – 89	Low	6	21
5	40 – 64	Very Low	14	50
	Amount		28	100

Table 3.1 Result Pretest Empathy SMP Student

Based on table 4.1 show 29% (8 students) have fair empathy, 21% (6 students) have low empathy, and 50% (14 students) have lowest empathy. It can be conclude that student who is became research subject has low empathy level.

b. Posttest Empathy SMP Student

Posttest activity in the last meeting to know success level during treatment and know changing empathy student level. This research is not use control group so it can be described group score experiment after given post test that are:

Subject	Pretest	Posttest	Differences	Notes
AD	63	115	52	High
MD	67	120	53	High
CD	61	125	64	High
EA	73	132	59	High
GN	68	116	48	High
IA	90	124	34	High
FI	86	114	28	Fair
LI	79	119	40	High
FA	77	112	35	Fair
VA	83	126	43	High
MN	54	92	38	Fair
DU	90	146	56	Very High
ZR	42	120	78	High
ST	60	124	64	High
AB	97	154	57	Very High
VA	61	110	49	Fair
WT	95	120	25	High
NU	42	110	68	Fair
QE	90	132	42	High

Subject	Pretest	Posttest	Differences	Notes
PU	96	128	32	High
AI	56	128	72	High
SW	46	98	52	Fair
AR	90	151	61	Very High
MT	49	114	65	Fair
SI	60	92	32	Fair
MH	93	116	23	High
YU	58	132	74	High
DE	47	112	65	Fair
Amount	1973	3382	1409	

Table 3.2 Score Data Experiment Group

In accounting, the result of pretest of 28 people show that minimum score is 42 and maximum score is 97, average 70,4. After follow treatment use movie therapy to increase empathy SMP student, the result of posttest show that score minimum 92 and maximum 151 with average 120,8, different with mean between pretest and posttest is 50,4. Based on wilcoxon signed ranks test, different value (z) after treatment activity with before treatment is -2.803.

From explanation above it can be said that the majority student experienced in changing or rising empathy, this is caused by students aware that empathy is one of oral value that is important to be increased.

c. Hypothesis Test

Hypotheses in this research are tested with wilcoxon signed ranks test that is movie therapy usage technique effective for increase empathy SMP student. In test this hypotheses is used score data pretest and posttest from experiment group, the analysis result show different value (z) -2.803 on significant degree 0.005 (<0.05), H_0 is rejected base decision taking on if probability <0.05, H_0 is rejected means the result of pretest and posttest is not identical. It seen in asymp column. Sig, (2-tailed)/asymptotic significance for two sides test is 0,005. Because of the case is one side test, so probabilities become 0.005/2 = 0.0025. Here there are probabilities under 0.05 (0.0025 <0.05), so H_0 is rejected. So, it means that use of movie therapy technique for empathy SMP student.

IV. DISSCUSION

The hypotheses of this research is said that acceptance based on the result of analysis which is show different value 9z0-2.803 > -1.645 (value z table) on significant degree 0.005 (<0.05), so H_o is rejected because base on take consideration is if probability <0.05, H_o is rejected that means the result from pretest and posttest is not similar. So, from the result of that analysis it means that usage of movie therapy technique is effective for increase empathy SMP student. Movie therapy is one of technique that can be used for increase student empathy because in application can help student for analysis moral values and stimulate critical thinking, develop self awareness, increase self concept, and repair for individual and social value. The result is there is reparation on act, skill for hold and understand problem in important living, increasing empathy, tolerate, and respect.

Based on the research result is got the data 10 student as subject research occurs increasing empathy more positive. That can be looked from student opinions that is said on experiment activity occurs with contain reflection, self reflection, commitment development, commitment test (tell written experience) and is strengthen with increasing scale score of SMP student empathy on posttest. So, it means that movie therapy with use movie in there include moral message and the important thing of empathy that can wide view someone about different others on various things so grow up empathy in their self that is skill for understand other people.

Aaccording to Davis (1983) empathy is individual reaction on observation on people's experience which is consist of cognitive and affective component. Empathy is built on awareness scope, so increasingly our emotion, increasingly we will competent in understand other people. There are some factors that influence empathy that is socialization that possible someone occurs other emotion, cognitive skill to see something from other's view and studying process that motivate student to more help other people with correct way.

Factors that influence empathy can be growth in studying process because empathy has cognitive and affective component. Come from Davis assumption (1983) said that empathy is link to sensitiveness that means to sensitivity feeling on something about emotional in knowing and understanding others feeling that has in individual since born also has different quality but it potential to be developed. The researcher tries to use movie therapy technique to increase student empathy. Cognitive and affective component in awareness scope so possible use movie therapy technique to increase empathy student. Movie therapy has function to shift orientation and give positive view so move awareness student to attention, emphasize others people, mercy man, tolerance, and give any differentiate.

Effectiveness usage of movie therapy as treatment to increase empathy SMP student can be seen from the result of pretest and posttest research subject after given treatment with use movie that include moral message about the important of empathy in 8 meetings. Based on pretest with empathy scale SMP student can be got the data 29% (8 students) has fair empathy level, 21% (6 students) has low empathy level, and 50% (14 students) has very low empathy level. While posttest result after given treatment with reading material of short story there are 8 times are got data 10% (3students) has very high empathy level, 57% (16 student) has high empathy level, and 32% (9students) has fair empathy level. So, it means that there is different result of retest and posttest after given treatment.

According to the analysis statistic result shows that intervention treatment giving on experiment group with use inside movie in moral message of the important of empathy as many of 8 times can increase student empathy. This is shown that pretest and posttest value of experiment group is stated increased. Usage of movie therapy technique is considered that effective to increase social sensitiveness student because according to Novitawati (Suparyo, 2010) movie therapy intervention can be grouped in 4 level that are intellectual, social attitude, and emotional. First, on intellectual level individual get knowledge about attitude to solve the problem, help self understanding, and get intellectual knowledge. Content reflection of the movie story wide a view someone differentiate human condition so get knowledge about various value that considered that valuable for human. When student interpret scene path that has a certain meaning such as touch feeling and sympathy so this feeling can clean their self and motivate student to do more positive. From movie story student can identify their self with character and event inside of that movie, in reality and fiction, analysis moral values, stimulate critical thinking, develop self awareness, increase individual concept, and repair individual and social evaluation. The result is better in attitude, skill to hold and understand the important life problem and increasing empathy, tolerate, and respect to others.

Second, in social, individual, level they can grind social sensitiveness. They can pass by referential frame by others. This technique can strengthen social, culture; absorb humanity value and mutual own. In this stage student can feel misery of social group such as oppression sociality, expel from social and how other people live from less of economic, so motivated student trust that focused to do empathy and able to help other people. By movie story student can find much pro social habit, and empathy feeling that can be stated verbally

Third, individual attitude level will get trusted to tell problems that difficult to discussed result of fear, shy, and committed. Movie therapy can guarantee individual free and save student secret because usually student fear and worried open individual problem such as bad habit and unhappy experience that happen occurs. By movie story individual is motivated to discuss without fell shy about their secret opened.non this stage student asked to self reflection movie story that has been watch, discuss about character god and bad in the story, moral message can be taken, how feeling in the story, and what good example can be taken from main character, so it can increase awareness student about the important of empathy to others/

Fourth, on emotional level, individual can bring their feeling and develop their awareness about emotional knowledge and increase empathy that purpose to skill for understand other people, hear accurately what other people told, how their feeling, and what the happen on their self, so it will grow up altruistic on the student. By this stage student include in emotional of the content of the story and channeled the hidden emotional safely. On this stage student able to take apart of burden emotional and minimize emotional pressure.

This intervention phase can be applied to stages that use in movie therapy technique, those are:

a. First, start from motivation to make good relationship. Researcher or counselor gives preface activity such as games or role play that able to motivated student to be active in treatment activity. The purpose of the research on make good relationship stages for knowing each other and know identity each other group, develop trust so turn up on self understanding of each experiment member and train to the member to hear empathy that is told from other people about their self.
b. Second, give enough time to watch movie that has been prepared until finished. Previously, research or counselor has understood the movie material that is prepared. Study factor and identification influence empathy there are in understanding this movie content. On this stage the activity is showing movie that include moral messages on the important of empathy by counselor or researcher to the student for done reflection so in the student can appear awareness that empathy is one of character value that important to be increased. In this stage is intervention so with understand the content of that movie student identifying their self with character and event in that movie, analysis morals value, stimulate critical thinking, develop self awareness to wide student's view about the differentiate about human condition so get various knowledge value that is believed important in social life, increase self concept and repair individual and social evaluation.
c. Third, do incubation. Researcher or counselor gives time for student to think and reflect movie story that has been watched. On this stage student is asked to reflect the content of the story in written test and it is discussed. On this reflection student is asked to discussion to reflect movie story that has been watch, how the character in that story, what can be took from the character in that story and student is asked to imagine how the character feeling in that movie, so can give understanding on their self that empathy to others is very important. While to reflect student, they will be guided to answer and discuss question that has been given about their experience after watch movie that include moral message about the important of empathy. Factors that can influence empathy in this stage is the change of cognitive and socialization so help student understand deeply and flexible such as how if we on the other people position that occurs the unhappy event.
d. Fourth, commitment development. In this stage student asked to develop commitment with discussion and give question that describing of what will done by student that they have that experience such as in that movie and the judgment reason. With discussion student get space for change another opinion so appear new idea. The, counselor research help student to realize knowledge in their life. In this stage student is asked to develop their commitment with discussion and give question that describe what is student done if occurs like in that movie and also the judgment reason and how should be human in life that live with contiguous peer.
e. Fifth, commitment trying test. In this stage, counselor research ask student to tell a condition in written form that is not make happy that occurs by someone that they met on the way, unhappy event of friend, relative or others and how the feeling and student opinion in their self so it will make awareness about the important of empathy to others.
f. Sixth, experience reflection. On this stage student is asked to reflect experience story that has been made about what is the meaning of experience that they write and how their right attitude to show their empathy to others. Experience reflection is done by student is asked to read their experience that is told in turns and considered by other student.

Application of those stages in movie therapy technique although the result is effective to increase student empathy that is shown by increasing of result pretest and posttest, but still have some weakness that are when student have discussion about content reflection, commitment development, and experience reflection, problems that discuss wider so take too much time. Beside in movie selection movie must appropriate with student old o not give movie that is not suitable with them so movie material give stimulus on critical thinking student with discussion. The result is help student to build humanity aspects in their self so they can understand other emotion, more sensitive with the problems in their environment and internal understanding on their self.

V. CONCLUSSION

Usage of movie therapy technique for increase empathy SMP student has advantage for student and counselor. For student usage of movie therapy technique is useful for stimulate thinking that possible for student to crossed ideas so their awareness be high rise, able to broad student view about human condition and make student appreciate to various feeling of human to everything so it will grow up their empathy for understand others feeling. While for counselor usage of movie therapy technique is become various technique that useful in giving guiding for empathy SMP student.

Movie therapy is effective used for increase empathy SMP student because in applying has some steps consist of student give enough time for watch movie, reflection discussion of the content of movie story, commitment development, commitment trying, and experience reflection so it can wide student knowledge about various values that is considered valuable for build humanity aspect that direct to attention, side poor, tolerate, and acceptance each others.

Suggestions for counselor: (1) prepared, student, readiness of true for discussion, (2) will use movie therapy should attention about; movie must appropriate with student understanding level, the content of the research must interesting, fell and sense of the movie that can be taken, student movie theme must appropriate with student necessity, student will avoiding from the movie that is not allow to watch by them, plot of story should not too crucial so it appear bore feeling on student will avoiding. (3) should motivate student in introduction such as ask questions that direct student on each level of movie therapy consist of content movie reflection, self reflection, commitment development, commitment test and experience reflection so student get knowledge about valuable variety for human, (4) should attention that all student have chance to deliver their thinking, feeling, and experiment on discussion running, (5) should give rest for time that suitable between one treatment to other treatment in order to get pure student from the treatment, (6) to make easy for student in grind their empathy, it better that counselor give study experiment or giving phenomena about everyday life that occurs on the student based on that movie that has been done.

Development advise, recommendation for the researcher who interest in developing movie therapy then able to use control group in doing experiment activity so can be seen different increasing student empathy between group which is give treatment and not. Besides that, posttest that used to measure of increasing empathy SMP student can be given for more than one time so can be seen increasing of empathy student that the characteristic temporary after given treatment or use kind of time series research.

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AN APPLICATION OF ONLINE BRANDING DESIGN WITH CUSTOMISATION, CULTURE AND COMMUNITIES STRATEGY : A CASE STUDIES ON SIX ONLINE STORE PROVIDERS

Mahjudin [1)], Achmad Daengs GS [2)], Retno Susanti [3)]

[1)] *Universitas 45 Surabaya*
email: mahjudin@gmail.com
[2)] *Universitas 45 Surabaya*
email: bumigora80@gmail.com, adaengsgs@univ45sby.ac.id
[3)] *Universitas 45 Surabaya*
email: retnosusanti45@yahoo.co.id

Abstract. In order to boost the value of an e-brand, we need to consider appropriate design strategies using the interactive capabilities of the Internet in an online marketplace. The purpose of this study is to investigate diverse experiential and emotional marketing strategies for online brands and to suggest various methods to create powerful emotional contents of e-brand's sites. In this paper, we examine the effects of emotional branding on the current marketplace and explore the characteristics of e-brands. The research processes in this paper are to: (1) investigate diverse theories related to emotional and experimental marketing through literature review; (2) develop a "Customisation, Culture and Communities Strategy" model as an emotional e-branding method; (3) analyze well-established e-brands websites with this Customisation, Culture and Communities Strategy; and (4) identify the effects of emotional e-brand contents and the designer's role of visualizing the emotional contents. This study provides a new perspective on online marketing and designing a virtual environment to realize the desired customer experiences. Key words: E-brand Design Strategy, E-branding, Emotional branding, Experiential Marketing.

Keyword : Brand extension, Online consumer perception, Online brandig

INTRODUCTION

1.1 Background and Purposes

In today's business environment, many companies havean online presence like a corporate web site or a social networking site. The online marketplace not only provides an extensive information opportunity but also hasamazing volumes of spending and cost effective benefits. Instead of looking at the internet as another medium for information and transactions, firms must take into account the internet for the brand building process. According to Salmeron and Hurtado [3], the most important three factors that are associated with the reason to establish e-commerce are: increase of revenue, facilitation of the purchases from consumers and amplification of the brand recognition.The internet has changed due to the connection of consumers with brands; it is transforming marketing and outdating traditional branding strategies. That means, traditional branding strategies must be redesigned in accordance with the changing relationship of customer and brand. Additionally, the advent of the internet has madOnline Branding more complex and a dynamic challenge. In this context, Online Branding strategies have increasingly become an important topic.

The recent growth of online shops is a fact that can't be ignored within the framework of e-commerce. According to Harris and Dennis as cited by Dennis et al. [8], the business of online retailing can be defined as the sale of goods and services via internet or other electronic channels, for personal or household use by consumers. There are a number of advantages for online retailers. Firstly, the selling location is not important which is they can ship to anywhere in the country and even overseas. Furthermore, the size of the market is unimportant; small online retailers can compete on equal terms with large ones [8]. Besides many other advantages of online retailing, retailers have several types of online practices. Each of the brick and mortar brands or pure e-tailer brands are based on a business model which significantly improves the value equation through greater consumer interactivity, enhanced consumer experiences, tailoring and rapid response [10]. Moreover, in an online shopping environment where physical interaction is reduced, Online Branding may be increasingly important. „Pure" e-tailers need an attractive offering, a viable business model and a brand management team for competitive advantages. So in the context of pure e-tailers, Online Branding strategies can be assumed to play an important role in this business model.

The marketplace has been dramatically transformed into "people-driven economy," which puts customers in control, accompanying shifts of economic bases from production to consumption, from the sphere of rationality to the realm of desire, and from the objective to the subjective [1]. As the Internet in particular has proliferated concurrently with this trend, various e-brands of Internet ventures or Internet start-ups have rapidly been built. And also most established brick and mortar companies have brought their brands from the physical world to the Internet [2], [3]. The web site's accessibility, flexibility, and interaction endow an e-brand with the unprecedented potential to provide new transaction experiences, which include constantly innovative and fashionable visuals and interactive communication methods. In the online setting, however, customers are usually unable to be engaged in sensory experiences; speaking directly with a salesperson, holding a product, and communicating with lots of visual images in a shop. Owing mainly to the absence of human interaction and sensory elements, an e-brand has a need to create the "Emotional Zones," providing more sensorial experiences than a brick-and-mortar company's brand in the real world. The purposes of this study, therefore, are to develop an e-branding strategy based on the customer's sensorial experiences, to analyze well-established e-brands with the e-branding strategy, and finally to identify the effects of designing emotional e-brand's contents by enhancing interactive features of customization, communication, and culture.

Literature Review

2.1. Online Branding

Online Branding Kotler [2] defines the brand term as, "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors". Consumers can reduce complexity and information processing time with the help of branding. Moreover, branding enhances the trust between customers and companies [3]. But a manager's mentality needs to improve to compete successfully with brands in the digital age [2], because there are a lot of online facilities which can affect brands in a variety of ways [5].Several authors have suggested that Online Branding needs to build on and integrate with branding through other channels [6]. First of all, it is essential to understand what we mean by an online brand. According to Rowley [6],an online brand is "a brand that has an online presence". Dayalet al. states that, "the brand is the experience and the experience is the brand," on the World Wide Web. It can be assumed that effective Online Branding may build up customer loyalty, provoke sale volume and cause higher revenue. Besides many other advantages of Online Branding, different business types have different goals for their online channels and different online Branding strategies. The success of online Branding depends on Online Branding strategies and online goals. Online Branding process builds the value of the brand to the business, or its brand equity[6].

Brands need to make their brand values very clear to be successful online for long term [5].

2.2. Emotional Branding

In the current overcrowded marketplace, where a wide variety of products and services offer the same features, a customer's buying decision among competitive brands is affected not only by the features and benefits of products, but also by believable and fascinating promises that are deeply rooted in human emotions experienced in the right brain [4], [5]. In order to strengthen brand's competitiveness, companies have to scrupulously investigate customer's sensorial needs and desires to create a deeper and closer partnership with the customer through an emotional dialogue, setting their product apart from other brands. Therefore, effective online branding ultimately means managing people's emotions and creating positive receptivity to brands [1], [5]. From this emotional perspective, Marc Gobé [7] emphasized the importance of considering emotion and suggested "emotional branding" as a methodology for connecting products to people in an emotionally profound way [1]. Because all people respond emotionally to their life experiences and naturally project emotional values onto the objects around them, this emotional approach can help companies build feasible brands for bringing pleasurable, life-enhancing solutions to customer's daily lives. Moreover, powerful emotional branding comes from profound relationships and intimate personal dialogues with customers, and this branding brings long-lasting loyalty in the end. Especially, these profound relationships can be created based on emotional connectivity with customers, and the emotional dialogues with customers on more refined and complex need for diversity provide emotional satisfaction transcending material pleasure. Therefore, we analyze that the profound relationship and emotional dialogue can be created, recreated, and sustained through Gobé's emotional branding concept based on four essential pillars: relationship, sensorial experiences, imagination, and vision. These pillars provide a blueprint of identifying a successful emotional branding strategy [1].

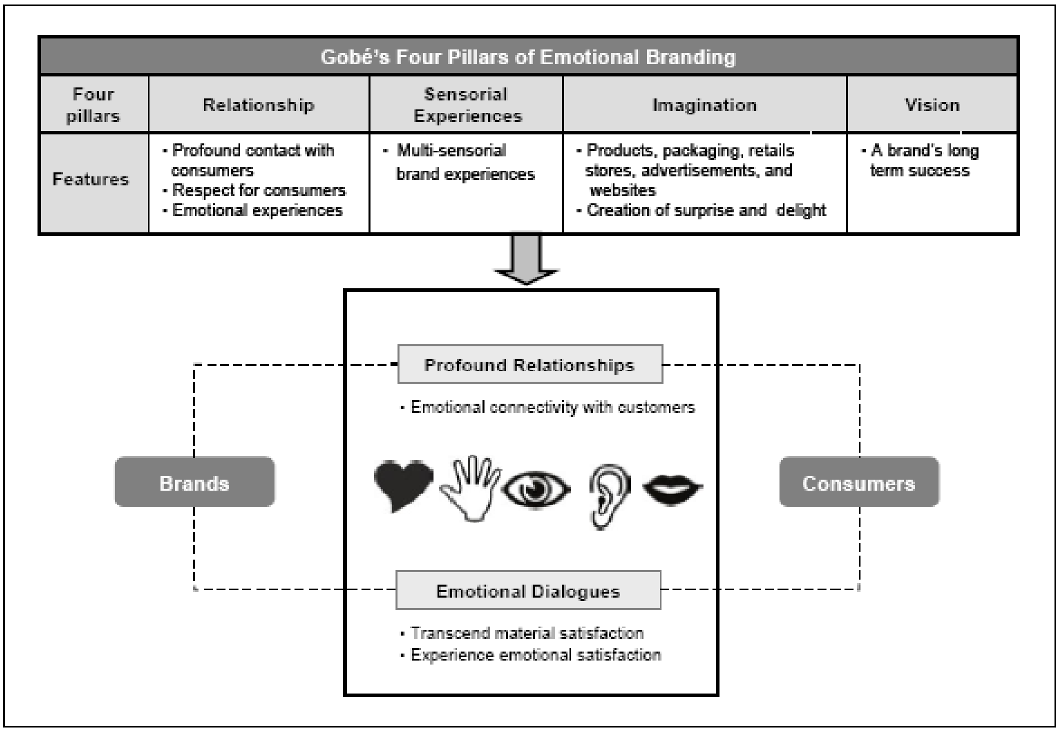

Fig. 2 A Blueprint of Constructing Emotional Branding through Gobé's Four Pillars of Emotional Branding

Firstly, relationship refers to connecting with customers, showing respect for them, and giving them the emotional experience they really want. Secondly, the sensorial experience, which is composed of multi-sensorial brand experiences, is a key to achieving memorable brand contact that will establish brand preference and create loyalty. Thirdly, emotional branding can be realized through imaginative approaches to the design of products, retails stores, advertisements, websites, and so on [4]. And finally, all these experiences create a strong brand vision, the ultimate factor of a brand's long-term success, through continually surprising and delighting consumers [1]. The above Fig. 2 shows how a brand can create profound relationship and emotional dialogues with consumers through Gobé's Four Pillars of Emotional Branding.

2.3. Emotional Branding Approach to Online Branding

E-commerce empowers customers to buy with the ease of shopping 24/7, enabling them to save time since all locations are just a mouse-click away. Besides this convenience of shopping, customers tend to actively seek information by visiting websites and expect more choices and greater value [1]. In a more customer-driven online atmosphere, companies have to understand the varied and relevant needs of web users and deliver the right experience to them, which establishes brand awareness, brand association, brand loyalty, and other brand assets [6]. However, in a new virtual world, getting higher brand equity is difficult because customers are virtually shopping with the lack of personal and sensitive stimuli compared to the physical world; therefore, we need to apply emotional branding strategies to the e-brand creation based on online shopping experiences. It is assumed that emotional branding strategies provide good e-branding methods of attracting customers, building emotional relationships, and creating customer loyalty.

2.3.1. Online Branding

Compared to many of the brands built up over many years based on brick-and-mortar industries, there is a new way of branding in click-and-click companies, called e-commerce industries. An e-brand is designed in cyberspace through the e-commerce marketing; however, e-brands are still not fully understood because of the complexities that typify the new digital marketplaces, electronic consumer behavior, and the attributes that comprise a successful e-brand [7]. In terms of an e-brand's complexities, to transform visitors into customers, the Internet firm has to develop a successful Internet retail environment, which provides visitors with numerous emotional brand experiences and enjoyable memories by using the Internet's extraordinary multimedia capabilities. In order to develop strong e-brands, the Internet companies have to concentrate on an e-brand's features such as connectivity, entertainment, memorability, and so on.

2.3.2. Emotional Online Branding with Customisation, Culture and Communities Strategy

Combined with emotional branding strategies, the online branding (e-brand)Online brand has a powerful potential for building an essential connection with the customer because emotional branding supports customer's engagement in both active and interactive experiences by delivering an increasingly accessible and rich array of sensory experiences through the Internet's multimedia capabilities [7]. Namely, Online brand with a plethora of attractive contents give opportunities for emotional dialogue and provide sensorial experiences to customers. Through sensorial experiences and emotional dialogues, e-brands promote a profound relationship, and then establish their long-term competitiveness, not just differentiation among other Online brand. Therefore, in order to develop an e-branding process with emotional branding strategies, we use the Gobé's four pillars of emotional branding process shown in Fig. 2, and adapt it as a blueprint to explain essential characteristics of "emotional e-branding." With considering the characteristics of the new digital marketplace and electronic consumer behavior, we select four pillars as key elements of creating emotional e-branding: emotional communications, customized experiences, multimedia capabilities, and communities.

Firstly, in cyberspace lacking of face-to-face negotiations, Online brand make consumers visit their websites by endeavoring to effectively provide high-quality information, and then construct more intimate relationships with consumers through emotional communication. Secondly, customized services and memorable experiences play a role of sensorial experiences and sensitive stimuli by satisfying electronic consumers' expectation of more choices and greater value. Thirdly, Internet's multimedia capacities as imaginative tools enable consumer's varied and relevant emotional needs to be visualized. Therefore, the potential for using diverse multimedia attributes allows companies to provide exhilarating services unique to the online market. Finally, Online brand view communities as a way to build the brand's vision and maintain customer loyalty by fostering an active community atmosphere and constantly gaining closer connection with customers. The following Fig. 3 shows the relationship between four pillars of Gobé's emotional branding and those of emotional e-branding.

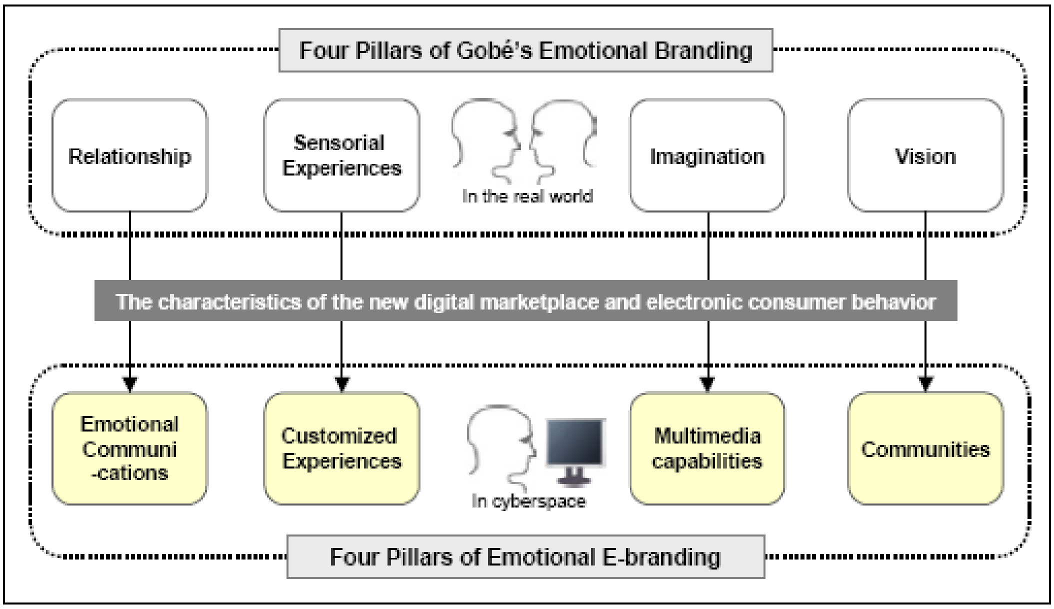

Fig. 3 Four Pillars of Gobé's Emotional Branding and Those of Emotional E-branding

Furthermore, as an effective method for conducting four pillars of emotional e-branding, we develop a "Customisation, Culture and Communities Strategy," including Customization, Communication, and Culture, based on the features of e-brand's four pillars. The Customisation, Culture and Communities Strategy provides emotional experiences through the services of customization and consideration, and these experiences can be emotionally visualized by using multi-sensorial and multi-dimensional media attributes such as visual, audible, kinetic, and tactile properties. Especially, in an online-marketplace, an innovative service globally creates new digital culture, which brings a whole new way of life and enhancing a customer's life. The below Fig. 4 explains a process of developing three elements of Customisation, Culture and Communities Strategy from four pillars of emotional online branding and identify each characteristic of three elements. Customized experiences, through Internet's multimedia capabilities, are embodied on websites and delivered to customers as customization services. Among four pillars, meanwhile, emotional communications and communities are created as conduits of emotional dialogues through communication services. Besides, Online brand suggest new culture as they conduct groundbreaking and magnetic services, which are related to four pillars or have broader concept through integrating the characteristics of four pillars.

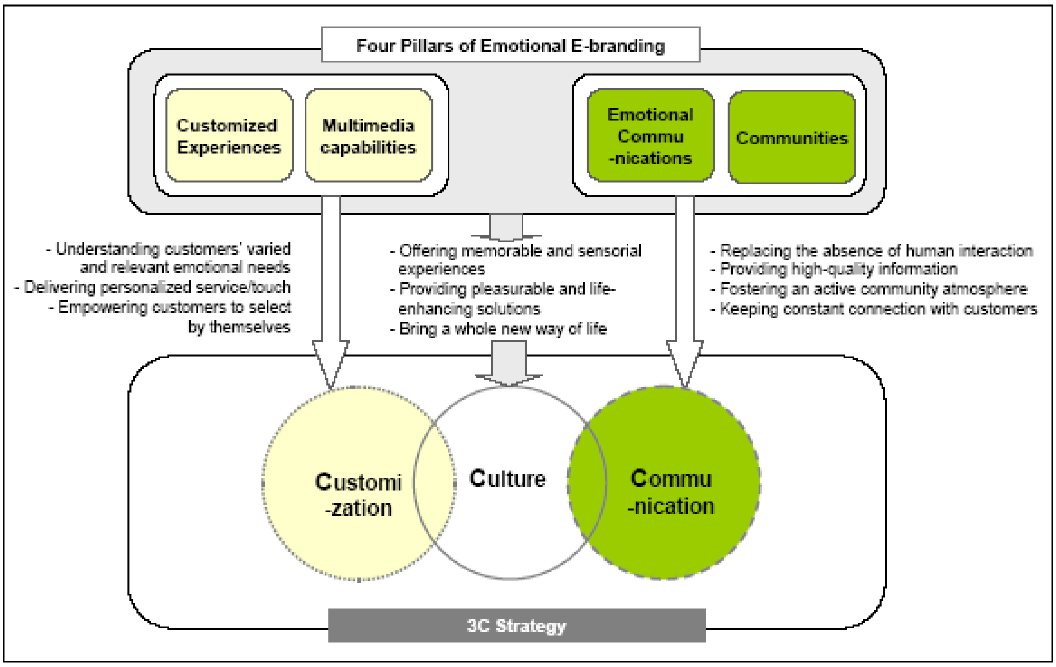

Fig. 4 A process of developing a "3C strategy" from four pillars of emotional e-branding

Among the three elements of 3C strategies, firstly, customization refers personalized experiences geared to individual tastes and preferences, which are revealed by continuous dialogues with customers. Also, customization empowers consumers to design and purchase the products for themselves, according to their tastes and needs [8]. Furthermore, recent state of the art technology allows for diverse customization services that were considered impossible before. For example, a website of Lands' End has virtual models customized to the consumer's measurements and body type, and these models can be easily dressed with different outfits [1]. This custom-fitted clothing service offers customers a chance to see how clothes will look on them before they buy with the simple click of a mouse. Secondly, communication plays an imperative role in the online environment in terms of replacing the absence of human interaction; furthermore, communication has the potential for fostering an active and warmhearted community atmosphere where people have the opportunity to engage in a dialogue with one another. Through community activities, customers recommend products or share their favorite brand with others. Finally, through a new service related to customization, communication, and so on, novel cultures are created and occasionally traditional cultures are vanished. Online brand enhance a customer's lifestyle by providing pleasure and life-enhancing solutions and offering memorable and sensorial experiences. By integrating these three elements, the Customisation, Culture and Communities Strategy creates e-brand awareness and unique brand identity through providing enthralling sensorial experiences, forms symbiotic partnerships through interactive dialogues, and then creates rapport with customers through an emotional bond on the web.

RESEARCH METHODS

This research has conducted in three stages. Firstly, from the literature review, we conduct research on emotional branding with an emphasis on sensorial experiences and emotional dialogues with customers and also investigate the characteristics of Online brand. Secondly, an emotional branding approach to Online branding is suggested as a way to heighten online shopping experiences in a hyper-competitive online marketplace. The essential characteristics of emotional e-branding, four pillars--emotional communications, customized experiences, multimedia capabilities, and communities-, are suggested. As an emotional e-branding method for integrating and embodying these four pillars, a "Customisation, Culture and Communities Strategy" is developed. Finally, in order to identify the possibility of applying the Customisation, Culture and Communities Strategy to the development of vibrant online brands, we conduct a case study with the well-established Online brand selected in terms of the Customisation, Culture and Communities Strategy, and analyze their experiential and emotional aspects. From the results of e-brand analysis, the effects of emotional brand contents and the designer's role of illustrating and visualizing e-branding concepts are considered. The following Fig.1 explains the overall research contents and methods.

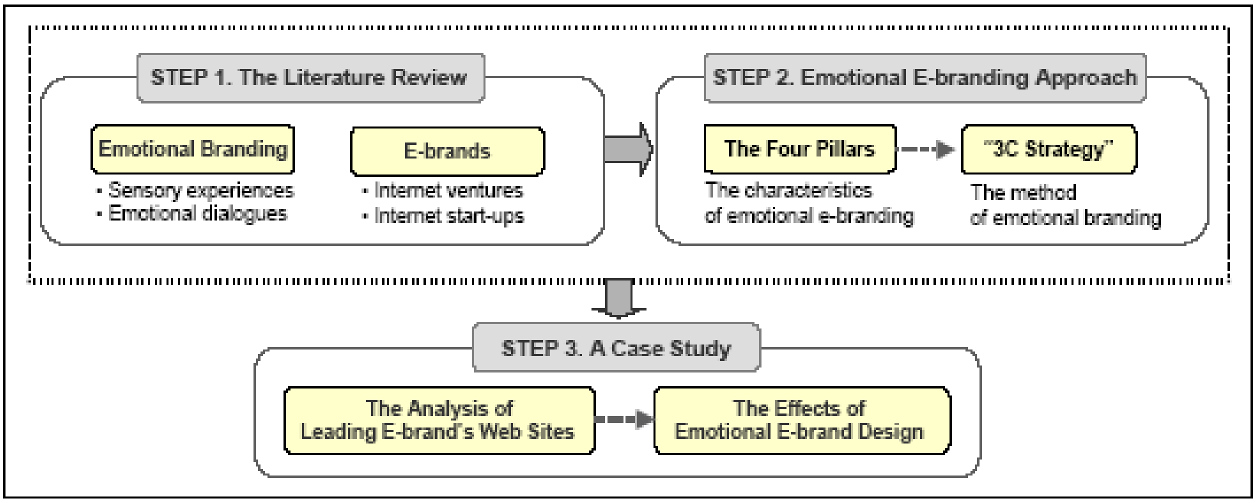

Fig. 1 The Research Process

Based on Customisation, Culture and Communities Strategy, the experiential and emotional aspects of cutting-edge Online brand in industries are analyzed as a case study. We selected six well-established e-brand websites: Alibaba.com, Lazada.com, Bukalapak.com, Ebay.com, Amazon.com, and Mataharimall.com. The reason for selecting these sites is their particular services and their frequent citations of e-commerce books [2], [9], [10], [11]. Six Online brand can be categorized as illustrated in Fig. 6 according to each site's unique service: (1) Alibaba.com and Lazada.com provide delicate personalized customization services; (2) Bukalapak.com and eBay.com establish electric communication service areas; (3) Amazon.com and culture, build up a different atmosphere from the physical world by providing services of customization and communication, which make customers gather according to their interests. Surprisingly, members of Mataharimall.com create their own distinctive words and share these words between other members, and some members severely participate in this site and excessively involve in community activities, a so called "fashion addiction." The following Table 1 explains the selected six Online brand' well-organized services, categorized into Customisation, Culture and Communities Strategy.

These services form the chief characteristics and contribute to the popularity of each site. Most importantly, the correspondence of these services with the three elements of the Customisation, Culture and Communities Strategy implies that the services associated with the Customisation, Culture and Communities Strategy based on customer's sensorial experiences play an important role in the e-brand's success as the mainspring of e-branding, adding emotional elements to the e-brand.

Most importantly, the correspondence of these services with the three elements of the Customisation, Culture and Communities Strategy implies that the services associated with the Customisation, Culture and Communities Strategy based on customer's sensorial experiences play an important role in the e-brand's success as the mainspring of e-branding, adding emotional elements to the e-brand..

Table 1. Analysis of Six Online Brands

E-brand		Customisation, Culture and Communities Strategy	Unique Service
Alibaba.com	The world's Interactive online groceries company	Customization	A custom beauty service that meet customer's specific beauty needs and desires through individualized attention.
Lazada.com	An online store service company	Customization	1. Online albums that keep the uploaded pictures from customer's digital camera and enhance pictures by easily using various picture managing services. 2. A web-based photo service with which customers manage, enhance, share, and print pictures at once
Amazon.com	The supreme online book store	Culture	1. [Customization]: A registered user's individual store, which includes personalized recommendations and wish lists about favorite and new books. 2. [Communication]: A review service that provides and shares opinions of editors and other customers about books.
Mataharimall.com	An online fashion store company	Culture	1. [Customization]: Communities for digital camera mania according to interests. 2. [Communication]: Complete and valuable information about digital cameras from purchase to usage.
Bukalapak.com	An in-depth information site of news, reviews about digital cameras	Communication	A comprehensive database of digital camera features and specifications, digital camera reviews, current digital photography news, and discussion & article forums

Ebay.com	The world's online marketplace	Communication	A global trading platform where diverse communities of individuals and businesses can trade practically anything with dedication to its community members.

4.2. Results of E-brand Content Design Analysis.

Emotional experiences through customisation online (e-branding) strategy are ultimately presented in the online context where contents are included. In addition, contents eventually embody emotional elements by inserting “human-touch” into “techno-boring” sites. To actualize emotional e-branding strategies, the content, a container holding emotional elements, is imperative to be visualized in more sensitive ways. Consequently, a designer’s role in expressing emotional experiences in the web contents creation also has to transcend simple aesthetic visualization and then offer the pleasant experiences by innovatively designing the e-brand’s features such as easy navigation, cozy communication environments, eye-catching high-quality information, impressive memorable services, and so on. On the verge of a market inundated with newly empowered customers, designers create contents not only meeting customer’s taste, but also satisfying the active customers with self-selecting services. For example, Mataharimall’s custom fashion service, designed in a whole new way, allows women to concept, design, name, and label their own individual cosmetic lines. The custom beauty processes are: (1) to inquire about taste and lifestyle; (2) to explore categories of items; and then (3) to proceed to design personalized products and packaging [2]. Some questions in this process are composed of multi-sensorial images presenting visual, odorous, and nutritious attributes of cosmetics.

With these self-selecting services, another important design method is to create an emotionally charged environment providing unforgettable experiences through multi-sensorial media, and then to give customers various ways to interact with the e-brand's contents in this environment. For example, Bukalapak.com provides high quality information on the latest digital cameras with well-organized visual elements used in a variety of ways: "Timeline" menu shows the recent trends of digital cameras chronologically; "Gallery" displays pictures taken by each digital camera; and "List" presents a database of approved affiliates, linking related online shopping malls directly. Through these three methods, dpreview.com is emotionally interacting with its customers by satisfying their varied and relevant digital camera needs. Also, Alibaba.com's sensorial interface elements build an attractive service environment, and its various personalized picture-managing services create continuous rapport with customers by giving new experiences coinciding with their desires.

The emotional contents design of Lazada.com enhancing customization service custom Eye shadow made by the customer: selecting colors and creating a name, Choosing a nutrient infusion, through pictures showing ingredient Selecting accent color of packaging Choosing favorite sent through pictures of sent images. Sensorial interface design and personalized services of Alibaba.com The picture-managing services for enhancing pictures: fix, crop, effects, and borders The online albums that keep and share pictures quality information on the latest digital cameras with well-organized visual elements used in a variety of ways: "Timeline" menu shows the recent trends of digital cameras chronologically; "Gallery" displays pictures taken by each digital camera; and "List" presents a database of approved affiliates, linking related online shopping malls directly. Through these three methods, dpreview.com is emotionally interacting with its customers by satisfying their varied and relevant digital camera needs. Also, Alibababa.com's sensorial interface elements build an attractive service environment, and its various personalized picture-managing services create continuous rapport with customers by giving new experiences coinciding with their desires. After all, designers have to visualize e-brand's sensorial experiences focusing on the entertainment value, connectivity, and memorability of the contents.

CONCLUSIONS

Building an enduring, leading e-brand has never been a simple task, but profound emotional rapport with consumers through emotional dialogues makes this job less burdensome and considerably more profitable in the long run. Therefore, brand managers and designers have to learn the nuances of serving newly empowered consumers and to realize the significance of more satisfying and rewarding e-branding in order to touch customers emotionally. Thus, based on understanding electric consumer's behavior and emotional relationship with the consumer, this study investigates the possibility of applying an emotional branding approach to creating and marketing an e-brand in order to captivate its customers' attention and increase the e-brand's competitiveness. This study focuses on the way of building emotional branding, which has the potential to fulfill customers' desires and enhances the e-brand's value. Through the research, the Customisation, Culture and Communities Strategy is recommended as an e-branding method, and the possibilities and effectiveness of applying this method to Online brand are identified through a case study. This study emphasizes the value of the e-brand's sensorial experiences based on elements of customization, communication, and culture as well as the designer's new role of building an emotionally charged virtual environment for visualizing an e-brand's emotional concepts in multi-sensory ways. Furthermore, with more attention to development of diverse strategies for effective e-branding, the new role of design that visualize meaningful and valuable brand touch points in cyberspace also needs to be thoroughly investigated.

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ECONOMIC ANALYSIS OF EFFECT COTTAGE IN THE PRESENCE OF BOARDING DARUL'ULUMREJOSO IN JOMBANG

Mas'adah

University of DarulUlum, Jombang City, Indonesia

ABSTRACT. This research was conducted in Jombang regency precisely in the area of PondokPesantren in Jombang. The reasons for selecting a location, known as the city's first is Jombang that some students was choose. So, in this case can illustrated with some boarding schools in the Jombang and supported by the local government's vision to make handsome as a city faithful who supported many boarding school. So that boarding schools can be used as a magnet or a special attraction for people living outside in Jombang and expected with character behavior for Jombang society according to the vision of local government, so as to empower for the boarding school that can be used as a cultural and education can lead to a positive economic effect. A assessment of the management of economic effect are expected by pack a problem to be beautiful and aesthetic.

KEYWORDS - Effect Positive, Economics, Islamic Boarding School, Jombang.

I. INTRODUCTION

The development process is basically utilizes all resources, especially economic resources with good planning aimed at the prosperity of society. In this case, the stakeholders, especially the business community and government have a role in resource management, providing jobs, and drive the economy. On the other hand the development process in the form of economic activity in addition to having a positive impact, on the other hand also had a negative impact (effect). The phenomenon of economic effect is clearly visible in various forms, which in turn have an impact on the market inefficient. In various empirical studies, an externality is an excess of activity and the existence of an organization that is profit oriented. Fauzi (2004) in Wikarta (2010) explains that effect are the impacts (positive and negative) or as a net cost or benefit, from the actions of one party against for another party. Specifically, the externality occurs when production or consumption of one side affects to the other party utilities outside the system, and the maker of effect does not provide compensation to the affected party.

In a broader context, the externality occurs when the activity of economic operators (both production and consumption) affect the welfare of economic agents and existing events occurred outside the market mechanism. In this context, when the effect, then the private choices by consumers and producers in the private markets do not generally produce something that is economically more efficient (Fisher, 1996). In many cases, the existence of social non-profit oriented organization has brought changes both on a social and economic order, which is not direct impact of the existence of an organization. Boarding school is one form of a non-profit organization that has been widely recognized on the social and economic life of society in Indonesia.

Currently, economic effect that occur in the boarding school environment have been clearly implicated. Various conditions can be observed visually, in the form of economic activity that is growing along with the growth boarding school. Examples of economic activity in the community, among others, the emergence of business in the form of home loundry and stalls - food stalls where the market share of these types of businesses are the students who lived in the boarding school. The existence of growth of economic enterprise is a provider of services for the activities of these students without going through the mechanism of transaction between boarding school and community. The activity grew and flowed away between students (in the broad sense) with the local community as providers of services needs of the students day - day. It is a symptom of economic effect that arise due to the growth boarding school. Although without a boarding school or government initiative, these effect have a positive impact on the boarding school. The growth of economic activities of this community, are able to meet the needs of students who are not patra available in the boarding school. All business activities monopolized by cottage which is the independence of the cottage in managing an institution to the outside of the boarding school is not seen stretching economies conducted by people around striking only hidden form of externality. Iskandar (2005) describes the need for community development assistance committed by the boarding school for food security, so that people can work in the hut and opened the small and medium enterprises.

Availability of facilities that grows naturally, making the most of the needs of students are met, which in akhirya create a comfortable atmosphere for students, and comfortable to live in a boarding school. These conditions will be favorable for the growth of schools as one of the educational institutions, in the presence of other phenomena, it is often found that the child does not want nyantri due, the stigma "nyantri synonymous with penance", for example, cook their own and wash his own clothes to meet their activity. In addition to the positive aspects, there is also the opposite phenomenon. Every human interaction or activity of individual must display symptoms of effect for example, the emergence of effects to the surrounding environment. In the context of the boarding school, daily activities and routine sustainable in the long term, have a negative effect also on the surrounding environment. The increasing volume of garbage, changes in environmental ecosystem balance, reducing the levels of fertility and pollution of air, the smell of garbage is a form of negative effect to the surrounding environment.

Nationally, the population of Islamic boarding schools in Indonesia is located in Jombang. The existence of very massive with a fairly uniform distribution, making boarding school as an institution that is very dominant in Jombang district, which focuses on the deepening of religious studies. Until now there are 17 districts in Jombang that have a boarding school with a wide range of varying amounts. This amount represents 80.9 percent of the total districts in Jombang. In detail, the distribution and the number of boarding schools in each district is as follows:

Table1. The Number of Islamic Boarding School in Jombang Districts	**Total**	**Persent**
Perak	10	7,52
Bandar Kedungmulyo	1	0,75
Bareng	4	3,01
Diwek	28	21,05
Gudo	1	0,75
Jogoroto	8	6,02
Jombang	29	21,80
Kesamben	5	3,76
Mojoagung	5	3,76
Mojowarno	8	6,02
Ngoro	11	8,27
Ngusikan	1	0,75
Peterongan	10	7,52
Plandaan	4	3,01
Ploso	1	0,75
Sumobito	3	2,26
Tembelang	4	3,01
Total	**133**	**100**

Source: Ministry of Religious Affairs Jombang, 2016

In general, in Jombang there are four areas cottage has a large enough number of students while other areas are boarding schools with the number of students not too much. (MohIzzuhdin, Head of Religious Affairs PontrenJombang). Four large cabin areas are:

1. Region RejosoDarul'Ulum boarding school of about 10,000 students

2. Metro PondokPesantrenTambakBeras (Bahr Ulum) around the number 10,000 Students 3. Region cottage Tebuireng (Gus Dur) CukirJombang about 5,000 students

4. Zone Denanyar boarding school of about 5,000 students.

Most of the students are those who are studying at the College of Advanced Study Level First or MTs Junior / MTS to School Education Level Advanced Level Up or high school Madrasah Aliyah / MA, although there is also while studying at several universities.

RESEARCH METHODS

This study was used a qualitative paradigm with case study analysis. This research was conducted with interviews in PondokPesantrenDarul 'UlumJombang. This study has the objective to obtain the results of economic effect, resulting in "harmonization" between the community and YayasanPondokPesantrren (Islamic Boarding School).

RESULT

a). Income communities is a chart showing the economic value of the community. In this context is how much public revenue increase community assets that exist around the lodge along with the development of society. Income of cottage can be seen from several sizes:

I. Conditions home
II. Asset-shaped vehicle
III. Savings
IV. Soil

b). Economic empowerment. Economic empowerment is an overview of the economic improvement efforts to society has been given by the boarding school. Economic empowerment of these communities can be seen from several sizes:

I. Training by boarding
II. Economic aid / savings

c) Opportunities growth of Small and Medium Enterprises (SMEs). Increasing number of schools and the number of student who come from various parts of Indonesia region, it will provide economic opportunities or demand side in Jombang district. The increasing needs for some students as basic necessities, clothing, health is an opportunity that can be provided by the SMEs. SME growth opportunities can be seen from the miraculous aspects or indicators:

I.Remitence (Average remittances guardians of students by students per month)
II.Average expenditure of students (who knew there approximate saving)
III. Informants of perceptions about business prospects around the boarding schools.

d). Labor Absorption (TK) / creation work. Labor absorption is the essence of economic development. Business, government, and non-profit oriented - need a certain amount of labor which in turn will create incomes. Various activities were conducted business, government and institutions - above institutions have the degree of absorption of Labor different. Penlitian connection with this, the absorption of TK in Islamic boarding school can be seen from several indicators:

I. The number of people around who work in boarding schools
II. The number of physical projects undertaken by schools, which is likely to create employment in the construction sector.
III. The number of people working as a supplier (Islamic boarding school partners), such as convection, catering, suppliers of raw materials (staple food).

II. CONCLUSION

From research conducted, there are four themes that are used to photograph the economic effect in the boarding school environment, an area of study, which includes public revenues, economic empowerment, growth opportunities Small and Medium Enterprises (SMEs), and employment more productive.

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THE ROLE OF LOCAL MASS MEDIA ATTITUDE AGAINST CORRUPTION

Muhammad Suharto [1)], Tatik Swandari [2)], Retno Susanti [3)]

[1)] *Kanjuruhan University Of Malang*
email: (mirzasoe@gmail.com)

[2)] *Kanjuruhan University Of Malang*
email: (tatikswan@yahoo.co.id)

Abstract. The presence of newspapers in a mass communication system can encourage change. The local newspaper Malang Post is very important in encouraging social change, particularly on the issue of corruption .. The local newspaper needs to show a clear attitude towards the problem of corruption. The question is how the attitude of the local mass media, combating corruption? The writer uses the Critical Discourse Analysis (CDA) models by Teun A. van Dijk. The data collected is the text of a newspaper editorial, editorial writersand social context data. Researchers not only analyze text, but also analyze the social cognition and social context. The findings in this study is Malang Post has anti-corruption stance. This can be seen in the process of producing a local newspaper editorial texts involving cognition and social context. The attitude of the newspaper anticorruption influenced by various factors. One factor is the domination by media owners. Media reality can be co-opted by the owners of capital, market or state interests. It also supported by the basicvan Dijk`s concept of discourse analysis that the media is not really neutral. Therefore, the reader should be more critical in assessing the attitude of the media.

Keywords:Local mass media, editorial, corruption issues

1. INTRODUCTION

Local printed media or local newspapers is very important in encouraging the change. It is a challenge for regional newspaper in one hand and the factual challenges for the city of Malang on the other.

Malang Post is printed mass media local or regional newspaper published and distributed in Malang. Regional newspapers have become important to investigate because it has unique characteristics in terms of both ownership of media (media ownership) as well as from the aspect of journalistic production (media contents). Malang Post is known and read by people in Malang Raya which includes the city of Malang, Kabupaten Malang and Batu .. The newspapers are expected to play a role in providing information and a number opinion to the public in Malang . The attitude or views that come from Malang Post as a local printed mass media institutions actually shows the vision of the newspapers and affect the attitude of newspaper to every problem of life in society of Malang Raya.

2. Formulating The Problem

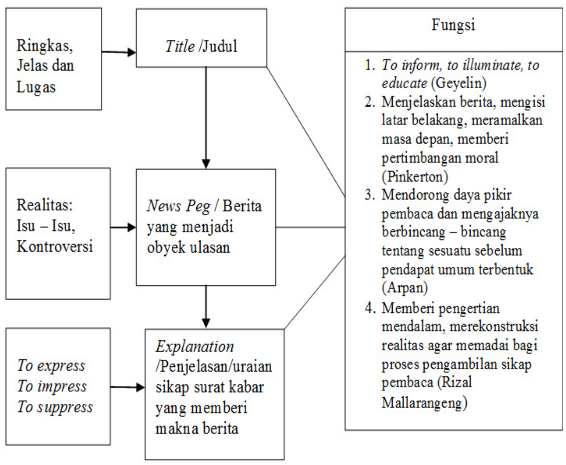
This study focuses on the research of the object of editorial section that was launched by the this media in relating to the problem of corruption in Malang. Therefore, researchers formulate the research problem to answer the fundamental question: "What is the attitude of Malang Postagainst corruption?"

The purpose of this study was to determine how the attitude of the local mass media in a professional manner function to control local governance and the use of state finances in the area.The benefits of this research is to provide an understanding and awareness for people to reduce or prevent corruption.

Mass Media Editorial or editorial on a newspaper is an unbiased opinion and the opinion of the official stance of the media as an institution publishing towards the actual conditions, phenomenal or controversial that occur in the community. Jacob Oetama in his `Pers Indonesia, Communicating in Public Not Sincere, found that the field of editorial was developed from the standpoint of advocacy, an attitude of struggle that

explicitly siding as well as tend to make only two categories of black and white, without the nuances and the strengthening of self (Oetama , 2001: 331-332).
At this level is important for us to assess the attitude of the newspaper as an institution of public issuance. The attitude of the printed media as a publishing institution can be assessed through editorial columns that result. And one thing that is important is the attitude that reflects the principle of freedom (independency) media against other forces inside and outside of himself. Freedom or freedom in the terms of Dennis McQuail (2010) is one of the important principles in assessing media accountability.

Editorial Sheme Structure and Function



Editorial as A Discourse

Rizal Mallarangeng (2010: 14) writes that the editorial quietly trying to provide deep meanings and reconstruct reality to be adequate for the process of taking the attitude of readers. This opinion has been confirmed by the opinion of Frazer Bond that said: "Writer`s header deep thinking to choose words; he wrote with full authority, and in this way he tends to negate the effect of reportage were too hasty and haphazard ... he decorates his writings with quotations intelligent ... and he took a few moments to check out and fix it with caution. The result, often reaching prose writing contemporary and elegant, strong, smart, and influential "(in Mallarangeng, 2010: 14-15).

Editorial is a discourse in the form of text (Hamad, 2010: 44-50). Discourse according to Foucault (in Eriyanto, 2009: 65) is an idea, concept, opinion and outlook on life which shaped in a particular context that affects certain ways of thinking and acting. In a phrase, Michel Foucault (in O'Donnell, 2009: 107) says: "We live in a discourse like a fish in water." In his book `News as Discourse`, Teun A. van Dijk (1988: 1-2) says that discourse analysis is the study of various dimensions or disciplines that have relevance and relationship with the social context and the cognitive processes of a text being produced.

2. Research Methods

By using descriptive study, researchers wanted to illustrate how the attitudes of Malang Post towards the problem of corruption. The method used in this qualitative research is a method of Critical Discourse Analysis / CDA models byTeun A. van Dijk.

Meaning of journalism is not determined by the printing press or publishing licenses / broadcasting. Journalism meaning is determined by its purpose. Jack Fuller, writer, novelist, lawyer and president of the Tribune Publishing Company, which publishes the Chicago tribunes said: "The primary purpose of journalism is to tell the truth so that people will have the information they need for the sovereign" (in Kovach, 2004: 15).

3. Research Results And Discussion

Malang Post`s anticorruption attitude can be viewed by each data analyzed: Text editorial formed in the practice of discourse. Malang Post` editorial text, show themes / topics that have global coherence. This means that there is a general notion that the dominant of topics, namely: to encourage the prosecution of all cases of corruption. From the aspect of the superstructure, the editorial has a concise title and also curious readers. This shows Malang Post as an institution wants to show his vividly as well as invite the public to jointly respond to all the problems of corruption that exists. Almost all leads in Malang Post editorial is news summary lead. This means Malang Post editorial was based on the fact that the news had been published earlier in the day, not only contains an opinion. The ending is solutions, expectations and allusions to the process of law enforcement corruption cases. On the micro level, all background placed on the first paragraph. The sentence is clear and to the point. While pronouns are often used in editorial Malang is "us". This word implies foster solidarity, alliances, and public attention on every case of corruption. One thing is certain from the Malang post` editorial is controlling the power and voicing the interests of the people.

In general, it can be said that the text of Malang

Post editorial criticizing on behalf of media institutions to various problems that exist in Malang, including the problem of corruption. Malang Post Editorial is an institutional response to the phenomenon that occurs. It is also the final attitude of the media towards social facts that exist. At the macro level, Malang Post editorial had a dominant theme that highlights efforts to tackle corruption. Malang Post editorial did not directly attack the perpetrators of corruption. From the aspect of the superstructure, Malang Post editorial put similar in placing background, ie the first paragraph. Detailed in the next paragraph. The number ranges between 10-14 paragraphs. Long sentence. The dominant form of the sentence is active sentence that the subject is a party (institutions, mass organizations) are attempting to combat corruption. The subject is not a corruption doer. The dominant pronoun used is "us". Malang Post as a media institution in the area of Malang Raya would like to invite readers to jointly respond to the problem of corruption in Malang. In addition, Malang Post editorial also use the pronoun "they" to mention the perpetrators of corruption. Malang Post editorial also using a lot of wear conjunction "that", and "due". This shows that the editorial writer would like to provide further explanation of the issues addressed in the editorial. Malang Post editorial also use some words that have lexical meanings, such as: the word "virus" to refer to corruption or the "big man" to mention the officials in the area. The use of quotes is also used by editorial writers to accentuate the word meant to build understanding in building sentences. Metaphor is also used by the author of an editorial in the Malang Post editorial text.

Malang Post editorial writer took a position as a reader, although he represented the media agency (press area) Malang Post in the attitude and the message to the reader. Malang Post editorial also use of the scheme of events (event schemas) to review the issue of corruption. In addition, the author also uses semantic memory to convey the attitude and message through editorial. It was criticized by the respectful manner. However, it is a strong message.

4. Conclusion

Level Analysis of Malang Post Text

Malang Post editorial is an institutional response to the phenomenon that occurs. At the macro level, Malang Post editorial had a dominant theme, namely: highlights efforts to tackle corruption. Malang Post is not directly attacking the perpetrators of corruption. Malang Posteditorial has always taken the position as a "reader". Literary events taking scheme (event schemas). Corruption cases that made headlines in Malang Post, written back with the event model that includes media criticism. But, the language using tends to soften criticism/euphemism.

Malang Post attitude as one of the institutions of media (press area) in Malang is resisting corruption in any form. Malang Post keep running the control functions on the course of governance that is free of corruption. Regional policy makers both executive and legislative are the attention of Malang Post, in order to run the control function of the press.
Such Studies also need to be developed steadily on any object of research, both research on media institutions as well as media content, and also public / audiences (media audience) and social context (media context). It is important to see to what extent the existence of its media as part of a mass communication system that is useful for the realization of progress in all areas of life and promote justice in society.

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PRE-SERVICE ELEMENTARY SCHOOL TEACHER'S NATURAL SCIENCE MISCONCEPTIONS OF BORNEO TARAKAN UNIVERSITY

Muhsinah Annisa

Borneo Tarakan University

echa.ok@gmail.com

Abstract. As university in a new province in the border region, the pre-service elementary school teachers (PGSD) of Borneo Tarakan University come from various regions, including 3T *Terdepan, Terluar, Tertinggal* (forefront, outermost, and underdeveloped*)* regions. One of the competencies required by students as prospective elementary teacher is professional competence. Professional competence requires the teachers to master any material that will be taught to their students. The pre-service elementary school teachers are expected to transfer their knowledge well because of their good mastery of subject material. However if their material mastery is low, it could lead to misconceptions such as natural science misconceptions. Identifying pre-service elementary school teacher's natural science misconceptions of Borneo Tarakan University is aimed in this research. Descriptive quantitative method was used in this research. The research population is Pre-Service Elementary School Teachers (PGSD) of Borneo Tarakan University of 2016/2017. Saturated sampling technique was used in collecting the data. The test was given in order to collect the data. The instrument of this research is multiple choice questions as many as 40 questions along with its CRI (Certainty of Response Index). Percentage technique was used descriptively as data analysis. The results showed that 34.23% of students experienced misconceptions, 26.40% of students did not know the concept, 25.75% of students knew the concepts and 13.62% of the students understand the concept but less sure. The factors that lead to students' misconceptions were derived from textbooks and from student's own experiences and thoughts.

Keywords: Misconceptions, CRI, Primary School Natural Sciences

INTRODUCTION

North Borneo is one of the provinces bordering with neighboring countries, namely Sabah and Sarawak of East Malaysia, and one of the cities in North Borneo is Tarakan City. Tarakan is a Transit city in North Borneo because international harbor and international airport of class c are available in Tarakan. Its strategic position makes Tarakan as a thriving city in economic, social, and educational.

One of the state universities in the north Borneo is Universitas Borneo Tarakan (UBT). UBT is a Teacher Training Institute (*Lembaga Pendidikan Tenaga Keguruan*/LPTK) located in Tarakan City. Primary Teacher Education Department (PGSD) as producer of prospective primary school teachers (SD) is available in UBT. It is under the auspices of the Faculty of Teacher Training and Education (FKIP). A graduate of prospective of professional primary school teachers is expected from PGSD graduates. This is in accordance with the Law of the Republic of Indonesia Number 20 of 2003 on National Education system, Article 42 stated that each educator is required to have a professional commitment to improve the quality of education. Thus, every educator should have the competence to become a professional teacher as stipulated in the Law on Teachers and Lecturers as well as stipulated in National Standard of Education (the Indonesian Government Regulation No. 19 of 2005), namely pedagogical competence, personal competence, professional competence, and social competence.

One of the competencies required by prospective primary teachers is professional competence requiring the teachers to master the teaching material for students. The teachers are expected to transfer their knowledge well with their good mastery on material. However, if their mastery on the material is low, it could lead to misconceptions. The misconception is an unacceptable statement interpretation from the concepts (Novak in Suparno, 2013). The misconception could occur in daily life, such as misconceptions on natural science in chapter of force and effort. The misconception could also happen to elementary school students (SD) as well as their teacher. As stated in a research that was conducted by Annisa (2016). From the research it was concluded that natural science misconception were happened to elementary school students in Tarakan.

Based on the aforementioned explanation, a research on Natural Sciences misconceptions to Pre-Service Elementary School teachers of FKIP of UBT, especially Pre-Service Elementary School Teachers from various regions including 3T region is needed to be held because the students from 3T regions are the candidate who will continue to relay the teacher education at the forefront of Indonesia.

RESEARCH METHOD

Research Design
Descriptive research method was used in this research. A Descriptive Research is a research describing the existing phenomena (Sukamdinata, 2011: 72).
Time and Place
This research was held at Primary School Teacher Education Department in Universitas Borneo Tarakan from September 2016 - October 2016.
Population and Sample
The population of this research was Pre-Service Elementary School Teachers of 2016's academic year who took the course of *Konsep Dasar IPA 1* (Natural Science Basic Concepts 1). *Konsep Dasar IPA 1* is a material that contains physics material. Saturated sampling technique was used in collecting the data, i.e. all of Pre-Service Elementary School Teachers in 2016's academic year amounting to 80 people were included as participant in collecting the data.
Research Instruments
The test instrument consisting of 40 multiple choice questions along with its answer choices of *certainty response index* (CRI) model were used in this research.

DATA COLLECTION TECHNIQUE

A test accompanied with CRI answer choices that was given to Pre-Service Elementary School Teachers was used in this research as data collection technique. The assurance level choices of CRI answers are modified to be simpler from previously 6 scales to become 3 scales, namely sure, hesitant, and unsure.
Data Analysis Technique
The obtained data from the results of CRI diagnostic test is analyzed with the following assessment criteria:
Table 3.1 Question Assessment Criteria

Form of Question	Value	Description
Multiple choice	1	If the answer is correct
	0	If the answer is false

Based on student's answers and based on categories, the CRI criteria are presented in categories of understand, misconceptions, and not understand. It is calculated with formula (Sudijono, 2009: 43)

$$P = \frac{f}{N} x\ 100\%$$

Description:
P : Number of group percentage
F : Total students in each group
N : Total all of students (the total of participating students as research subject)

The misconception percentage rate is categorized into several categories as shown in Table 3.2 below.
Table 3.2 Misconception Categories

Percentage	Category
0-30%	Low
31% - 60%	Medium
61% - 100%	High

RESEARCH RESULT AND DISCUSSION

The results showed that the Pre-Service Elementary School Teachers of UBT were identified to have misconceptions on teaching sciences of elementary school. The items of question with misconceptions on Pre-Service Elementary School Teachers with understanding level percentage of "misconceptions" of more than 50% were as many as 11 items. The items were questions number 2, 11, 19, 20, 21, 22, 24, 25, 26, 27, and 39. The percentage of student answers is presented in Figure 1 below.

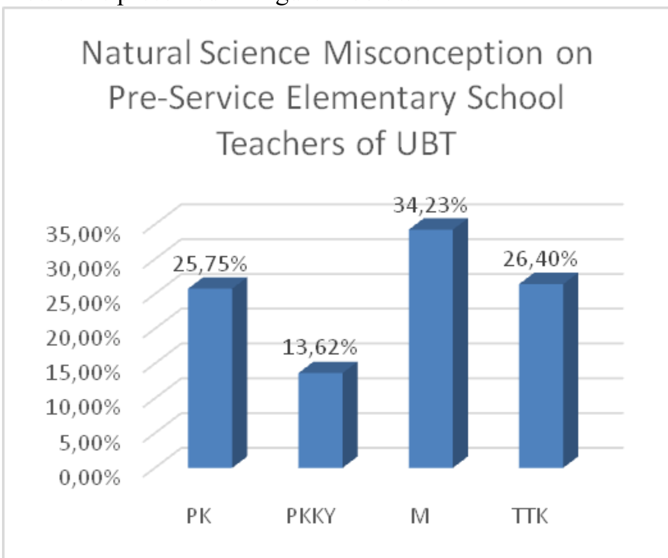

Figure 2. The Percentage of Misconception test of Pre-Service Elementary School Teachers of UBT
Based on Figure 1, it is discovered as follows: as many as 34, 23% of students have misconceptions, as many as 25, 75% of students understand the concept, as many as 13.62% of students understand concepts but unsure, and as many as 26.40% of students do not know the concept. As for question No. 20 is the question with the most a lot of misconception. The question relates to shot-put and a marble that are dropped simultaneously from the same height. The majority of students chose B point where the shot-put ball would hit the ground first. The students are too familiar with their surrounding experience, where the object with greater masses (read: heavy) will hit the ground first. Afterwards, this observation is generalized to all situations, even though gravity force is not the only force that applies against falling objects, the frictional force of objects against the air is also one of the factors affecting against falling object. A piece of paper will float hover in the air because friction force in the air is large enough to counter the gravity force of paper. If the force of air friction does not

affect much, such as in the vacuum tube or against solid spherical object, then the two objects would hit the ground at the same time. Based on these explanations then the correct answer is c, the two object will fall together.

The second question that included as the most a lot of misconceptions is a question no 19. The question concerns on statement of feather and marbles position that are located in vacuum tube and simultaneously dropped from a certain height. A total of 75.9% of students had misconceptions. Most of the students thought that the marbles would hit the ground first. This assumption is based on the happening in their daily experience, without considering a different condition, such a vacuum condition. Some of students answered that feather and marbles would hover in the air like an astronaut floating in space time. However, the fact is the absence (or little) of gravity causes the absence of air in outer space. However, the absence of air in the tube does not mean the absence of gravity, vacuum condition in space is different from vacuum tube condition in Earth. The force of gravity is an attractive force between objects between the feather with the earth and marbel against the earth). Both of these objects will fall with the same acceleration causes o the absence of friction force with the air, it will get to the bottom of the tube simultaneously. The correct answer is A, where both objects will fall to the bottom of the tube simultaneously.

Based on interviews with Pre-Service Elementary School Teachers, The misconceptions were caused by the student where the student assumptions were originated from their own knowledge and ideas, a knowledge that was built from their premise and interpretation about the concept of Natural Science in elementary and secondary school level. Their knowledge is not in accordance with the opinion of the experts and then it triggers their misconceptions. It should be our concern because as a student who will be a prospective primary school teacher must have a true concept in presenting any information, especially natural science in elementary school is a foundation in subsequent learning process to the junior high school until senior high school. Research of Mustika (2014) supported this, stated that the factors that cause the misconceptions are a wrong reasoning on a concept, incompleteness information that is received from the students itself, erroneous experience and observations of students, old terms and concepts, learning experiences in school, and any errors in textbooks.

The other causes that led to misconceptions is textbooks that is used as a source of learning, moreover, the majority of Pre-Service Elementary School Teachers come from 3T regions (forefront, outermost, and underdeveloped) where the availability of books and other learning resources are minimal. The use of textbooks that are not diverse and that serve as the sole source of reference could also lead to misconceptions; it is supported by Walfiah (2012) stated that the factors that cause student misconceptions were textbooks and teachers. The cause of the misconception could also derive by the teacher deliveries who mistakenly convey the concept of Natural Science, as stated by Woolfolk and Nicolich (1984) in Hewindati and Suryanto (2004) stated that there was a close connection between the quality of explanations and teacher's knowledge with the achievement of student learning.

CONCLUSIONS AND RECOMMENDATIONS

Based on research that has been conducted on student's misconceptions of Pre-Service Elementary School Teachers of Universitas Borneo Tarakan, as many as 34.23% of students experienced misconceptions, 26.40% of students did not know the concept, 25.75% of students knew the concepts, and 13.62% of the students understand the concept but unsure. The factors that lead to the misconceptions in students are sourced from textbooks and student's experiences and thoughts.

It is expected that further studies on Natural Science misconceptions with different concepts and subjects is available in the future so that the quality of education in Indonesia will get better in the future, especially for 3T regions (forefront, outermost, and underdeveloped).

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STUDENTS PERCEPTION ON RADIO ENGLISH BROADCASTING PROGRAM

Ninik Suryatiningsih

STKIP PGRI Pasuruan
Email: ninik.suryatiningsih@gmail.com

Abstract. Speaking is an important skill in learning a language, especially English. By speaking, students can express their ideas through words and sentences. To increase the speaking skill, the students need to practice to speak English outside. There are many activities that can be done to practice speaking, one of it, is by join and listen toRadio English Broadcasting Program. This is a descriptive study as the research design and used documentation and questionnaire as the research instrument. The finding said that Radio English Broadcasting Program was very helpful for the students to practice speaking and communicate in English. Students got so many advantages by listening and joining Radio English Broadcasting Program. They can enrich their vocabulary and increased their speaking ability. Some suggestions to the programmer relate it the quality of the materials of broadcasting, also the quality of the broadcasters so the English students can practice speaking outsides well.

Key Words : Students Perception, English Broadcasting Program

INTRODUCTION

Background of the Study

English is the most widespread and important language in the world today. In learning a language especially English, students not only learn the theory but also practice how to speak. It will be useless if we learn the theory but we can't speak it. Speaking is the way to communicate with other. It is used to shows our ideas as a process of interacting with others.

Through speaking, students are able to express their emotions, feelings and communicate with others. Though it is important, students are still having problems in speaking English due to limited vocabularies. Most of the students cannot express their ideas freely in speaking. There are several reasons why they have less motivation to speak. First, they are shy to speak, it happens because they are not used to speak English in their daily life. Second, they are afraid of making mistakes and worried if other laughs when they make a mistake. They are lack of vocabularies and they do not know how to construct words become meaningful phrases and sentences to show their ideas.

(www.talkenglish.com:2011) If you know 1000 words, you might not be able to say one correct sentence. If you know 100 phrases, you will be surprised at how many correct sentences you will be able to say. Finally, when you know only a 1000 phrases, you will be almost a fluent English speaker.

To increase the speaking ability, the students need to practice to speak English. There are many activities that can be done to practice speaking. For example students can have conversation with their classmate. "Practicing with a non native person will give you practice. You can also motivate each other and point out basic mistake" (www.talkenglish.com :2011). Try to speak English with someone whose English is better, and try to speak as often as possible. "Practice speaking out loud until your mouth and brain can do it without any effort, by doing so, you will be able to speak English fluently" (www.talkenglish.com :2011).

"CHEMISTRY" is Radio English Program in Ramapati 93 FM Pasuruan. It is one of English program that may help the students to practice speaking. This program is held every Sunday from 4 p.m up to 6 p.m. This program is presented by the English Department students of STKIP-PGRI Pasuruan and Ramapati 93 fm

Pasuruan. Through this program, the students of English department can practice their speaking by sharing their idea according to the topic that is discussed by calling to the radio or just send their regard to their friends by sending messages.

The purpose of this paper is to know the students perception toward radio English Broadcasting Program include their intention to listening and joining the program

REVIEW OF RELATED LITERATURE

The Theory of Speaking

In learning a language, speaking is the most important part after listening. In speaking, we not only learn to choose the right vocabulary and use the correct grammar, but we also learn the context and words that we used. According to Nunan (1991) said that success is measured in terms of the ability to carry out the conversation in the target language.

Although speaking is important in learning a language, Indonesian students still get difficulty in communicating in English. However, if the students can speak English fluently and use the correct form of grammar, she/he will be very proud of herself/himself and will be popular as an intelligent students. Sulistyo (2004) said that for the students, speaking skill can boost their reputation as intelligent and attractive students.

When we want to learn to speak English we must have many opportunities to speak. We need to practice, practice and practice (Paul:2004). It is true that practice makes perfect. By practice to speak English as much as possible, we will not be afraid of making mistakes when speaking. Besides, it can reduce our nervous in speaking English and increase our confidence to speak in public.

Speaking is used to show our feeling, to share information and to communicate with people around the world. When we are learning speaking, we choose some vocabularies then try to say it in correct grammatical words. Smith (2010) states that Speaking is many things-it is thinking of what one wishes to say, choosing the right words from our vocabulary, putting the words in the proper grammatical framework, communicating the feelings we have, and so on.

In other words, speaking is an important part of language learning. It is used to communicate with others, to show our ideas through vocabularies that put in the grammatical sentences. Through speaking we build our relationship with people around the world.

The Component of Speaking

In speaking there are some components that we should learn and master. There are pronunciation, grammar, vocabulary, and fluency.

Pronunciation

Roring (2011) states that "Pronunciation is one of the most important aspects one has to master when learning English". In learning speaking pronunciation is a component that must be mastered. Misspells words can be fatal and make people misunderstand about what we want to tell. Sometimes students neglect the correct pronunciation, they just spells the words as they think it is. It is very crucial, especially when they try to speak with native speaker, the native speaker may misunderstand when we misspell the words. That's why, students must learn to mind their pronunciation in speaking.

To pronounce well, some speech organs are needed. Pronunciation is a complex synchronization of many muscles, primarily of those in the process of expiration and inspiration (lungs and diaphragm), muscles of jaw, face, larynx, and of course – tongue (Mlinar: 2008). The sound is produced when all speech organs are in correct position and when air from lungs makes vocal cords produce the sound which then resonates.

Grammar

McGuigan (2011) who states that "grammar is a field of linguistics that involves syntax, phonetics, morphology and semantics".

Some students are afraid to speak English when they start to think about grammar. They are afraid to speak because they confused with the grammar. In order to be able to speak English, the students must start to learn grammar because it is the system of a language.

Vocabulary

When we are speaking, we choose some vocabularies and put it in the correct order to become a good sentence. Our vocabularies can show our ability in speaking. The Oxford Dictionary states that

"Vocabulary is all the words that the person knows or uses". So, when the students get difficulty in expressing their idea or emotions by words, it can be caused their lack of vocabularies.

According to Waring (2002) "A larger vocabularies allows learners to get to the point where they understand most of a text". Kurniasih (2006) as quoted in Pusparini (2008) support this statement by stating that "it is impossible to speak and understand a language without mastering the vocabulary well". By those statements the students must realize the importance of vocabularies. It is impossible for them to mastered a language with minimum vocabularies. So, the students must memorize and try to increase their vocabularies to support their speaking ability

Fluency

Some students may just keep silent and keep their ideas when they are being asked. Their reason to remain silent is maybe because they are ashamed of not being fluent in speaking English.

According to Rimando (2011) "Fluency in English can be very important if you work in a predominately English-speaking area". For example, if you want to be a police officer and you are moving to the United States from a foreign country and you don't speak English, you will need to become fluent in English. Your fluency will allow you to perform most effectively to help people in times of stress or trouble. You may need to give someone very detailed instructions to save a life and you will only be able to do that if you commit to learning English and becoming fluent.

You don't have to go anywhere to become a fluent English speaker. You only need to surround yourself with English (www.talkenglish.com :2011). To become fluent in English is not so difficult. We just need to be used to surround ourselves with English. For example by watching and listening to the English News, listen to western songs, watch western movies, etc. When we used to be surrounded by English, it will not be difficult to be fluent in English.

The Problems of Speaking

The problem that the students face during learning speaking is various. Mastering the components of speaking does not mean that the students have no more problems in speaking English. Student's lacks of confidence, nervous, lacks of opportunity to speak are also become some problems for them. However there are some ways to overcome those psychological problems. Here are some ways to overcome those problems:

Lack of Confidence

Students usually stop speaking in English because they are lack of confidence. They are afraid of making mistake and being laughed by their friend if they misspell words. Sometimes they think that it is a show off to speak English in public places, that's why they prefer to use their native language than practice their English.

Mitchell (2009)mention that Self-confidence refers to having a positive and realistic perception of ourselves and our abilities. We have some abilities and skills which are helpful. Thinking positively and not allowing self-doubt to swamp ourselves with negative thoughts and feelings. So, try to speak English as much as possible and don't be afraid of making mistake. By doing this, it might be make the students have more confidence and get used to speak English in front of others.

Nervous

"It's very common for any foreign English speaker to get a bit nervous when speaking", Kurlurs (2011). Students get nervous when they are asked to speak in English. They are not used to use English to speak. It is common that they feel nervous, but it is not good if they do not try to overcome it.

Be calm and believe in your ability when you try to speak English. Be confidence when you speak English. By doing so, it might reduce the nervous feeling.

Afraid of Making Mistakes

One thing that should be remembered is everybody makes mistakes when they are learning a language. By doing a mistake, it does not mean that we make a permanent mistake that can't be fixed**.**Kukurs (2011) mention that **"if you constantly fear of making mistakes when speaking English with people, you will avoid real communication and therefore** you will find it very hard to improve your communication skills". So, stop seeing mistake as something that can't be changed. Practice to speak English more often can minimize the students' mistake in speaking English.

Lack of Vocabularies

Lack of vocabularies can make the student afraid to show their ideas through

Speaking. They are lazy to look up in the dictionaries when they do not know the meaning of words. Their lack of vocabulary makes them afraid to speak, they are afraid of making mistakes. The more vocabulary words students know, the better they are able to comprehend. "A large vocabulary opens students up to a wider range of reading materials.

There are 5 (five) rules you need to know, such as: (1) Don't study grammar too much, because many ESL students know more grammar than native speakers, but they cannot speak much; (2) Learn and Study Phrases, (3) Reading and Listening is not enough, but practice what you hear, (4) submerge yourself, you need to surround yourself with English, you can do this by making rules with your existing friends that you will only speak English, (5) Study correct material, use practice time as a time period to practice the correct material you studied not to learn how to say a sentence.

Radio English Broadcasting Program

The history of radio broadcasting that the origin of radio goes back into the 1800's when inventors such Michael Faraday, William Henry Ward, Thomas Edison and Heinrich Hertz all worked on early wireless transmissions. Also some Lingo used in the world of radio broadcasting. Lingo means the abbreviation used for broadcasting program. (https://www.voices.com)

As broadcasters we should able to manage the audience, such handling the questions from the listener, affirm any questions you receive, don't intimidate an audience by evaluating questions with the statement 'that's a great questions" (www.speaking-tips.com)

"CHEMISTRY" Radio English Program is the abbreviation of Chat Me Every Sunday Evening, which is the broadcaster from English Departement Students and Ramapati 93 FM Pasuruan is the name of radio station.

RESEARCH METHODS

Research Design

Descriptive research is aimed to answer the questions of who, what, where, when and how. It also use to describes data or phenomenon that exist at the time of study. The subjects of this study were the English Department of STKIP-PGRI Pasuruan.

Research Instrument

The researcher used three kinds of instrument in doing the research. The researcher used documentation, tape recorder and questionnaire.

Documentation

Documentation is general term for a multiplicity of document in a chosen mix of media and with certain collection. The purpose of documentation is used to support a tool of a process (Wikipedia, 2011). The list of the callers and the messages' writer who join "CHEMISTRY" Radio English Program from the weekly agenda of "CHEMISTRY". This is done to know the frequency of the students who join "CHEMISTRY" every week.

Tape Recorder

Recorded the messages from the listeners' of "CHEMISTRY". This is to know the frequency of the students who join this program and also to know which one the students' prefer, to join online or join through SMS line.

Questionnaire

A questionnaire isa research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Questionnaire also have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data (Wikipedia, 2011). There are ten questions in the form of closed questionnaire. The students directly chose the suitable answer according to their experience. The questions deals with the students' frequency of participation toward "CHEMISTRY" Radio English Program, the students' reason in joining and listening this program.

Data Analysis

The researcher measured and presented the result by using the following formula :

$$Z = \frac{F}{N} \times 100\%$$

Note: Z= Present of the respondent
F= Frequency of the students
N= Total number of the respondents

FINDING AND DISCUSSION

Finding

The Frequency of The Students' Participation in "CHEMISTRY" Radio English Broadcasting Program

There were 121 students who fill in the questionnaire, the researcher took the finding from the documentation and also from the questionnaire

Table 4.1
The Students' Participation

No	Question and Students' Answer	Frequency	Percentage (%)
3	How many times do you listen to this program in one month?		
	a. 1-2 times	54	45
	b. 3-4 times	28	23
	c. Never	39	32
	Total	**121**	**100**

Dealing with the students' frequency in listening "CHEMISTRY" Radio English Broadcasting Program in a month. There were three option of answer in this question. The first was 1-2 times in a month, 54 students (45%) chose this answer. 28 students (23%) chose the second answer that was 3-4 times in a month. 39 students (32%) chose the third option which admit that they never listen this program.

Table 4.2
The Students' Participation

No	Question and Students' Answer	Frequency	Percentage (%)
4	There are two ways of joining this program, which one do you like?		
	a. By calling to the radio	16	13
	b. By sending messages	94	78
	c. Do not answer this question	11	9
	Total	**121**	**100**

There are two ways of joining this program that was by calling to the radio and by sending message to this program. I6 students (13%) chose the first choice that was by calling to the radio. 94 students (78%) chose the second option that was by sending message. The others 11 students (9%) did not answer this question because they never knew and never joined this program.

Table 4.3
The Students' Participation

No	Question and Students' Answer	Frequency	Percentage (%)
5	Why do you prefer to join by calling to the radio?		
	a. Directly can chat with the broadcasters	4	3
	b. Directly practice speaking		
	c. I want to increase my self confidence	9	8
	d. Do not answer this question	3	2
		105	87
	Total	**121**	**100**

To know why the students preferred to join this program by calling to the radio than sending message. There were three options., the first option was directly can chat with the broadcasters. There were 4 students (3%) who chose this option. 9 students (8%) answered that they preferred join by calling to the radio because they could directly practice speaking. 3 students

(2%) chose the third option that was to increase their self confidence. For the students who preferred to join by sending message, they who did not have to answer this question but directly answered number 6. There were 105 students (87%) did not answer this question.

Table 4.4
The Students' Participation

No	Question and Students' Answer	Frequency	Percentage (%)
6	Why do you prefer to join by sending message? Because:		
	a. Do not have self confidence in calling	26	21
	b. Afraid of making mistake if calls directly		
	c. Difficult in join online	43	36
	d. Do not answer this question		
		25	21
		27	22
	Total	**121**	**100**

To know why the students preferred to join this program by sending message than by calling to the radio. There were also three options answers to this question. 26 students (21%) stated that they prefer join by sending message because they did not have self confidence in calling. 43 students (36%) stated that they were afraid of making mistake if call directly. 25 students (21%) stated that they preferred join by sending message because it was difficult to join online. 27 students (22%) did not answer this question.

The Student's Intention in Listening and Joining "CHEMISTRY" Radio English Broadcasting Program

The researcher got the finding about the students' intention in listening and joining "CHEMISTRY" Radio English Broadcasting Program. Here are the findings:

Table 4.5
The Students' Intention in Listening and Joining the program

No	Question and Students' Answer	Frequency	Percentage (%)
7	What is your reason participating this program?		
	a. To practice speaking	36	30
	b. To listen to English song	27	22
	c. Others:		
	• To practice listening	15	13
	• To send greeting	14	12
	• To get more score in speaking and listening class	14	12
	• Because I am the broadcaster	2	1
	• The topic is interesting	2	1
	d. Do not have reason	11	9
	Total	**121**	**100**

There were 36 students (30%) that joined "CHEMISTRY" to practice speaking. 27 students (22%) stated that they joined "CHEMISTRY" to listen to the English song. Another 15 students (13%) stated that they wanted to practice listening by listening to "CHEMISTRY". There were also 14 students (12%) joined "CHEMISTRY" because they wanted to send greeting. Another 14 students (12%) stated that they wanted to get more score in speaking and listening class. 2 students (1%) admitted that they joined "CHEMISTRY" because they were the broadcaster. 2 students (1%) stated that they were interested in the topic that was discussed in "CHEMISTRY". The rest 11 students (9%) did not have any reason in join "CHEMISTRY".

Table 4.6
The Students' favorite topic

No	Question and Students' Answer	Frequency	Percentage (%)
8	What is your favorite topic in this program?		
	a. About love	51	42
	b. About friendship	20	17
	c. Other:		
	• About teenager's problem	17	14
	• About related event: lebaran,etc	10	8
	• About tourism object	10	8
	• About college	2	2
	d. Do not answer this question	11	9
	Total	**121**	**100**

The next question was aimed to know the students favorite topic in "CHEMISTRY". This question was given because the researcher wanted to know whether the topic was affecting the students in participating in "CHEMISTRY" Radio English Program or not. 51 students (42%) stated that their favorite topic was about love, while topic about friendship was being liked by 20 students (17%). 17 students (14%) liked to discuss about teenagers' problem and 10 students (8%) liked to discuss about related events such as Lebaran Day, Valentine Day, etc. 10 students (8%) preferred to discuss about tourism object while 2 students (2%) preferred to discuss about college. The rest 11 students (9%) did not answer this question.

Table 4.7
The Students' reason

No	Question and Students' Answer	Frequency	Percentage (%)
9	What is your reason in not participating in this program?		
	a. Have other activity on Sunday	57	47
	b. Forget the broadcaster day and time	26	21
	c. Other:		
	• Cannot reach the radio wave		
	• Lazy	15	12
	• Do not know the telephone number	10	8
	• Do not have radio	4	3
	• The topic is not interesting	3	3
	d. Do not have reason	3	3
		3	3
	Total	**121**	**100**

The reason why the students did not join "CHEMISTRY" Radio English Program. 57 students (47%) admitted that they could not listen and joined "CHEMISTRY" because they had another activity on Sunday while 26 students (21%) stated that they forgot the day and time of broadcaster. Other reasons were divided into: could not reach the radio wave-15 students (12%), lazy-10 students (8%), did not know the telephone number-4 students (3%), did not have radio-3 students (3%), the topic was not interesting-3students (3%) and 3 students (3%) said that they had no reason in not joining "CHEMISTRY".

The Benefits that The Students Get in Joining "CHEMISTRY" Radio English Broadcasting Program

The finding of the benefit that the students get in joining "CHEMISTRY" Radio English Broadcasting Program, Such as:

Table 4.8
The benefit that the students get

No	Question and Students' Answer	Frequency	Percentage (%)
10	What benefit can you get in participate this program?		
	a. Practice speaking and listening	68	56
	b. More confidence in speaking English	28	23
	c. Other:		
	• Add knowledge	10	8
	• Add vocabulary	2	2
	• Get more score from lecturer	2	2
	d. Do not have any answer	11	9
	Total	**121**	**100**

The benefit that the students get in join this program. 68 students (56%) said that the benefit was that they could practice speaking and listening through "CHEMISTRY". More confident in speaking English was the benefit that being gotten by 28 students (23%). Other reasons were divided into: add knowledge-10 students (8%), add vocabulary 2 students (2%), and get more score from listening and speaking class-2 students (2%). The rest 11 students admitted that they got no benefit from this program.

Table 4.9
The students opinion about the program

No	Question and Students' Answer	Frequency	Percentage (%)
11	What is your opinion toward this program?		
	a. Good:	**106**	**88**
	• To practice and increase speaking and listening skill	58	48
	• To develop self confidence	21	17
	• To promote STKIP-PGRI Pas	17	14
	• Other people can listen to me	6	5
	• Do not give reason	4	3
	b. Less Good:	**15**	**12**
	• Never heard this program	9	8
	• Never know this program	4	3
	• Do not give reason	2	2
	Total	**121**	**100**

Talking about the benefit that the students got, the researcher also needed to know what the students' opinions about "CHEMISTRY" Radio English Program. Here, in question number 11, the researcher got various answers. 106 students (88%) admitted that "CHEMISTRY" was good program with various reasons, that was: to practice and increase listening and speaking skill-58 students (48%), to develop self confidence-21 students (17%), to promote STKIP-PGRI Pasuruan-17 students (14%), other people could listen to me-6 students (5%), 4 students (3%) who said that "CHEMISTRY" was a good program but did not give reason.

Table 4.10
The students opinion about the place that they practice speaking

No	Question and Students' Answer	Frequency	Percentage (%)
12	Do you think this place can be a good place to practice speaking?		
	a. Yes:	**110**	**91**
	• The communication is in English	58	48
	• Can practice pronunciation	20	17
	• Can develop self confidence	16	13
	• Can add vocabulary	6	5
	• Do not give reason	10	8
	b. No :	**11**	**9**
	• There is no native speaker	5	4
	• Some broadcaster are unnatural in	3	2
	• The caller already write the opinion	1	1
	• Do not give reason	3	2
	Total	**121**	**100**

On the next question, 110 students (91%) stated that "CHEMISTRY" Radio English Program could be a good place for them to practice speaking. The 110 students had different reasons, they were: the communication was in English-58 students (48%), could practice pronunciation-20 students (17%), could develop self confidence-16 students (13%), could add vocabulary-6students (5%) and 10 students (8%) who agreed that "CHEMISTRY" Radio English Program could be a good place for them to practice speaking but did not state the reason. On the other hand, there were 11 students said that "CHEMISTRY" Radio English Program could not be a good place for them to practice speaking. They also had different reasons, which were: there was no native speaker-5 students (4%), some broadcaster were unnatural in speaking-3 students (2%), the caller already wrote their opinion-1 student (1%) and 3 students who said that "CHEMISTRY" Radio English Program could not be a good place for them to practice speaking but did not state the reason.

DISCUSSION

There are two ways for the students to join this program, the first is by calling to the radio and directly chat with the broadcaster and the second is by sending message to the radio. The message can be their opinion about the topic that is being discussed or it can be their regards to friends or just request song.

Based on the questionnaire, there were only few students who preferred to join online by calling to the radio than join through SMS line. Moreover, the weekly broadcasting agenda also stated that most of the students participated through SMS line than to directly call to the radio and practice their speaking.

Those who preferred to join online wanted to directly chat with the broadcasters and practice their speaking. Also they said that by calling, they wanted to increase their self confidence in speaking.

In the contrary, there were many students who were still afraid to join online and chose to join in SMS line. According to the questionnaire, the students chose to join by sending message because they were afraid to make mistake if they joined online. The students were ashamed and did not have self confidence to speak in public.

Afraid of making mistake is one of the problems in speaking English. Students are afraid to be laughed when they are making mistakes (Kukurs:2011). Here the researcher suggests the students have to start thinking that making mistake is normal. So, stop seeing mistake as something unchangeable, practice speaking more and more so the students can minimize the mistakes that they make.

According to the questionnaire, most of the students listened this program only once up to twice a week. However, there were some students who faithfully joined this program. Many reasons made them join this program. Most students stated that they wanted to practice speaking, some students said they wanted to listen to the English song, and a few students admitted that they wanted to practice listening, to send greeting, to get more score in speaking and listening class, and because the topic was interesting.

The students also stated their reasons why they rarely joined this program. They said they had other activity on Sunday. Here, the researcher suggests the students to spare a few of their time to listen and join "CHEMISTRY" Radio English Program. Although they have other activities, at least they can listen to this program while doing other activities if it is possible. If it is impossible to listen to this program while doing another activity, they still can join this program through SMS line. They may ask their friends what is topic then they can send their opinion through SMS line.

Other factors that made the students not joining this program was from the technical problem which was the radio wave could not reach a certain place farther which could be the place where some students live. Here, the researcher suggest the radio station to enlarge the radio wave throughout Pasuruan municipality and regencies in order the students who lives in regencies can participate this program.

There are many benefits that the students could get by joining "CHEMISTRY" Radio English Broadcasting Program. Most students said that they could practice their speaking and listening. They could practice listening by listen to the broadcasters' conversation and listen to the English songs. They could practice speaking if they join online. If the students joined this program regularly, slow but sure they will get used to speak English and it could increase their ability in speaking. They also said that they could be more confident in speaking English because this program asked them to communicate in English.

Other benefits that they got from "CHEMISTRY" Radio English Broadcasting Program were adding knowledge and adding vocabularies. As stated in chapter II, our vocabularies could show our ability in speaking. So, when the students got difficulty in expressing their ideas by words, it could be caused by their lack of vocabularies.

The students admitted that "CHEMISTRY" Radio English Broadcasting Program was a good place to practice speaking and they also admitted that this program could increase their speaking ability. They said so because the communication in this program was in English which made them could practice their pronunciation, develop self confidence and add their vocabulary. They also said this program could increase their ability in speaking because they could practice speaking so they could be more fluent in speaking English.

Many problem faced by the students in joining "CHEMISTRY" Radio English Broadcasting Program, this could make them hard to get the benefit to this program. The biggest problem was they have other activity on Sunday.The next problem was difficult to join online. This condition might be happen because the students did not listen to the radio, so they did not know the duration time, when is the time to receive callers, to commercial break, to read a message or to play the songs.

Lack of vocabulary was also significant problem for the students in joining "CHEMISTRY" Radio English Broadcasting Program. Sometimes students were afraid to show their ideas through speaking. Their lack of vocabularies made them think twice before they share their ideas. The researcher suggests the students to add their vocabulary by starting to listen to this program and try to speak words as many as they can.

However, there were few students who did not have problem in joining "CHEMISTRY" Radio English Broadcasting Program. In conclusion, the researcher felt that those entire problems could be solved if the students were willingly to join this program and hardly trying to solve the problems.

CONCLUSION AND SUGGESTIONS

Conclusion

By joining this program, they got more score from their lecturer and increased their ability in speaking English. Besides that, "CHEMISTRY" Radio English Broadcsting Program also good to promote

STKIP PGRI Pasuruan, other people who listened to this program would know that the students of STKIP PGRI Pasuruan could communicate in English well. On the other hand, there were a few students who could not get any advantages because they still did not know about "CHEMISTRY" Radio English Broadcasting Program and never heard this program. Some of the students felt that this program could not be a place to practice speaking because there was no native speaker and some of the broadcasters were unnatural in speaking English.

Suggestions

For the "CHEMISTRY" Radio English Boadcasting Program: they have to increase the programmar relate it the material of broadcasting, also broadcasters quality, the broadcaster should practice more fluently and naturally, Choose an interesting topic every week, Make an English club, Invite native speakers.

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THE EFFECTIVENESS OF TWO STAY TWO STRAY STRATEGY IN TEACHING READING COMPREHENSION AS OBSERVED FROM STUDENTS WITH DIFFERENT LEARNING STYLES

Rasyidah Nur Aisyah

State Junior High School 1 Tongas, Probolinggo, East Java, Indonesia
Email address: ocicyah@yahoo.co.id

Abstract. Teaching reading is a crucial skill for both English as a Second Languange (ESL) and English as a Foreign Language (EFL) students. To develop the students' reading ability, Two Stay Two Stray strategy becomes an alternative solution to be used in teaching. This research is aimed at investigating the effectiveness of the Two Stay Two Stray Strategy in teaching reading comprehension and the interaction between the Two Stay Two Stray Stray Strategy and students' learning styles. This research is quasi-factorial design with posttest-only design. The population in this research is 334 second semester of eight grades at SMP Negeri 1 Tongas Probolinggo East Java. The sample of this research is class F consisting 43 students, as the experimental group, and class E consisting of 41 students, as the control group. The students' reading comprehension achievement is obtained from a reading comprehension test while students' learning style is identified using learning style questionnaires.The data analysis used in this research in non-parametric statistics, Mann-Whitney and ANOVA. This is because one of statistical assumptions is not fulfilled, normality assumption. In this research, the purpose of employing ANOVA is to investigate the interaction between students' reading achievement and learning styles. The result of Mann-Whitney test demonstrates that p-value is greater than the level of significance $\alpha = 0.05$ ($0.158 > 0.05$) which means that Ho_1 cannot be rejected. In other words, there is no difference in reading comprehension achievement between students taught by using the Two Stay Two Stray Strategy and those taught by using Pair Wok Strategy.

Key Words: the Two Stay Two Stray Strategy, Pair work Strategy, reading comprehension, students learning style

Contextual teaching and learning (CTL) is an approach to teaching in which the materials and the activities are based on the students' prior knowledge. It engages the students in significant activities that help them connect academic studies to their context in real-life situations. By making these connections, the students see meaning in schoolwork. When the students formulate projects or identify interesting problems, when they make choices and accept responsibility, search out information and reach conclusion, when they actively choose, order, organize, touch, plan, investigate, question, and make decisions to reach objectives, they connect academic content to the context of life's situation, and in this way, they discover meaning. The discovery of meaning is the central characteristic of CTL (Johnson, 2002:3-4).

On this ground, the researcher thinks that it is necessary to conduct a research to get a true picture of another method in teaching and learning process. And CTL has actually been promoted by educational experts since the competency-based curriculum was first implemented. CTL is an approach, the learning which includes in CTL are Direct Instructions, Cooperative learning, Problem based Instruction. Cooperative learning is one of characteristic of CTL which is learning community. There are many kinds of methods in cooperative learning. The researcher chooses two stay two stray strategy in her research.

Teaching reading comprehension by means of Cooperative Learning Strategy requires students to *talk and share* the information in the text with the members of their groups. It also provides the students with *analyzing, synthesizing, and evaluating* the written text by making referential questions, such as; "how do you know" or "why do you think so" questions. These questions stimulate the students to think critically, to share their ideas, or to agree or disagree. As a result, verbal summaries can be carried out by letting the students perform or report what they have done at the end of class.

Respecting to Two Stay Two Stray Strategy, it is one of cooperative learning strategy which has been investigated its effects on students' learning achievement. Empirically, Tow Stay Two Stray is a modified form from *One Stays Two Stray,* as well as *One Stays Three Stray,* and so on. *One Stays Three Stray* is recommended by some expert to be employed in teaching process, as Crawford et al. (2005:64) stated that *One Stays Three Stray* can be fun for the students, because it has the students move around, and exposes them to other faces. Students enjoy being interviewed, and they also enjoy telling their table mates what they have learned when they visit the other groups. If the procedure is set up properly, students can learn to move around quickly to their new places. Jacobs et al. (1996) proposed *One Stay Two Stray* as the optional of group form.

Regardless of its formulation, *Stay and Stray* offers a low-threat forum where students can exchange ideas and build social skills such as asking probing questions. It also offers students the opportunity to learn by teaching. It gives a description that learning also can occur within the community, not just with instructor (Jacobs et.al, 1996).

Moreover, employing Two Stay Two Stray Strategy in teaching Reading, the teacher assigned an integrated teaching and learning activity with four English skills namely reading, speaking, listening, and writing. The four skills require the students to do much reading, speaking, listening, and writing activities in one meeting. The students accomplish the four skills through four practices specifically **Group Discussion, Group Exchanging, Group Work, and Individual Work.** In Group Discussion, the students are divided into groups which consisted of 4 students. Each group is given different subtopic/paragraph. Every student in group read the subtopic/paragraph given then discusses the content of the text to the members of her/his group.

METHOD

The objective of this research was aimed at investigating the effectiveness of Two Stay Two Stray strategy in teaching reading comprehension. In other words, the objectives of the research were: (1) to analyze whether there is a difference in the students' reading comprehension taught by the Two Stay Two Stray strategy and the Pair Work strategy. (2) to analyze whether there is a difference of students' reading comprehension with different learning styles. (3) to analyze whether there is an interaction between the *Two Stay Two Stray* strategy and students with different learning styles.

This research is quasi-factorial design with posttest-only design. The population in this research is 334 second semester of eight grades at SMP Negeri 1 Tongas Probolinggo East Java. The sample of this research is class F consisting 43 students, as the experimental group, and class E consisting of 41 students, as the control group. The students' reading comprehension achievement is obtained from a reading comprehension test while students' learning style is identified using learning style questionnaires.

The variable in this research consisted of dependent and independent variables. The dependent variable in this research was students' reading comprehension achievement. The independent variables consist of instructional methods and learning styles. The instructional methods were divided into the *Two Stay Two Stray strategy* and the *Pair Work strategy* while learning styles were categorized into three: auditory, visual and kinesthetic. Further, the researcher embedded attributes variables into this research by assigning subjects to groups based on such existing variables. The independent variables of either type were known as factors.

There were three instruments used in this research. The instrument that is used in this study is reading comprehension test and two sets of questionnaires. The first instrument, a reading comprehension test, was constructed to investigate normality, homogeneity, and students' reading comprehension after treatment.

The second instrument, students' learning style, was adapted from Cohen's (2002) Learning Style Survey due to the appropriateness of the content, easier calculation and practicability, and was aimed at classifying students into different learning style: the auditory learning style, the visual learning style, the kinesthetic learning style. The third instrument, attitude questionnaire, was constructed to find out students' attitude towards the Two Stay Two Stray strategy. Table 3.3 shows the function of each instrument.

Table 1. Research Instruments and Variables to Measure

No.	Instruments	Variables to Measure
1	Posttest	Students' reading skill after Treatment
2	Questionnaire for the Students' learning style	Students' learning style
3	Questionnaire for the Students attitude	Students' attitude towards TSTS strategy

In order to support the data, two questionnaires were employed to the students. The first questionnaire was used to investigate students' learning styles. The second questionnaire was used to identify students' attitude towards the TSTS strategy. The questionnaire for students' learning styles was distributed to both treatment and control groups, while the questionnaire for students' attitude was distributed only to the experimental group.

Data analysis was aimed at testing the research hypothesis. The data were obtained from student's reading comprehension test, posttest, consisted of 20 items. The scoring was dichotomous, in which a student's correct answer was scored 1 and a student's wrong answer was scored 0. The scoring procedure was students' correct answers were divided by the total items times 100 equal to students' total score.

In this research, the data gained from posttest was organized and summarized by using descriptive statistics. After that, the data was statistically computed by using inferential statistics to test the hypothesis. Further, the data gained from the learning style questionnaire was analyzed and interpreted by using Cohen's et al. (2005) scoring procedure, while the data gained from the attitude questionnaire was analyzed by interpreting students' total scores in answering each item.

RESULTS

The posttest results of the experimental group and the control group were the main data in this research. The posttest results were in the form of score obtained from the reading comprehension test which was assigned to both the experimental group and the control group. The test was administered after the experimental group accomplished the treatment and the control group had the same meetings as the experimental group.

Table 2. Posttest Score Summary of the Experimental Group and the Control Group

	Experimental Group	Control Group
N	43	41
Mean	60	57.8
Std. Deviation	8.151	7.804
Minimum (score)	45	40
Maximum (score)	80	75

Table 2 demonstrated that among 43 students of the experimental group, the maximum score was 80 and the minimum score was 45, while among 32 students of the control group, the maximum score was 75 and the minimum score was 40. Further, the result of the computation demonstrated that the mean score of the experimental group was 60, while the mean score of the control group was 57.68. In this case, the experimental group and the control group were different in terms of its maximum score, its minimum score, and its mean.

Further, Figure 1 showed the distribution frequency of the posttest score of the experimental group.

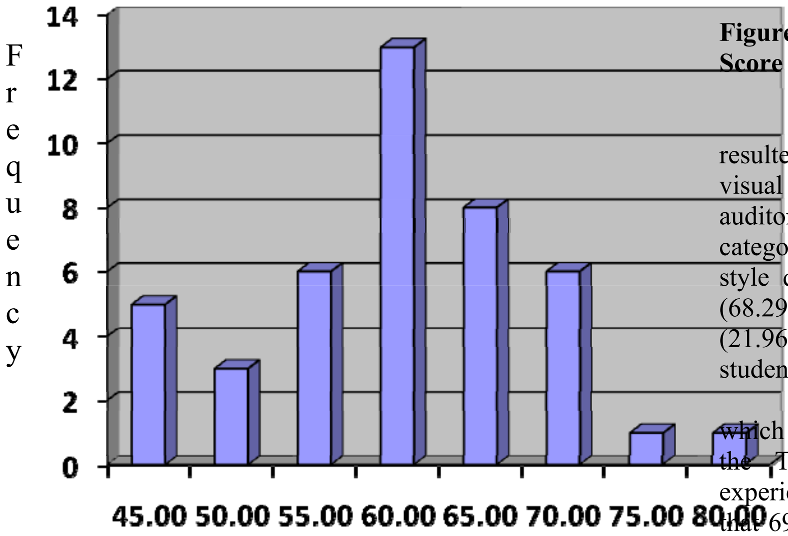

Figure 1 the Distribution Frequency of the Posttest Score of the Experimental Group

The data obtained from posttest of the control group also was organized in the table of distribution frequency. The aim was to find out the three indexes in statistics: mean, median, and mode.

Table 3 the Result of the Computation for Statistical Index of Control Group

Statistics	
N	41
Mean	57.68
Median	57.3810^2
Mode	55.00

Table 3 showed the result of the computation for statistical index by using SPSS v20. Based on the calculation of measure central tendency, the mean was 57, the median was 57, and the mode was 55. It can be inferred that the average of these differences would give some measure of how closely the data values cluster around the mean. Further, figure 4.2 showed the distribution frequency of the posttest score of the control group.

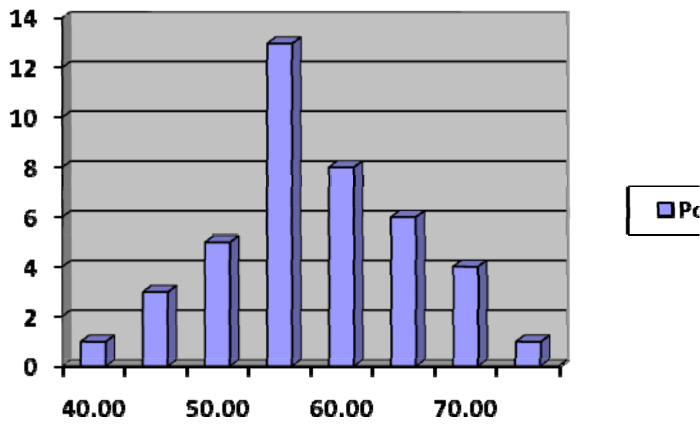

Figure 2 the Distribution Frequency of the Posttest Score of the Control Group

The learning style questionnaire for class F resulted that 29 students (67.44%) were categorized into visual learners, 8 students (18.60%) were categorized into auditory learners, and 6 students (13.96%) were categorized into kinesthetic learners. Further, the learning style questionnaire for class E resulted that 28 students (68.29%) were categorized into visual learners, 9 students (21.96%) were categorized into auditory learners, and 4 students (9.75%) were categorized into kinesthetic learners.

The attitude questionnaire consisted of ten items which was intended to find out students' attitude toward the Two Stay Two Stray strategy that they have experienced in the class. The attitude questionnaire resulted that 69.76% students chose option 3 for item number one, 65.11% students chose option 3 for item number two, 76.74% students chose option 3 for item number three, 58.13% students chose option 3 for item number four, 60.46% students chose option 3 for item number five, 72.09% students chose option number 3 for item number six, 58.13% students chose option 3 for item number seven, 48.83 % students chose option 3 for item number eight, 51.16% chose option 3 for item number nine, and 65.11% students chose option number 2 for item number ten.

DISCUSSION

This research tried to investigate the main effect and the interaction among independent variables on dependent variable. The independent variable consisted of active variables, The Two Stay Two Stray Strategy and the Pair Work Strategy, and attribute variables, visual, auditory and kinesthetic learning styles. The dependent variable was students' reading comprehension. This research employed quasi-factorial design.

Based on the result of the hypothesis testing in the previous chapter, the result of this research was in contrast with the result of the previous researchers conducted by Lewaherilla (2011), Surjosuseno (2011), Agus, et al. (2012), and Hamiddin (2012) which revealed that the TSTS strategy effective in teaching reading comprehension.

The result of this research also reveals that there is no interaction between the Two Stay Two Stray Strategy and students' learning style. This means that students' comprehension score was merely achieved by the means of the Two Stay Two Stray Strategy. In this case, students' learning style did not contribute to the achievement of students' reading comprehension. Although Reid (2005) stated that the preference for visual, auditory, and kinesthetic has some influence on the learning process, the result of this research demonstrated that students' learning style has no influence on their reading comprehension achievement.

The acceptance of the null hypothesis (H_o) can be explained by considering some factors such as the slight visual difference in mean score, the method implemented in the control group, the dominant visual learners, the number of meeting and guiding stage in the experimental group, and the type of the reading comprehension test.

The first factor was the mean score of the experimental and control group was near. The mean score of the experimental group was 60.00 while the mean score of the control group was 57.68. The mean difference between both groups was 2.32. In comparing means (*Tes Uji Beda*), that slight difference means no statistical difference although they visually were different in scores. Thus, the statistical computation demonstrated that there was no difference in reading comprehension achievement between students taught by using the Two Stay Two Stray Strategy and those taught by using the Pair Work Strategy.

The second factor was the method implemented in the control group, the Pair Work Strategy, was identical with the method implemented in the experimental group, the Two Stay Two Stray Strategy.

Further, the Pair Work Strategy was identical with the Two Stay Two Stray Strategy in terms of grouping, students' activity, and communication. In term of grouping, the Pair Work Strategy employed group discussions consisting of two persons in whom each student was not specifically assigned to take a role, while the Two Stay Two Stray Strategy assigned students to be in a group of four in which each student took a role as stayer and strayer. Further, in the Pair Work Strategy, students were asked to summarize the text they had read after answering the questions provided by the teacher. This activity was identical with the reading strategy in TSTS, Summarizing. Additionally, in term of communication, Osakinle et al. (2010:7) said that the communication in the Pair Work strategy flowed from the teacher to students and may come eventually from students to students. This is identical to the communication in the Two Stay Two Stray strategy in which the teacher initially modeled the strategies to the students, guided them to implement those strategies in a group setting, and asked them to implement it independently.

The third factor was the dominant visual learners. In this case, most visual learners were not beneficially helped by the TSTS strategy which focused on mediating students' comprehension through the dialogue. When the visual learners experienced their individual roles they got benefit from this session, but when it came to the dialogue session, they did not get benefit from this session while the dialogue session is the core part in the TSTS strategy. In contrast, the auditory learners may have got benefit from this method. Gass and Selinker (2008:437) stated that the auditory learners are those who prefer to take in information auditory. They prefer to talk through material and even to have text read out loud. However, the number of the auditory learners was smaller than the number of the visual learners and not all group consisted of the auditory learners.

The fourth factor was the type of the instrument used to measure students' reading comprehension after being treated by the Two Stay Two Stray Strategy. The instrument was reading comprehension test, an objective test, in the form of multiple-choice questions which was tested to the students individually. In this case, referring to the process of treatment, it is possibly inappropriate to evaluate students' reading comprehension after treatment by employing an individual-objective test.

Leaving aside all the factors caused the acceptance of null hypothesis (Ho), the Two Stay Two Stray Strategy in actually helped students comprehend the text they read. It also facilitated them to interact with their friends when they found it hard to comprehend the text as what Lewaherilla (2011) found in her research. The students also believe that each strategy in the TSTS made the easier in comprehending the text. Further, most students stated that they would use this strategy when they read the text although some of them did not feel confident.

In addition, they also would recommend other students to use the TSTS strategy to help them improve their reading comprehension. This was based on the result of the questionnaire given to the experimental group.

Finally, the acceptance of the null hypothesis (H_o) is possibly due to several factors mentioned before. Although this research revealed that the Two Stay Two Stray strategy is not effective in teaching reading comprehension, it is a better strategy than the Pair Work Strategy, referring to the mean difference in which the experimental group has higher mean score than control group. Further, although there is no difference between students taught by the Two Stay Two Stray strategy and those taught by the Pair Work strategy, this research reveals that students who have experienced the Two Stay Two Stray strategy feel that the strategy is beneficial for them. They are able to share and ask for help when they cannot handle the difficulties they suffer with the other members of the group. In addition, Lewaherilla (2011), in her research, revealed the same thing as the present research reveals in which students are motivated to study because they are able to share their ideas among their teammates or other groups and they are able to improve their understanding of the text because they give help and receive help from teammates, other groups, and the researcher.

CONCLUSIONS AND SUGGESTIONS

In accordance with the research problem and the result of data analysis, it can be concluded that Ho_1 cannot be rejected which means that there is no difference in reading comprehension achievement between students taught by using the TSTS strategy and those taught by using the pair work method. Ho_2 also cannot be rejected which means that there is no difference of students' reading comprehension with different learning styles. Further, Ho_3 cannot be rejected which means that there is no interaction between the TSTS strategy and the students with different learning styles.

The slight visual difference in mean score, the strategy implemented in the control group, the dominant visual learners, the number of meeting and guiding stage in the experimental group, and the type of the reading comprehension test possibly cause the acceptance of the null hypothesis. Still, the TSTS strategy is a better strategy than the pair work strategy as compared by mean score of both groups. The benefit of utilizing strategies in the TSTS strategy has been experienced by the students. In addition, students' learning styles do not interfere with their reading comprehension achievement both in experimental group or control group.

Further, this research has its limitations or weaknesses. The limitation or weakness of this research is that the implementation of the pair work strategy was conducted mostly by the researcher which initially would be conducted by the teacher. As a result, this may because the experimental effect threat. Further, there are quite many reading comprehension test items, which are not valid, have been revised and used to investigate student's reading comprehension. As a result, there are some indicators which have not been achieved mostly by the students. The result of the attitude questionnaire also is not quite reliable since the questionnaire has been validated by the expert but has not been tried out yet.

In addition, this research implies that the methods used in teaching reading comprehension will influence their reading comprehension achievement. In this case, the teacher should consider to implement any appropriate strategy which will helps students deal with the text well. Modeling students how to employ reading strategies also will help them used to employing them. Further, the teacher also should consider to group students in order to increase their critical thinking and to promote active learning, assigning students into different roles, like in the TSTS strategy, will make students responsible with their own learning. This also will support poor readers to improve their reading comprehension by receiving helps and assistance from the other readers.

Based in the data analysis and the discussion in the previous chapters, the result of this research provides theoretical and practical contributions toward teaching and learning English. For the theoretical contribution, this research gives new insight on the implementation of the TSTS strategy in teaching reading comprehension. For the practical contributions, the teachers may consider to implement the TSTS strategy rather than implement pair work method. The teacher also must consider the materials used in the class which is beneficial for students with different learning styles.

For other researchers who want to conduct further research in relation with the research findings in this research, it is interesting to pair the TSTS strategy with other reading comprehension methods which have different characteristics.

Further researchers also may consider adding extra meetings in guiding stage to avoid students' less understanding of how to implement the strategies when they are in a group setting. This will decrease students' inability in comprehending the implementation of the TSTS method.

Besides, observing the effectiveness of the TSTS strategy from different area such as personality traits would be interesting since each student in a group has different personality traits which influence his or her active contribution in the discussion session. Thus, the investigation of the effectiveness of the TSTS strategy in different level of students and his different point of observation is still needed to be carried out.

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EFFECT OF LEADERSHIP STYLE PRINCIPAL AND TEACHER PERFORMANCE BASED MANAGEMENT OF SCHOOL IN *MTS NURUL ULUM MALANG*

Roni Alim.B.K [1)], Agus Priyono [2)], Riril Mardiana Firdaus [3)]

[1)] *Kanjuruhan University of Malang*
roni_abk@yahoo.com

[2)] *Kanjuruhan University of Malang*
gus_pri19@yahoo.com

[3)] *Kanjuruhan University of Malang*
riril_smart@yahoo.com

Abstract. One important issue about education today regard with respect to the implementation of School Based Management (SBM). Leadership is the ability to influence, manipulate and direct the actions of a person or group of people to achieve certain goals in certain situations. The teacher is a resource element that determines the success of education in the school, because the teacher is the human element that is closely related to student education efforts everyday in school. The person in charge keterlaksanaan learning process in the classroom is the teacher. The aim of research to determine the effect of leadership style of the principal and teacher performance individually or jointly to the school-based management at *MTs NurulUlum Malang*. This study uses a quantitative, descriptive, the research design correlation. This study uses a quantitative approach to the design of ex post facto. The sample in this research is all teachers amounted to 51 teachers at *MTs NurulUlum Malang*. The technique of collecting data using questionnaires and documentation. Data were analyzed using descriptive, the prerequisite test and hypothesis testing. Based on the results of data analysis done partially, show that: (1) the principal's leadership style has a significant influence and contributed a total of 0,363 (36.3%), the school-based management. Principal may give influences so that teachers motivated to carry out the duties and obligations together in achieving educational goals effectively and efficiently. (2) Performance of teachers has a significant influence and contributed a total of 0,270 (27.0%), the school-based management, it is seen from the ability to draw up programs of teaching, presenting teaching programs, analyze the learning results, compiling program improvement and enrichment as well as the ability draw up guidance programs. (3) Based on the value of R Square, it is known that simultaneously between leadership style Principal and teacher performance has a significant influence and contributed a total of 0.285 (28.5%), the school-based management. This means that the remaining approximately 0.715 (71.5%) of school-based management affected by factors other than the leadership style of the principal and teacher performance eg organizational climate, job satisfaction.

Keywords: School Based Management (SBM), Leadership Style, Teacher Performance

1.INTRODUCTION

1.1.Background

School Based Management (SBM) departs from the reality of the poor quality of education that almost happened at every level and education units, government through the Ministry of Education and Culture has rolled policy management pattern of new education in which includes broad authority to the schools to manage and control the school, to encourage participatory decision-making that involves directly all citizens of the school. The new management model is known as the School-Based Management, or abbreviated as school-based management.

Leadership problems always gives the impression of an attraction because an organization will succeed or fail in part determined by the quality of leadership. Leadership is the ability to influence, manipulate and direct the actions of a person or group of people to achieve certain goals in certain situations. Leadership is one of the managerial aspects in organizational life is a key position. Because of the leadership of a harmonizing role as a leader in the process of cooperation between people in the organization.

The teacher is a resource element that determines the success of education in the school, because the teacher is the human element that is closely related to student education efforts everyday in school. The person in charge keterlaksanaan learning process in the classroom is the teacher. Empowerment of the quality of teachers need to be carried out continuously, and sustainable. It is certainly not out of the element of classroom management. Teacher performance is the ability of a teacher to perform acts in accordance with its intended purpose, which includes aspects of teaching and learning program planning, implementation of the learning process, the creation and maintenance of optimal grade, control optimal learning conditions, as well as the assessment of learning outcomes. Performance is critical in determining the quality of one's work, including a teacher.

The results of the observations made by researchers, appears in part the teacher has not performed well in their duties and functions, that is to say in accordance with the duties and functions of teachers, such as: activities in planning programs of teaching, implementing the learning activities, conducting assessments, carry out daily tests, compile and implement improvements and enrichment programs as well as holding the development of the field of teaching responsibility.

Principal is a leader. Each school principal as organization leaders need to master and has the ability to motivate subordinates, so that principals can influence subordinates must understand what the needs of subordinates. The successful management of the school is largely determined by the activities of human resource utilization. Therefore the principal as a leader in an organization should be aware of and responsive techniques to be able to maintain the achievement and job satisfaction of teachers, among others by encouraging teachers to be able to carry out their duties in accordance with the rules and directives.

Teacher performance is the whole effort of teachers to deliver the learning process of achieving educational goals. As for the performance of teachers includes all activities concerning his professional duties as a teacher and personal development task teacher. The teacher's task involves a chain of activities starting from the learning plan, implement, evaluate up with follow-up evaluation. In addition, teachers are also required to have an understanding of educational insight, understanding of the learners and should be able to develop the potential of learners. Based on the setting in which the description above, this study intends to reveal the leadership style of the principal and teachers to the performance of school-based management at *MTs NurulUlum Malang.*

1.2 Research Objectives

The purpose of this study refers to the problems mentioned above is to determine the effect of leadership style Principal and teacher performance individually or jointly to the school-based management at *MTs NurulUlum Malang.*

1.3 Benefits Research

1. Theoretical Benefits

The results of this study are expected to contribute to science and economic development as well as a reference for further research.

2. Practical Benefits

a. For Principals and teachers *MTs NurulUlum Malang,* the results of this research can be used as an input in determining school policy.

b. For researchers, this study is a means to practice in the development of science through research and broaden the writer to think critically and systematically in dealing with problems that occur relation to school-based management (SBM).

c. For readers, the results of this research may contribute to the development of knowledge, especially with regard to the influence of the principal leadership style and performance of teachers to school-based management and can be used as reference in future studies.

1.4 Research Hypothesis

Ha.1. Allegedly there are significant principal leadership style towards school-based management at *MTs NurulUlum Malang.*

Ha.2. Allegedly there is an influence on the performance of teachers in the school-based management *MTs NurulUlum Malang.*

Ha.3. Allegedly there are significant leadership style Principal jointly towards school-based management at *MTs NurulUlum Malang.*

2. RESEARCH METHODS

2.1. Research variable

In accordance with the title "The Effect of Principal leadership style and performance of teachers to school-based management at MTs NurulUlum Malang", then the research variables consist of:

1. The independent variables (independent)

a. Principal leadership style as X1

b. Teacher performance as X2

2. The dependent variable (dependent)

In this study, the dependent variable is the "school-based management" that is symbolized by the letter "Y".

2.2 Types and Sources of Data

This study uses a quantitative approach to the design of ex post facto. Because the number of teachers is less than 100 then the sampling technique using saturated sample where the entire population is taken the sample, so the sample size in this study all teachers at *MTs NurulUlum*

Malang, 51 teachers. The Data Collection Techniques used: (1) .Angket / questionnaire. This study uses a questionnaire immediately and closed, the questionnaire requires about respondents' answers and the answers have been provided by the researchers so that respondents can just fill, where questionnaires were completed for obtaining primary data. (2) Documentation. Documentation method in this research is intended to obtain secondary data from the principal's leadership style, performance reports of teachers and school-based management viewed from several aspects needed.

2.3 Data Analysis

1. Descriptive Analysis

The descriptive analysis aims to describe or explain about the picture of the studied based on data from variables obtained, and is not intended to test the hypothesis. Presentation of the results of descriptive analysis is usually in the form of frequencies and percentages, cross tabulations, various graphs and charts on the data that is categorical, and statistics in the form of groups such as the value of the average (mean). (SaifuddinAzwar, 2012: 126).

2. Prerequisites Test Analysis

a. Normality test

b. Linearity test

c. test Multicollinearity

d. test Homokedastisitas

3. Hypothesis Testing

a. Significance test predictors in the Partial Test t

All the predictors are b.Menguji Significance Together with Test F

c. Looking amount of value coefficient of determination (R2)

d. Looking Contribution to Variables Variables Bound

1) Relative contribution (SR)

2) Effective Contribution (SE)

3. RESULTS AND DISCUSSION

3.1 Description of Data Research

Description of the research results obtained from data collection with Likert scale research instrument. The exposure includes variables: the influence of the principal's leadership style, the performance of teachers and school-based management at *MTs NurulUlum Malang* which includes the mean, median, standard deviation, variance, minimum score, and the maximum score. If Y represents the dependent variable (school-based management) then X represents independent variables consisting of X1 (school leadership style) and X2 (teacher performance), then a summary obtained a score of variable data studies are presented below:

table 3.1

Score Variable Data Empirical Research

Mean Std. deviation N

Y: School Based Management 51 12 902 115.08

X1: Leadership Style School 95.06 10 984 51

X2: Teacher Performance 51 15 125 117.71

Source: Data processed researchers (2016)

Based on table 4.1, it is known that the number of valid data (valid for processing on entrepreneurial learning in school (X1) is 30, the data with the number of respondents 51 students, while the missing data (missing) is zero, meaning all the data ready to be processed. Mean or average -rata on leadership style Principal (X1) of the 51 respondents is at 95.06 with a standard deviation (a big mistake or error rate) data at 10.984, meaning that the data used was quite good.

Teacher performance variable (X2), it is known that the amount of data that is valid is 40 statement, while the missing data (missing) is zero, meaning all the data ready to be processed. Mean (average) on the performance of teachers (X2) of the 51 respondents is at 117.71 with a standard deviation (a big mistake or error rate) data at 15.125, meaning that the data used is good enough

School-based management variables (Y), it is known that the amount of data that is valid is 30 statement, while the missing data (missing) is zero, meaning all the data ready to be processed. Mean (average) in the school-based management (Y) of the 51 respondents is at 115.08 with a standard deviation (a big mistake or error rate) data at 12 902, meaning that the data used was quite good.

Based on the description above, it can be concluded that the variable data of research that leadership style Principal (X1), Teacher Performance (X2), the School Based Management (Y) can be processed and analyzed, because the data provided is valid and there are no missing data (missing).

3.2 Overview Classical Assumption Test

No	Classic assumption test	requirement	Classical Assumption Test Results	Withers-Ngan
1	test Multicolinearity	VIF < 5	X1: VIF=1.199 X2: VIF=1.199	Did not happen multikolinieritas
2	test Heteroskidastity	Data are scattered randomly and does not form a pattern mem	Point spread randomly and not mem form a pattern	Not occur heteroscedasticity
3	test Autocorrelation	Values D-W between -2 to +2, then there is no correlation	D-W = 1.213	Not autocorrelation
4	Normality	Data spread	Data spread	Normal

test	around the diagonal line and follow the direction of the spread of the diagonal line	around the diagonal line and direction penyeba-Ran follow a diagonal line	distribution of data

Source: Data processed researchers (2016)

3.3 Multiple Linear Regression Analysis

Multiple linear regression test is used to determine the influence of an independent variable on the dependent variable in the form of multiple linear regression equation. The test results of multiple linear regression can be seen as follows:

Y = a + b1x1 b2X2 + e +

Y = 47.367 + 0.427 + 0.231 + e

Explanation of multiple linear regression equation is as follows:

1) Constants of 47.367 shows the leadership style variable Principal (X1), and the performance of teachers (X2) is 0.

2) The regression coefficient leadership style Principal (X1) of 0,427. This implies that every single unit of the principal's leadership style variable will affect the school-based management amounted to 0,427 (42.7%) with the assumption that the other independent variables from the regression model is fixed.

3) The regression coefficient of performance of teachers (X2) of 0.231. This implies that every single unit of teacher performance variables will affect the school-based management amounted to 0.231 (23.1%) with the assumption that the other independent variables from the regression model is fixed.

4) e are other factors outside the research design, meaning that factors other than the principal's leadership style, the performance of teachers and school-based management at *MTs NurulUlum Malang.*

3.4 Hypothesis Testing

1.Pengujian Partial Regression Coefficients (t test)

Based on the results of statistical calculations with SPSS version 22.0 for Windows, to determine the effect of partially each independent variable on the dependent variable can be seen in the following table

Test Results Table 3.3 t

Mode l		Unstandardized Coefficients		Standard koefisien		Sig.
		B	Std. Error	Beta	t	
1	Constan	47,367	15,556		3,045	0,004
	X1	0,427	0,157	0,363	2,719	0,009
	X2	0,231	0,114	0,270	2,0234	0,049

Source: Data processed researchers (2016)

T tests were used to test the influence of each independent variable, then do their own interpretation which is to the leadership style Principal (X1), and the performance of teachers (X2). Testing is done by comparing tcount with ttable value at the level of $\alpha = 0.05$ and degrees of freedom (n-k-1) = 51-2-1 = 48, which gained value table = 1.67.

a. Testing leadership style Principal (X1) to school-based management

Based on the results of the analysis obtained by value t = 2.719, while the table = 1.67 or thitung>ttabel with significance 0.009 less than 0.05 then Ho is rejected (Ha received), meaning that the leadership style of the principal (X1) has a significant influence on the management school-based.

b. Testing the performance of teachers (X2) to school-based management

Based on the results of the analysis obtained by value t = 2.023, while the table = 1.67 or thitung>ttabel with a significance of 0.049 less than 0.05 then Ho is rejected (Ha received), meaning that the performance of teachers (X2) has a significant influence on the school-based management ,

2. Regression Coefficients Simultaneous Testing (Test F)

F test is used to test the hypothesis of the overall remedy variables: alleged that the principal's leadership style variable (X1), the performance of teachers (X2), simultaneously (together) have an influence on school-based management (Y).

Based on the results of statistical calculations with SPSS for windows version 22:00, obtained Anova table showing the test results F. The test results in table Anova F can be seen in the following table.

Table 3.4 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2373,052	2	1186,526	9,571	0,000
	Residual	5950,634	48	123,972		
	Total	8323,686	50			

Source: Data processed researchers (2016)

Anova results obtained Fhitung value 9.571, and then to test the hypothesis, then the value is compared with the value of F table at the level of $\alpha = 0.05$ degrees of freedom = 2:51 is equal to 2.75, then Fhitung (9.571)> F table (2.75) or a significant value 0.000 <0.05, then Ho is rejected (Ha received), meaning the principal's leadership style (X1), and the performance of teachers (X2) simultaneously have a significant influence on school-based management (Y). This suggests that many other factors that affect school-based management in addition to the style of school leadership and teacher performance.

3.5 Discussion

1. Effect of the principal's leadership style towards school-based management

Based on the results of data analysis done partially, indicating that the principal's leadership style has a significant influence and contributed a total of 0,363 (36.3%), the school-based management by indicators that include: (1) has a strong personality; (2) understand the conditions of teachers staff and students; (3) has the vision and understand the mission of the school; (4) the ability to take decisions, and (5) the ability to communicate.

With the school-based management, Principal of *MTs NurulUlum Malang* provides flexibility so that encouraged direct participation to improve the quality of education based on national education policies, as well as legislation and regulations. Leadership styles used in interacting with teachers, through this interaction between the principal and teachers each have a different status. Berinteraksinya two different status occurs, if the status of the principal can understand the situation of the teachers.

In general, teachers feel protected by the Principal if the leadership of the teachers can be soothing to the task assigned to him. How to interact by principal will affect the organization's objectives. Teachers generally prefer to receive the Principal nurturing subordinates so happy feeling of duty will arise, which in turn improve the performance of teachers.

Principal of *MTs NurulUlum Malang* in achieving the goals set in the duties and functions, through a process of communication with the teacher as a dimension in leadership and techniques to maximize decision making. The basic pattern of the style of leadership that is more concerned with the implementation of tasks by his subordinates, demanding the division of teaching duties assigned to him.

Principal may give influences so that teachers motivated to carry out the duties and obligations together in achieving educational goals effectively and efficiently. Principal of *MTs NurulUlum Malang* properties include: (1) provide an example; (2) concerned with quality; (3) working with the foundation of human relations; (4) understand the surrounding community; (5) have a good mental attitude; (6) concerned with staff and school; (7) making compromises to reach an agreement; (8) maintain stability; (9) is able to cope with stress; (10) create a structure so that something could happen; (11) tolerate their faults; (12) does not create a conflict of interest; (13) led through a positive approach; (14) does not stay away from or prior to those they lead; (15) accessible to the people; (16) has a harmonious family.

2. Effect of the performance of teachers to school-based management (SBM)

Based on the results of data analysis done partially shows that the performance of teachers has a significant influence and contributed a total of 0,270 (27.0%), the school-based management. Indicators influential are (1) the ability to draw up the teaching program. (2) the ability to present the teaching program. (3) the ability to analyze the results of learning. (4) ability to draw up improvement and enrichment programs. (5) the ability to draw up guidance programs.

Teachers *MTs NurulUlum Malang* plays a very important because as a spearhead in the implementation of the learning process that served to usher the students in order to achieve learning goals, the students have the competence, both in the cognitive, affective and psychomotor and cooperative competency or cooperate. Interaction between teachers and students have a position that is very important in achieving objectives.

According to data obtained from the questionnaire (questionnaire), which has been filled by the respondent, the researcher can view and concluded that the effect on the performance of teachers school-based management (SBM).

3. Effect of the principal's leadership style, and performance of teachers to school-based management.

Based on the research results and the value of R Square, it is known that simultaneously between leadership style Principal and teacher performance has a significant influence and contributed a total of 0.285 (28.5%), the school-based management. This means that the remaining approximately 0.715 (71.5%) of school-based management affected by factors other than the leadership style of the principal and teacher performance eg organizational climate, job satisfaction as the results of Sunarto and Djumadi (2011).

4. CONCLUSION

4.1 Conclusions

Based on the research results, it can be concluded as follows:

1. Principal leadership style significantly affect school-based management (SBM)

2.Kinerja teachers significantly influence the School-Based Management (SBM)

3. Principal leadership style and performance of teachers jointly significant effect on School-Based Management (SBM)

4.2. Suggestion

From the research a few things to note for the principal and teachers are: (1). MTs NurulUlum Malang in order to further improve the implementation of the MBS that can meningnkatkan quality and quantity madrsah / school has competent human resources and has a high employment loyalty. (2). Importance is given regarding the development of self-motivation that teachers at MTs NurulUlum Malang become more responsive. (3). Principal success in leading the school to be directly proportional to the success of teachers in organizing the implementation of a good education. (4). Implementation Model School-Based Management (SBM) each school has different capabilities, it is influenced by the style of leadership of the Principal. Therefore, the principal and teachers have to carry out the duties and obligations together in achieving educational goals effectively and efficiently. (5). To the principal / headmaster *MTs NurulUlum Malang* should give strict sanctions to reduce indiscipline teachers and staff employees at the madrassa.

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UNSUR BUDAYA DALAM NOVEL *ASSALAMUALAIKUM BEIJING* KARYA ASMA NADIA

Rerin Maulinda, S.Pd, M.Pd

Fakultas Sastra, Universitas Pamulang

Abstrak. Budaya merupakan suatu cara hidup yang berkembang dan dimiliki bersama oleh sebuah kelompok orang dan diwariskan dari generasi ke generasi. Kebudayaan umumnya mencakup cara berpikir dan cara berlaku yang merupakan ciri khas suatu bangsa atau masyarakat tertentu. Budaya terbentuk dari banyak unsur meliputi, sistem bahasa, pengetahuan, teknologi, kesenian, mata pencaharian, organisasi sosial, dan sistem religi. Karya satra merupakan bagian dari kebudayaan. Kelahirannya di tengah masyarakat tidak luput dari pengaruh budaya. Perwujudan kebudayaan adalah benda-benda yang diciptakan oleh manusia sebagai makhluk yang berbudaya berupa perilaku dan benda-benda yang bersifat nyata, misalnya pola-pola perilaku, bahasa, peralatan hidup, organisasi sosial, religi, seni, dan lain-lain yang semuanya berfungsi untuk membantu manusia dalam melangsungkan kehidupan bermasyarakat. Dalam makalah ini dikaji mengenai unsur-unsur kebudayaan pada novel *Assalamualaikum Beijing* karya Asma Nadia. Adapun unsur budaya dalam novel *Assalamualaikum Beijing* menggunakan unsur budaya Koentjaraningrat, yaitu Sistem Religi, Bahasa, Sistem Pengetahuan, Kesenian, Sistem Organisasi Kemasyarakatan, Sistem mata Pencaharian, dan Sistem Teknologi dan Peralatan.[1] Agama muslim dan nonmuslim; Penggunaan bahasa Inggris dan Cina; Sejarah Ashima dan tokoh revolusi Mao Tse-tung; Kesenian meminum teh, Tembok raksasan China dan Masjid Xi'an; serta reporter dan guide sebagai pendukung aktivitas para tokoh di dalamnya. Budaya beragam dalam novel ini begitu mendalam menyelimuti kisah percintaan dua insan beda budaya, Asma dan Zonghwen.

Kata Kunci : Budaya, Unsur Kebudayaan dan Novel,

[1] Koenjaraningrat. 1990. *Kebudayaan Mentalitas & Pembangunan*. Jakarta: PT Gramedia Pustaka.

PENDAHULUAN

Sastra merupakan cabang ilmu kesenian yang selalu berada dalam peradaban manusia sejak dahulu. Adanya sastra ditengah peradaban manusia tidak dapat ditolak, bahkan kehadiran sastra tersebut diterima sebagai salah satu realitas sosial dan budaya. Sampai pada saat ini sastra tidak saja dinilai sebagai sebuah karya seni yang memiliki budi, imajinasi dan emosi, tetapi telah dianggap suatu karya yang kreatif dan dimanfaatkan oleh manusia.

Karya sastra merupakan hasil karya manusia yang memiliki nilai estetik. Karya sastra terlahir dari kreasi dan imajinasi pengarang yang merupakan penjabaran kehidupan dari pengalaman pengarang atas kehidupan di sekitarnya. Dengan kata lain karya sastra diciptakan sebagai cermin kehidupan masyarakat. Salah satu karya sastra yang populer adalah novel.[2]

Karya sastra ada karena adanya dorongan dasar dari manusia itu sendiri untuk mengungkapkan dirinya. Sehingga menaruh minat terhadap dunia realita yang berlangsung sepanjang hari dan sepanjang zaman. Dalam kamus istilah sastra, Sudjiman mengatakan bahwa "sastra adalah karya lisan atau lukisan yang memiliki berbagai ciri keunggulan seperti keorisinalan, keartistikan, keindahan, dalam isi dan pengungkapannya."[3]

Oleh sebab itu, dibutuhkan unsur yang membangun yaitu unsur intrinsik dan ekstrinsik. Unsur intrinsik berupa aspek formal seperti tema, latar, alur, gaya bahasa, sudut pandang, penokohan dan amanat. Sedangkan unsur ekstrinsik merupakan segi yang membangun karya sastra dari luar seperti unsur nilai agama, nilai sosial, nilai budaya, dan nilai hukum.

Hal ini menandakan bahwa unsur ekstrinsik hadir dalam rangka membangun totalitas makna serta adanya kesatuan dan keseluruhan isi yang ingin disampaikan pengarang. Sebagai masyarakat, pengarang tidak mungkin lepas dari lingkungan budayanya sendiri. Adapun pengarang dalam menuangkan tulisan dalam bentuk novel mengandung unsur-unsur kebudayaan. Kebudayaan adalah sesuatu yang akan memengaruhi tingkat pengetahuan dan meliputi sistem ide atau gagasan yang terdapat dalam pikiran manusia, sehingga kebudayaan itu bersifat abstrak.

Budaya merupakan suatu cara hidup yang berkembang dan dimiliki bersama oleh sebuah kelompok orang dan diwariskan dari generasi ke generasi. Kebudayaan umumnya mencakup cara berpikir dan cara berlaku yang merupakan ciri khas suatu bangsa atau masyarakat tertentu. Budaya terbentuk dari banyak unsur meliputi, sistem bahasa, pengetahuan, teknologi, kesenian, mata pencaharian, organisasi sosial, dan sistem religi. Karya satra merupakan bagian dari kebudayaan. Kelahirannya di tengah masyarakat tidak luput dari pengaruh budaya.

Perwujudan kebudayaan adalah benda-benda yang diciptakan oleh manusia sebagai makhluk yang berbudaya berupa perilaku dan benda-benda yang bersifat nyata, misalnya pola-pola perilaku, bahasa, peralatan hidup, organisasi sosial, religi, seni, dan lain-lain yang semuanya berfungsi untuk membantu manusia dalam melangsungkan kehidupan bermasyarakat. Dalam makalah ini dikaji mengenai unsur-unsur kebudayaan pada novel *Assalamualaikum Beijing* karya Asma Nadia.

Adapun unsur budaya dalam novel *Assalamualaikum Beijing* menggunakan unsur budaya Koentjaraningrat, yaitu Sistem Religi,

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[2] Nurgiantoro, Burhan. 2010. *Teori Pengkajian Fiksi*. Yogyakarta: Gadjah Mada University.

[3] Sudjiman, Panuti.1990. *Kamus Istilah Sastra*. Jakarta: UI Press

Bahasa, Sistem Pengetahuan, Kesenian, Sistem Organisasi Kemasyarakatan, Sistem mata Pencaharian, dan Sistem Teknologi dan Peralatan.[4]

PEMBAHASAN

1. Pengertian Kebudayaan

Kata kebudayaan berasal dari bahasa sangsekerta "*buddayah*" yaitu bentuk jamak dari budhi atau akal.[5] Sementara itu menurut Edward B. Tylor menyatakan bahwa budaya adalah kompleks dari keseluruha pengetahuan, kepercayaan, kesenian, hukum, adat istiadat dan setiap kemampuan lain dan kebiasaan yang dimiliki oleh manusia sebagai anggota masyarakat.[6]

Sedangkan bagi kebanyakan orang, kebudayaan adalah akumulasi dari keseluruhan kepercayaan dan keyakinan, norma-norma, kegiatan, intuisi, ataupun pola-pola komunikasi dari sekelompok orang. Menutut Wahistrom, kebudayaan juga dapat diartikan sebagai pengalihan atau sosialisasi perilaku, kepercayaan, seni intuisi, dan semua karya intelektual dan karya lain dalam suatu masyarakat.[7]

Dengan demikian, penulis dapat menyimpulkan bahwasanya kebudayaan adalah keseluruhan gagasan, baik karya dan akal budi manusia yang bersifat abstrak serta dengan unsur sengaja menciptakan dan mengembangkan demi kepentingan, kebutuhan, kedamaian, kesejahteraan dan kepuasan dalam hidupnya. Hal ini menanjadikan bahwa pencita karya sastra merupakan cerminan dari suatu kehidupan, baik nyata maupun tidak itu sama saja karena pada dasarnya karya sastra merupakan cerita dengan penuh rekaan sebab terdapat unsur-unsur penambahan dari sang pengarang, hal ini agar menandakan kesan nyata dalam penceritaan sebuah karya sastra.

2. Unsur-Unsur Kebudayaan

Kebudayaan umat manusia mempunyai unsur-unsur yang bersifat universal. Unsur-unsur kebudayaan tersebut dianggap universal karena dapat ditemukan pada semua kebudayaan bangsa-bangsa di dunia.

Berbagai unsur kebudayaan yang ada dalam masyarakat berfungsi untuk memuaskan hasrat naluri bagi kebutuhan hidup manusia. Dengan adanya unsur-unsur kebudayaan sistem nilai akan terlihat dan diketahui dengan jelas. Unsur-unsur kebudayaan meliputi semua kebudayaan di dunia, baik yang kecil, bersahaja dan terisolasi, maupun yang besar kompleks dan dengan hubungan yang luas.

Menurut Koentjaraningrat, ada tujuh unsur kebudayaan di dunia, yaitu: (1) Bahasa, (2) Sistem pengetahuan, (3) Organisasi sosial (4) Sistem peralatan hidup dan teknologi, (5) Sistem mata pencaharian, (6) Sistem religi, dan (7) kesenian.[8]

A. Bahasa

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[4] Koenjaraningrat. 1990. *Kebudayaan Mentalitas & Pembangunan*. Jakarta: PT Gramedia Pustaka.

[5] _____________. 2002. *Pengantar Ilmu Antropologi*. Jakarta: PT. Rineka Cipta.

[6] Sastrowardoyo, Subagio.1999. *Sastra dan Budaya*. Jakarta: Balai Pustaka.

[7] *Ibid*.

[8] Koentjaraningrat. 2002. *Pengantar Ilmu Antropologi*. Jakarta: PT. Rineka Cipta.

Bahasa adalah simbol-simbol suara maupun tertulis yang diciptakan manusia untuk berinteraksi dengan manusia lain. Bahasa ini sangat penting karena tanpa bahasa dalam sebuah masyarakat, tidak akan tercapai komunikasi yang baik untuk mewujudkan sebuah kebudayaan dalam masyarakat itu. Sehingga, dengan komunikasi manusia dapat berinteraksi untuk menyampaikan maksud, rencana, bahkan gagasan yang pada akhirnya menjadi sebuah budaya.

Adapun unsur budaya yang menunjukan bahasa dalam novel *Assalamualikum Beijing* yaitu sebagai berikut :

1) Bahasa Inggris

Bahasa inggris merupakan bahasa lisan yang digunakan untuk berinteraksi dengan sesama manusia. Menyampaikan maksud dan tujuan sehingga orang lain dapat mengerti dan memahami maksud dan tujuan dari penyampaian suatu informasi.

Interaksi terhadap sesama manusia dalam berbahasa Inggris, dijumpai dalam novel *Assalamualaikum Beijing*, sosok Asma menggunakan bahsa Inggris untuk menanyakan tempat penginapan youth hostel kepada sesama calon penumpang bus. Keterbatasan pengetahuan tentang bahasa China yang dimiliki oleh Asma, memaksa dirinya untuk menggunakan bahasa Inggris.

Interaksi Asma dengan Sekar sahabatnya saat menceritakan kejadian Asma bertemu dengan Zhongwen. Terjadi juga interaksi dengan Sunny, saat mareka mengunjungi tembok raksasa Cina.

2) Bahasa China

Bahasa China Adalah bahasa yang digunakan oleh minoritas Han Cina. Ini adalah bagian dari kelompok Sino - Tibet. Ini merupakan bahasa analitis yang berarti , dalam tipologi morfologi , bahasa di mana kata-kata atau cenderung berubah-ubah. Unit dasar tulisan Tionghoa adalah karakter disebut sinogram. Setiap karakter Cina merupakan suku kata. Sebuah kata umumnya terdiri dari satu atau dua suku kata.

Interaksi terhadap sesama manusia dalam berbahasa Cina, dijumpai dalam novel *Assalamualaikum Beijing*, Zhongwen mempelajari bahasa China terhadap Asma dengan berdialog terhadapnnya dengan maksud meluruskan beberapa kalimat yang Asma tidak mengerti.

Ucapan perasaan yang diuraikan Asma dan Zonghwen pada masa begitu sulit. Dimana Asma harus duduk di kursi roda dikarenakan operasi tulang belakang sehingga membuatnya tak bisa berjalan layaknya. Cinta sejati mengurai indah dalam satu kata “Wo ye xiang ni”.

B. Sistem Pengetahuan

Sistem pengetahuan itu berkisar pada pegetahuan tentang kondisi alam sekelilingnya dan sifat-sifat peralatan yang dipakainya. Sistem pengetahuan meliputi ruang pengetahuan tentang alam sekitar, flora dan fauna, waktu, ruang dan bilangan, sifat-sifat dan tingkah laku sesama manusia, tubuh manusia.

Adapun unsur budaya yang menunjukan pengetauan dalam novel *Assalamualikum Beijing* yaitu sebagai berikut:

1) Sejarah Ashima

Ashima merupakan sejarah dari negara China. Ashima, gadis Yunnan dari keluarga Yi yang miskin berprofil kontras dengan Asma. Diberi nama Ashima karena orangtuanya berharap dia akan secantik bunga dan bersinar seperti emas. Kepandaiannya menari dan menyanyi banyak pemuda jatuh cinta. Tak terkecuali Azhi, anak kepala desa yang berharta.

Witing trisna jalaran saka kulina membuat Ashima menambatkan hatinya pada Ahei, anak angkat orangtua Ashima. Ahei secepat kilat menunggang kuda mengejar Azhi yang menculik Ashima dan menantang Azhi untuk duel tiga hari tiga malam. Tiga harimau dilepaskan Azhi guna menghabisi nyawa Ahei namun tiga anak panah Ahei-lah yang melibas habis tiga harimau itu. Dengan kekuatannya, Azhi meluapkan sungai hingga Ashima tenggelam dan ketika Ahei memanggilnya, Ashima sudah menjelma menjadi patung di hutan batu.

Dari kutipan di atas dapat disimpulkan bahwa cinta datangnya dari hati tidak bisa dibeli dengan harta, seperti perjuangan cinta Ahei terhadap Ashima yang berkorban sampai akhirnya Ashima berubah menjadi batu.

Hal ini juga diuraikan Zonghwen saat Asma memintanya untuk menikah lagi agar dapat menikmati pernikahan normal lainnya.. Zonghwen menolak karena baginya Asma sudah menjadi satu perempuan tumpuan cinta. Sekalipun takdir memisahkan mereka nantinya.

2) Mao Tse-tung

Mao Tse-Tung memimpin partai Komunis ke puncak kekuasaan di Cina, dan dalam jangka masa dua puluh tujuh tahun sesudah memegang kendali pimpinan, perubahan-perubahan menakjubkan dan berjangka jauh terjadilah dalam sejarah suatu bangsa yang begitu besar jumlahnya. Mao Tse-sung merupakan seorang panglima di era Revolusi. Mao Tse-tung merupakan tokoh Revolusi China yang fotonya di museumkan di gerbang dekat Tiananmen Square.

C. Sistem Organisasi Kemasyarakatan

Organisasi sosial merupakan sistem yang mengatur tentang bagaimana anggota dalam masyarakat berorganisasi dan menciptakan berbagai aturan yang harus dipatuhi seluruh anggota masyarakat.

Manusia sebagai makhluk yang lemah, menggunakan akal untuk membentuk kekuatan dengan cara menyusun organisasi kemasyarakatan yang merupakan tempat bekerjasama untuk mencapai tujuan bersama, yaitu meningkatkan kesejahteraan hidupnya.

Sistem organisasi sosial kemasyarakatan ini dapat berlaku dalam golongan kecil seperti lingkungan keluarga, lingkungan pendidikan, keanggotaan sosial tertentu, maupun skala besar seperti organisasi kepemerintahan dan lain sebagainya.

Adapun unsur budaya yang menunjukan Organisasi sosial kemasyarakatan dalam novel *Assalamualikum Beijing* yaitu sebagai berikut:

1) Akhir Pekan Sebagai Hari Libur

Akhir pekan sebagai hari libur merupakan program pemerintah untuk memberikan peluang waktu beristirahat kepada warganya. Selain itu, sebagai salah satu upaya untuk menciptakan pola kehidupan masyarakat yang sehat dan teratur. Dengan keseimbangan antara pola beraktivitas dan libur diharapkan dapat menekan tingkat kejenuhan dan stres di lingkungan masyarakat. Untuk itu diterapkannya hari libur setiap akhir pekan.

Kebijakan dalam oraganisasi sosial tersebut juga diterapkan di lingkungan pelajar dalam novel *Assalamualaikum Beijing*. Pada penggalan novel *Assalamualaikum Beijing* terlihat bahwa kondisi akhir pekan di sekolahan Ra dan Dewa nampak begitu sepi. Hal ini dikarenakan akhir pekan siswa diliburkan dari jam belajar. Sehingga halte yang terletak di dekat kampus tersebut nampak sepi dan hanya beberapa siswa yang memiliki kepentingan, atau karena indekos di dekat sekolahan itu saja yang terlihat. Hal ini menunjukan adanya kebijakan dalam organisasi kemasyarakatan oleh pengelola kampus dengan anggota masyarakatnya.

D. Sistem Teknologi dan Peralatan

Yang dimaksud dengan teknologi adalah jumlah keseluruhan teknik yang dimiliki oleh para nggota suatu masyarakat, meliputi keseluruhan cara bertindak dan berbuat dalam hubungannya dengan pengumpulan bahan-bahan mentah, pemrosesan bahan-bahan itu untuk dibuat menjadi alat kerja, penyimpanan, pakaian, perumahan, alat trasportasi dan kebutuhan lain yang berupa benda meterial.

Unsur teknologi yang paling menonjol adalah kebudayaan fisik yang meliputi, alat-alat produksi, senjata, wadah, makanan dan minuman, pakaian dan perhiasan, tempat berlindung dan perumahan serta alat-alat transportasi.

Adapun unsur budaya yang menunjukan teknologi dan peralatan dalam novel *Assalamualikum Beijing* yaitu sebagai berikut:

1) Kursi Roda

Alat yang digunakan untuk para penderita tulang. Asma melakukan operasi penanaman tulang belakang. Akibat adanya tulang yang menonjol keluar hingga merobek bantalan tulang, dan harus dioperasi agar tak mengalami kelumpuan total.

Operasi berlangsung lima jam karena harus membuang tulang yang menonjol dahulu, kemudian melakukan penanaman dengan mengambil tulang dari pinggul. Namun masalah tak berhenti di sini saja, muncul persoalan lain pada kaki kanan dan kiri perempuan itu yang diakibatkan terlalu lama menahan beban sakit tulang belakang. Asma harus berjalan menggunakan truk atau kursi roda.

2) Pesawat Terbang

Pesawat terbang merupakan pesawat udara yang lebih berat dari udara, bersayap tetap, dan dapat terbang dengan tenaga sendiri. Secara umum istilah pesawat terbang sering juga disebut dengan pesawat udara atau kapal terbang atau cukup pesawat dengan tujuan pendefenisian yang sama sebagai kendaraan yang mampu terbang di atmosfer atau udara.

Namun dalam dunia penerbangan, istilah pesawat terbang berbeda dengan pesawat udara, istilah pesawat udara jauh lebih luas pengertiannya karena telah mencakup pesawat terbang dan helikopter. Asma menggunakan pesawat terbang untuk pergi ke China melewati Hongkong yang suhunya dingin beberapa jam yang lalu tetapi tak sampai menimbulkan kebas hingga sulit menggerakkan bibir, memaksa merapatkan jaket tebal begitu keluar bandara.

F. Sistem Mata Pencaharian Hidup

Sistem mata pencaharian hidup merupakan segala usaha manusia untuk mendapatkan barang dan jasa yang dibutuhkan. Sistem mata pencaharian hidup atau sistem ekonomi yang meliputi, berburu dan mengumpulkan makanan, bercocok tanam, peternakan, perikanan, perdagangan.

Adapun unsur budaya yang menunjukan mata pencaharian hidup dalam novel *Assalamualikum Beijing* yaitu sebagai berikut :

1) Reporter

Reporter adalah salah satu jenis jabatan kewartawanan yang bertugas melakukan peliputan berita (*news gathering*) di lapangan dan melaporkannya ke pada publik, baik dalam bentuk tulisan untuk media cetak atau dalam situs berita di internet, atau pun secara lisan, bila laporannya disampaikan melalui media elektronik radio atau televisi. Tokoh Asma yang mendapatkan pekerjaan di Beijing sebagai Reporter.

2) Pembisnis

Bisnis yang dimiliki Zonghwen di Xi'an. Merupakan jalan hidup yang selama ini membiayai hidupnya. Sehingga tetap dipertahankjan walau Zonghwen tinggal di Indonesia bersama Asma dan keluarganya.

3) Guide

Guide atau pemandu adalah orang yang memimpin wisatawan dan wisatawan melalui lokasi yang tidak diketahui atau tidak familiar. Istilah ini juga dapat diterapkan untuk orang yang memimpin orang lain untuk tujuan yang lebih abstrak seperti pengetahuan atau kebijaksanaan. Asma ditemani oleh Guide yang benama Sunny meminta Asma untuk tidak membawa ransel dan tripod dalam perjalanannya.

G. Sistem Religi

Sistem religi dapat diartikan sebagai sebuah sistem yang terpadu antara keyakinan dan praktek keagamaan yang berhubungan dengan hal-hal suci dan tidak terjangkau oleh akal. Sistem religi yang meliputi, sistem kepercayaan, sistem nilai dan pandangan hidup, komunikasi keagamaan, upacara keagamaan.

Manusia yang memiliki kecerdasan pikiran dan perasaan luhur, tanggap bahwa di atas kekuatan dirinya terhadap kekuatan lain yang maha besar yang dapat "menghitam-putihkan" kehidupannnya.

Oleh karena itu, manusia takut sehingga menyembahnya dan lahirlah kepercayaan yang sekarang menjadi agama. Untuk membujuk kekuatan besar tersebut agar mau menuruti kemauan manusia, dilakukan usaha yang diwujudkan dalam sistem religi dan upacara keagamaan.

Adapun unsur budaya yang menunjukan religi dalam novel *Assalamualikum Beijing* yaitu sebagai berikut:

1) Berbeda Keyakinan

Berbeda keyakinan merupakan hal yang mutlak dilarang umat beragama muslim dalam menjalin hubungan. Karena jika menjalin hubungan yang berbeda keyakinan, manusia akan selalu berbeda pendapat dan tidak akan adanya kerukunan di dalam hubungan baik jangka panjang maupun jangka pendek.

Dalam novel *Assalamualaikum Beijing* bahwa setiap umat muslim dilarang menjalin hubungan yang berbeda keyakinan karena akan terjadi perdebatan dan sulitnya berbaur dengan keluar besar dari kedua pihak.

2) Perkampungan Orang Muslim

Di negara China memiliki tempat tinggal khusus untuk orang-orang muslim, tempat itu disebut Xi'an. Xi'an merupakan ibukota Provinsi Shaanxi di Cina yang dahulunya menjadi Jalan Sutra. Rute perdagangannya sepanjang 6.400 km yang menghubungkan Cina dengan Kekaisaran Romawi sejak abad ke-2 sebelum masehi. Hal tersebut menyebabkan adanya budaya dan agama masuk ke Cina.

Dalam novel *Assalamualaikum Beijing* dapat disimpulkan bahwa negara China memiliki daerah khusus orang-orang muslim dan sering dipergunakan sebagai aktivitas dakwah para pedagang arab dan persia melalaui jalur sutra.

H. Kesenian

Secara sederhana kesenian dapat diartikan sebagai segala hasrat manusia terhadap keindaha. bentuk kendahan yang beraneka tagam itu timbul dari permainan imajinasi kreatif yang dapat memberikan kepuasan batin bagi amnusia. Secara garis besar, kita dapat memetakan bentuk kesenian dalam tiga garis besar, yaitu seni rupa, seni suara dan seni tari.

Adapun unsur budaya yang menunjukan kesenian dalam novel *Assalamualikum Beijing* yaitu sebagai berikut:

1) The Great Wall

The Great Wall merupakan tembok terbesar dan terpanjang di China. Sejarah Pembangunan Tembok China di sepanjang Danau Great Wall dapat dicari sampai abad ke 9 Sebelum Masehi. Pada masa itu pemerintah di bagian tengah China menyambung benteng dan menara api menjadi satu tembok yang panjang. Sambungan tersebut merupakan tempat penjagaan tentara di perbatasan dengan tujuan untuk lebih mudah mengetahui adanya serangan etnis tertentu yang datang dari bagian utara Cina.

Pada masa pemerintaha dinasti Qin, tembok China kembali diperpanjang sampai mencapai 10.000 kilometer lebih. Dalam catatan sejarah pembangunan tembok china, telah menghabiskan waktu selama lebih dari 2000 tahun dengan berganti penguasa di berbagai zaman yang tidak pernah berhenti dalam membangun tembok tersebut hingga mencapai total panjangnya mencapai 50.000 kilometer. Ini merupakan ukuran panjang yang sangat fantastis bahkan katanya ini cukup untuk mengitari bumi satu kali.

Adapun kesimpulannya bahwa seseorang yang bisa menaiki tembok besar sampai atas, dia telah berhasil dari tantangan yang dilaluinya dan menjadi manusia yang beruntung yang tergambar dalam tokah Asma yang berhasil naik sampai ke atas.

2) Masjid Raya Xi'an

Merupakan masjid tertua dan terbesar di China dan didirikan tahun 742 Masehi atau sekitar tiga belas abad lalu. Masjid ini merupakan jejak sejarah aktivitas dakwah para pedagang Arab dan Persia yang berlayar melalui jalur sutra dan kemudia menetap di beberapa kota seperti Ghuangzhou, Hangzhou, Yangzhou, dan Chang'an atau Xi'an.

Masjid ini memiliki arsitektur dan konstruksi yang lebih mendekati kuil China, tanpa kubah atau menara yang bergaya tradisional. Jikapun ada nuansa Arab, hanya terlihat dari beberapa huruf dan dekorasi yang terdapat pada bangunan masjid.

3) Meminum Teh

Minum teh telah menjadi semacam ritual di kalangan masyarakat Tionghoa. Tujuan minum teh, agar mereka mendapatkan kesegaran tubuh selama meditasi yang bisa memakan waktu berjam-jam. Pada akhirnya, tradisi minum teh menjadi bagian dari upacara ritual.

Meski saat itu belum bisa dibuktikan khasiat teh secara ilmiah, namun masyarakat Tionghoa sudah meyakini teh dapat menetralisasi kadar lemak dalam darah, setelah mereka mengonsumsi makanan yang mengandung lemak. Mereka juga percaya, minum teh dapat melancarkan buang air seni, menghambat diare, dan sederet kegunaan lainnya. Maksud dari novel *Assalamualaikum Beijing* adalah bahwa di negara China meminum teh adalah ritual yang telah ada sejak zaman dahulu dan menghidangkan di meja merupakan tanda penghormatan kepada tamu yang datang.

SIMPULAN

Unsur budaya yang diuraikan berdasarkan Koentjaraningrat. Menurut Koentjaraningrat, ada tujuh unsur kebudayaan di dunia, yaitu: (1) Bahasa, (2) Sistem pengetahuan, (3) Organisasi sosial (4) Sistem peralatan hidup dan teknologi, (5) Sistem mata pencaharian (6) Sistem religi, dan (7) kesenian.[9]

Bahasa yang digunakan dalam novel Assalamualaikum Beijing adalah bahasa Inggris dan bahasa China karena kebetulan latar yang digunakan di negara China. Sedangkan Pengetahuan yang diuraikan adalah sejarah percintaan Ashima dan Ahei yang dilukiskan dalam kehidupan nyata Zonghwen dan Asma. Serta sejarah tokoh revolusi Mao Tse-tung.

Sistem organisasi yang ada merupaka rutinitas libur di setiap akhir pekan. Saat inilah banyak pengunjung dari luar ataupun dalam negeri China yang mengunjungi tempat sejarah yang menjadi simbol negara tersebut. Adapun teknologi yang ada dalam novel tersebut berupa kursi roda dan pesawat terbang.

Sistem mata pencaharian para tokoh beragam, dari reporter, pembisnis dan guide. Nilai budaya agama yang ada adalah muslim dan non muslim. Namun perbedaan tidak membuat hubungan interaksi mereka menjauh. Hal ini dibuktikan adanya perkampungan muslim dan masjid di China. Bukti kesenian yang ada dalam novel tersebut adalah Tembok raksasa China, Masjid Xi'an dan Buday Meminum teh di sore hari.

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Biografi Pemakalah

Nama dan gelar : Rerin Maulinda, S.Pd, M.Pd

Tempat dan tanggal lahir : Jakarta, 30 Januari 1980

Nidn : 0430018004

Riwayat Pendidikan : MI Madrasah Pembangunan IAIN Jakarta

SMP Muhammadiyah 22 Pamulang

SMUN 1 Ciputat

S1 FKIP Bahasa dan Sastra Indonesia Uhamka

S2 FKIP Bahasa Indonesia Uhamka

Nomor HP : 08121810935

Alamat email : dosen00445@unpam.ac.id / rerin_30@yahoo.co.id

Karya-karya :

Etika Komunikasi Dalam Menggunakan Media Sosial (Instagram) (Prosiding)

Pengaruh Teknik Pembelajaran dan Minat Baca Terhadap Kemampuan Pemahaman Membaca (Eksperimen Siswa Kelas V SDIT Al Hamidiyah) (Prosiding)

Moralitas Pada Kumpulan Cerpen SAIA Karya Djenar Maesa Ayu (Prosiding)

Budaya Campur Kode Pada Masyarakat Cilacap Kota (Tinjauan Sosiolinguistik) (Penelitian)

PAIKEM APPLICATION ON PROCLAMATION APPROACH OF INDONESIA'S INDEPENDENCE MATERIAL

(TO INCREASE STUDY ACTIVITY AND RESULT)

Siti Halimatus Sakdiyah, Harun

Kanjuruhan University of Malang
E-mail: halimatus@unikama.ac.id

Abstract: this article is proposed to increase activity and study result student of IPS subject On Proclamation Approach of Indonesia's Independence material. PAIKEM is one of active learning, innovative, creative, effective, and enjoyable. This research is *Classroom Action Research* (PTK) with qualitative that is done by two cycles. The kinds of data is direct data from research subject that is student of VI grade SDN Kebonsari 4 Malang. The amount is 40 students. The material of this research is "Proclamation Approach of Indonesia's Independence". The data collections are used observation sheet, field note, and documentation. The result of this research describe that PAIKEM increase study activity of student, this is shown from the student score on student activity instrument. On the I cycle score value is average 75% with good enough criteria, while on the II cycle score value is average 86% with good criteria. This is shown that there is improvement of student activity. Besides that, PAIKEM also increase student activity and creativity of the study result. The study result of student is increase as long as the first cycle with average score 83%and in the last on the second cycle with average score 89%. So, it can be concluded that PAIKEM application is able to increase activity and study result of student VI grade SDN Kebonsari 4 Malang.

Keywords: PAIKEM, activity, study result

BACKGROUND

Learning method is give big influence to study activity and result study student, if the method is suitable and liked by student, so study activity student will be high and study result student will be maximum.Remember the student condition is heterogenic in one classroom, is appear student characteristic different from gender, religion, academic skill, and student characteristic. This is can be inhibitor for the teacher to create effective study environment. Differentiate student characteristic student in learning often make discrepancy between students, so student inclined make group with their friends of the same age that has similarities interest and potential. In fact, in field student is still is not active and being active is minus in participation in learning process in the classroom so its influence on their study result.

Based on observation result and study background when learning process take place in VI grade SDN Kebonsari 4 Malang, student show study activity on IPS lesson is still minus such as 1)a being active in learning process when student minus in asking. Student is not active in asking question and giving opinion. 2) accuracy in doing assignment. The study result that is measure in cognitive domain that is related with student skill must above minimum completeness criteria (75).

Teacher as guide, facilitator, and architect in learning process in the classroom. Teacher must able to apply learning with various approach, method, and use visual aid instrument or media effectively and creative on the all aspect that will bedeveloped to the studentfix with their potential. The effort from the government in increasing mutual education is develop learning. PAIKEM application is creative and innovative form of the teacher to do and easy to do their dutyin teaching in order to give the material is more easy to be understood by student. As one of the component in learning activity has position to deal with learning success because the main function of the teacher are plan, arrange, do, and evaluative learning (Nurdin, 2002:1). The teacheris hoped to develop active, creative, effective condition and enjoy for the student to inspect something that make interest on student activity and study result so it able to solve the problem by the teacherand student in learning process in the classroom.PAIKEM is able to applied in all lessons such as IPS especially On Proclamation Approach of Indonesia's Independence material.Sensitive and charming in read situation by the teacher is hoped to chance the student mindset that until now consider that IPS lesson is bored and not important able to change to be enjoyable lesson so that student activity will be active.

PAIKEM usage is able used as good alternative, because in active PAIKEM is means that in learning process teacher able to create condition where student active in asking, and giving opinion that produce bright idea.Active study process from student is very needed for effort in increase knowledge not like passive process. Creative is also means that the teacher creates varieties learning according to student wish. Enjoyable is happy learning condition it's not make student bored but it can make student focus their attention fully for the lesson.

Based on document that minimum completeness criteria IPS in SDN Kebonsari 4 Malang is 75. But still many students that their score is under from that is considered. The pass student is 50,24% and the student that is not pass is 49,76%. From that basic the researcher wants to know how far PAIKEM can increase being active and study result student in VI grade on IPS lesson at SDN Kebonsari 4 Malang.

METHOD

This research is use *classroom action research* that will be done on two cycles. The kind of this research is proposed" to able to offer the new way to repair and increase teacher professionalism in teaching learning activity in the class with look on some indicators of success process and study result". (Hamalik,2005) besides that research is considered easy and just use four phases that are planning, action, observation, and reflection.

In qualitative research the researcher presence is much needed because data collecting is done by the researcher. Since the researcher as the main instrument that act as: (1) planning (2) action (3) observation (4) reflection.

The research is done at SDN Kebonsari 4 Malang second semester year 2014/2015. The time of this research is on the second semester year 2014/2015 with take data on April 2015.

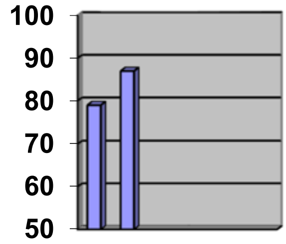
Research Instrument

1. Lesson Plan (RPP) is used as teaching guide that consist of SK, KD, indicator, Learning purposes, material study, learning strategy, media and learning source, learning phases, and evaluation.
2. Implementation Phase
   Implementation in this research is do the learning suitable with the planning that is learn social relation material with application PAIKEM learning.
3. Observation Phase
   Observations activity are observe student activity, learning process, and the method that is used the application take place.
4. Learning Scenario
   Learning scenario is means to give direction of learning happen.
5. Scoring learning activity orientation
   Scoring orientation is means to look how many great or important learning scenarios is done on learning activity.
6. LKS (Student Work Sheet)
   This LKS used to help child in practical work.

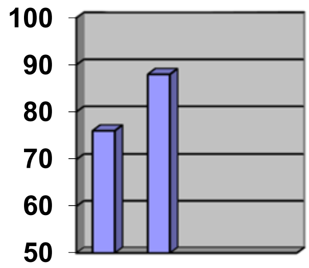
RESULT AND DISCUSSION

On the learning process that is done by learning PAIKEM application is gotten observation data learning action with use scoring guide learning that is divided into some learning activities that are introduction, that consist of apperception delivering, learning purposes, and learning guide.

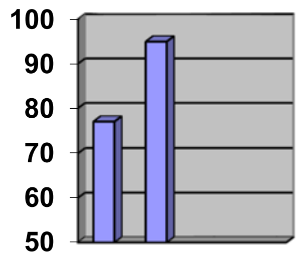
From the observation data scenario teacher learning, with use scoring guide learning action is divided into some activities which the first is done on I cycle that average 79%,while on the II cycle average 87% with good criteria. It is concluded that scenario action on the I and II cycle has been improved.



Scenario action student learning with use score guide learning activities is divided into some activities firstly on doing on I cycle average 76% while on the II cycle average 88% with good criteria. Here, it is concluded that scenario action on the I and II cycle has been improved.



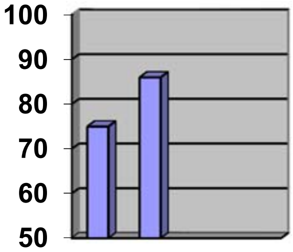
Scenario action teacher learning with use score guide learning activities is divided into some activities firstly on doing on I cycle average 77% while on the II cycle average 95% with very good criteria. Here, it is concluded that scenario action on the I and II cycle has been improved.



Student Activity AfterPAIKEM Applied

Student activity on the learning processes increase from the first cycle to second cycle. On the I cycle 75% and II cycle 86%. Student being active on I cycle lower than II cycle because half of student is not active so teacheris not understand if student has understand thatmaterial or not, then there are student that is not join for discussion.

The effort from the teacher has been done to increase activeness student plan learning strategy teaching preparation with giving addition point to active student on the learning process. Before doing the II cycle researcher discuss with friends and teacher subject to through the problem on the I cycle. By repairing on the I cycle, so active student increase 86% on the II cycle.



Study Result OfStudent After PAIKEM Learning Applied

Teacher and student activity in learning is minus variation so make student bored and not have enthusiasm.PAIKEM is stressed to increase active and creative student in teaching learning process, teacher just as facilitator, guide, and motivator.This learningwill grow cooperation between teacher and student in interest learning of student to IPS especially On Proclamation Approach of Indonesia's Independence material. Teacher give questions to the student to discover knowledge and also to increase being active and brave student. The question that is given by teacher is answered by student together because student is not brave in answered individually so the class condition is noisy and teacher must make classroom be quite with give guide and motivation to the student in order to not afraid in answer, ask, give opinion, and not afraid to be laughed. Being active for student in study process, learning also support to student creativity not only givequestion to increase student active, teacher also give group assignment to increase their active.

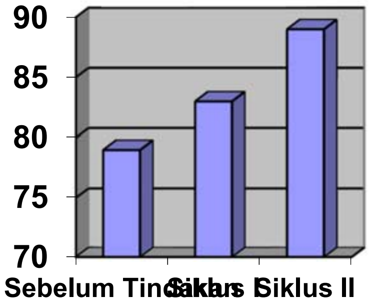
Being active and creative in student can make effective learning, student wish to active in ask uestion,answer question, give opinion, creative in solve and finish the assignment from the teacher that make student more careful and skilled and always give back affirmation that is studied on each last meeting so teaching learning process can work effectively and learning propose can reach maximality. During teaching learning process teacher create enjoyable situation, teacher always give motivation to the student and always remember to not be affraid, leughed, and trivial in ask. In other that, teacher also give praise to the student whohas improved their study.

1. Test Result I Cycle

   The test question on this cycle is taken from Proclamation Approach of Indonesia's Independence material on the first and second meeting. The question is amount 20multiple choices. Test is given for the third meeting. From the result on this cycle the score of student is increased from the test before given action. Completeness study student is reach 83%.
2. Test Result II Cycle

   Test on the II cycle is taken from social regulation material on the first and second meeting. The result on the II cycle is increased and compared than result on the I cycle. On the II cycle completeness study student is reach 89%.

Basedon study result that is got good before doing action or after done. The study result before doing action or previous student skill average class is 79, and study result on learning on the I cycle the average score is 83, while study result on the last learning on the II cycle is average score 89 with good criteria. Here it can be concluded that study result use PAIKEM application can be said incraesed.



Before I and II Cycle Action

Conclusion

Based on data description so it can be concluded that PAIKEM application on Proclamation Approach of Indonesia's Independence materialcan be increase student activity and student study result on IPS lesson student VI grade of SDN Kebonsari 4 Malang which is concluded as:

1. PAIKEM application is able to increase study activity student on IPS lesson especially Proclamation Approach of Indonesia's Independence material in VI grade of SDN Kebonsari 4 Malang. Student increase study activity that is on I cycle with average score 75% and on the II cycle with average score 86%.
2. PAIKEM application is able to increase study result student on IPS lesson especially Proclamation Approach of Indonesia's Independence material in VI grade of SDN Kebonsari4 Malang. Student increase study activity that is on I cycle with average score 83% and on the II cycle with average score 89% with good criteria.

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THE EFFECTIVENESSOF DIRECT PEER FEEDBACKTO INCREASE STUDENTS' WRITING PERFORMANCE

Sujito, Emilia Yunita

IAIN Surakarta

Sujito.team@gmail.com

University of Kanjuruhan Malang

Abstract. This study intended to investigate if there was any significant difference between students' writing performance who were treated using direct peer feedback and students writing performance who were treated using conventional method. The samples were X TKJ1 and X TKJ2 at SMK MahardikaKarangploso in the 2015/2016 academic year. In this study, the researcher used quasi-experimental research design to gain the data. The researcher implemented direct peer feedback in experimental group and conventional method in control group. Writing test as an instrument was used to collect the data. The research was conducted by the researcher for six meetings. Independent sample t-test was used to examine the data, the result showed that the mean score of experimental group was bigger than control group (82.17 > 71.38). Moreover, the sig.2-tailedvalue was less than 0.05 (0.000 < 0.05). It meant that there was significant differences between students' writing performance who were treated using direct peer feedback and students' writing performance who were treated using conventional method.

I. INTRODUCTION

Writing is an important skill and a valuable part of any language course, especially in English language. It helps the learners to acquire English language because the activity stimulates thinking and facilitates them to develop some language skills simultaneously. According to Bello (1997), writing as a productive language skill, plays an essential role in promoting language acquisition as learners experiment with words, sentences, and large chunks of writing to communicate their ideas effectively and to reinforce the grammar and vocabulary they learn in class.However, the teaching of writing in our educational setting is slightly neglected for many years, since teaching speaking methods more communicative rather than writing. Nowadays, the demand for writing in academic areas is increasing because the impact of globalization. EFL students become more motivated to be able to write well in order to continue their education, participate in the academic world, and apply job. Based on facts, Indonesian's writing teachers are motivated to increase their students' writing ability.

Besides, writing is very complicated skill to learn. It involves a complex cognitive activity in which the writer should be able to organize some specialized skills at the same time, such as content, format, sentence structure, vocabulary, punctuation, spelling, and letter formation. Those are the challenge for teachers to get the success of increasing the students' writing ability.Getting success in teaching writing, writing teachers hold the principle of writing, as Qomariyah (2010) explains. First, focusing on accuracy must be primary concern because students tend to have problems of accuracy when they practice the writing. It usually happens because their writing product relate to their mother tongue. Second, focusing on fluency; the approach encourages students to write as much as possible and as quickly as possible without worrying about making mistakes. Third, focusing on text; it mainly concerns to lead the student about how to construct and organize paragraph. Fourth, focusing on purpose, Carrol (2005:46) argues that writing's purpose is real for the reader.

Process of teaching writing consists of four basic stages, they are planning, drafting, revising, and editing. Planning or pre-writing is an activity of writing in order to stimulate the students to write. Since its function is to stimulate students to write, the writing activities must be prepared to provide them learning experiences of writing, such as brain storming, clustering and etc. Drafting, at this stage, the students will focus on the fluency of writing and write without having much attention to the accuracy of their works. During the process of writing, the students must also focus on the content and the meaning of the writing. Then, the students revise their writing to see how effectively they have communicated their ideas to reader. Revising is not a simply activity of checking language errors but it is done to improve global content and organization of the ideas so the writer's intention is clearer for the reader. The last, students are focused on tidying up their works as they prepare the final draft to be evaluated by the teacher or their peer. The main activity done by the students at this stage is editing their mistakes on grammar, spelling, punctuation, sentences, diction and etc.

Not everyone can be an excellent writer, even in their own native language. Regarding teaching writing in EFL setting, there are many differences between the first language writing and the target language writing, such as differences in using appropriate grammatical and rhetorical conventions and lexical variety. With so many issues around, the learning writing in English can be an intimidating task for students. Consequently, writing instruction in the classroom should provide students with a series of planned learning experiences to help them understand the nature of writing process. Some difficulties also faced by the students. They get difficulties in organizing the paragraph, sentence structure, grammatical, capitalization and punctuation. Those problems show that students need a treatment before submit the writing assignment.

As mentioned before that revision is not a simply activity of checking language errors, it can be assumed that at revision stage has a big effect for appearing the better writing product. In revision process, there is feedback that leads students to revise their writing product. Feedback is necessary because it can inform the students of their weaknesses and tell the teachers about the effectiveness of theirteaching. Feedback is defined information on performance which affects subsequent performance by influencing students' attention to particular matters so that those matters undergo a change in the subsequent performance, (Haoucha, 2012). It can be concluded that feedback brings in some kinds of "input" or "information" from a reader to a writer on the basis of which some kind of "change" or "revision" will take place. Generally, three types of feedback can be categorized. They are: 1) Self-monitored feedback, 2) Student- student feedback, 3) Teacher-student feedback. Traditionally, teachers are the only one who provides feedback to students' writing. Then, peer feedback was introduced as a new strategy to developed students' writing performance and it became an important role in writing classroom. For the peer response to be successful teachers need to train the students in peer response technique. The students need to trust each other for the peer response to be productive and sometimes cultural differences can be an obstacle.

As Ellis (2008) mentions there are six strategies for providing feedback on writing performance, they are: direct feedback, indirect feedback, metalinguistic feedback, focus and unfocused feedback, electronic feedback, and reformulation feedback. The reader provides the correct form as a feedback to the writer product. It is called as direct feedback. While, indirect feedback is reader involves indicating that the writer product has made an error without actually correcting it. Metalinguistic feedback is reader provides some kinds of metalinguistic clues as to the nature of the error. It is given in two ways, first by using error code and second by giving explanation of the error. Focus of the feedback concerns whether the reader attempts to correct all (or most) of the writer' errors or selects one or two specific types of errors to correct. Then, reader indicates an error and provides a hyperlink to a concordance file that provides examples of correct usage. It is known as electronic feedback. The last is reformulation feedback. This consists of a native speaker's reworking of the writer' entire text to make the language seem as native-like as possible while keeping the content of the original intact

There are three previous studies that use peer feedback as a strategy in their writing classroom and they show the significant effects of writing performance. The first was conducted by Birk(2007). He investigated "Exploration of The Role of Grammatical Feedback by Peers on Essay Writing". The result showed that the students began to recognize problems in their peers' writing and began to recognize the same problems in their own writing. As students worked in peer groups on writing, they could more easily identify problems with organization and clarity in their peers' writing. The second was conducted by Zaman (2012). He investigated "Feedback in EFL Writing at Tertiary Level: Teachers' and Learners' Perceptions". The result showed that peer feedback helped to create a supportive teaching environment and provided one form of 'socio academic interaction'. It provided learners the guidance and assurance that they were on the right track and offered indications of which track to get on if they were not. The third, "EFL Teachers' Beliefs and Practices regarding Peer Feedback in L2 Writing Classrooms" was investigated by Shulin (2013). She found that peer feedback was helpful for their students to be aware of the common errors in their writing, learnt from their peer's writing, raised the audience's awareness, enhanced their own writing quality, stirred self-reflections, and promoted interest and motivation in L2 writing.

After having a close reading, it forced the present study to conduct the same research using peer feedback as a background to increase students' writing performance. Then, the present study will focus on Direct as a type of feedback that will used when providing feedback. All in all, thepresent study still has the research question, it is:

1. Is there any significant difference of students' writing performance who are treated using direct peer feedback and students' writing performance who are treated using conventional method?

In order to answer the gap, the present study will conduct the research, and hopefully the present study can refill the construct of the study.The objective of the present study is to identifythere is any significant difference of students' writing performance who are treated using direct peer feedback and students' writing performance who are treated using conventional method**.**

2. METHOD

In this study, the researcher conducted quasi experimental research design because the researcher tried to find out the effectiveness of direct peer feedback on students' writing performance.

2.1 PARTICIPANTS

The sample of this study was the tenth grade students of SMK MahardikaKarangploso which consisted of two classes. They were X TKJ1 and X TKJ2. The sample consisted of 48 students. X TKJ1 consisted of 24 students, and X TJKJ2 also consisted of 24 students. One of the classes was the experimental group while the other was the control group. It depended on the random process' result by using lottery. The experimental group got direct peer feedback while control group got conventional method.

2.2 PROCEDURE

Table 2.2.1The Illustration Procedure

	Group	**Treatment**		
Pre-Test	Experimental	Assignment	Direct Peer Feedback	Post-Test
	Control		Conventional	

In this study the researcher conducted writing test as instrument. Writing test devided into two, they were pre-test and post-test. Pre- test is a test that is given before the samples get the treatment. It is necessary to make sure that the samples were homogeneous in term of their writing performance and also as a base to measure their improvement during the treatment. In pre-test of this research, the researcher asked the samples to write a descriptive paragraph. The researcher asked X TKJ1 and X TKJ2 to write a descriptive paragraph (around 45 minutes. The researcher could continue the research if the result of pre-test was homogeneous. After that, the researcher determined the samples into two groups using lottery. They were experimental group and control group. The processes of determined sample were:

1. The researcher prepared two papers and wrote "experimental group" on one of the paper and other was written "control group". Then, the researcher rolled the paper.
2. The researcher asked the captain of X TKJ1 and X TKJ2 to take one paper.
3. Captain of the class who took paper written experimental group belong to experimental group, whether captain of the class who took paper written control group belong to control group in this research.

Next meeting, the researcher would conduct the treatment toward experimental and control group. The experimental group got direct peer feedback while control group got conventional method. First, the researcher explained about the descriptive text. Second, the researcher asked experimental and control group to write a descriptive paragraph. The students finished their assignment about 45 minutes. Third, the students in the experimental group got direct peer feedback on their writing product. Every student got peer's editing worksheet to guide them evaluate their peer's writing product, it finished in 20 minutes. Then, the researcher gave 15 minutes for the students to discuss with their peer related the feedback that was given in order to avoid misunderstanding. After that, the students rewrote their writing product and submitted it in the next 10 minutes.

On the other hand, the control group got conventional method by the researcher. Conventional method meant the researcher taught the control group as their English teacher taught them, such as answering the questions in LKS or answering questions given by the teacher. The researcher gave the treatment for four meetings to experimental and control group.After that, the researcher gave the post-test to the experimental and control group in order to know the progress of students' writing performance. The student wrote a descriptive paragraph in 45 minutes.

2.3 Data Analysis

The researcher used scoring rubric to evaluate students' writing performance. It was required for each possible score point as stated in table 2.3.1 It was adapted from Brown cited in Alawi (2012:39) which addressed different aspects of the writing such as vocabulary, grammar, mechanics, content, and organization.

Table 2.3.1 Scoring Rubric

Aspect	Scores	Indicators	Weighting
Content (C) (30%) - Topic - Details	4	The topic is complete and clear and the details are relating to the topic.	3x
	3	The topic is complete and clear but the details are almost relating to the topic	
	2	The topic is complete and clear, but the details are not relating to the topic.	
	1	The topic is not clear and the details are not relating to the topic.	
Organization (O) (20%) - Identification - Description	4	Identification is complete and descriptions are arranged with proper connectives	2x
	3	Identification is almost complete and descriptions are arranged with almost proper connectives	
	2	Identification is not complete and descriptions	

		are arranged with few misuse of connectives	
	1	Identification is not complete and descriptions are arranged with misuse of connectives	
Grammar (G) (20%) - Use Present Tense - Agreement	4	Very few grammatical agreement inaccuracies	2x
	3	Few grammatical or agreement inaccuracies but not affect the meaning	
	2	Numerous grammatical or agreement inaccuracies	
	1	Frequent grammatical or agreement inaccuracies	
Vocabulary (V) 15%	4	Effective choice of words and word forms	1,5x
	3	Few misuse of vocabularies, word forms, but not change the meaning	
	2	Limited range confusing words and word forms	
	1	Very poor knowledge of words, word forms, and not understandable	
Mechanics (M) 15% - Spelling - Punctuation - Capitalization	4	It uses correct spelling, punctuation, and capitalization	1,5x
	3	It has occasional errors or spelling, punctuation, and capitalization	
	2	It has frequent errors of spelling, punctuation, and capitalization	
	1	It has dominated by errors of spelling, punctuation, and capitalization	

$$\text{Score} = \frac{3C + 2O + 2G + 1{,}5V + 1{,}5M}{40} \times 100$$

To determine the excellent score of students' writing, the researcher categorized the interval score as stated by Harris (1969:134, as cited in Detapratiwi, 2013). It was stated in table 2.3.2

Table 2.3.2 Qualification of Students' Writing

Score	Qualification
91-100	Excellent
81-90	Very Good
71-80	Good
61-70	Fair

51-60	Poor
Less than 50	Very Poor

Not only the researcher but also the English teacher evaluated students' writing performance. Therefore, the researcher used Inter-rater such as table 2.3.3The purpose of using inter-raterwas to make sure the students' writing score.

Table 2.3.3 Inter-rater

Name	Teacher's score (a)	Researcher's score (b)	Final Score $\frac{(a)+(b)}{2}$	Qualification's Score
	...	...	...	
	...	...	...	

Then, the researcher compared the mean score of pre-test and post-test to investigate whether the students' writing performance increased or not. After that, the researcher answered the research question regarding the two method (peer feedback and conventional)which one of the two method would outperformed. Therefore, the researcher used Independent T-test on SPPSS 22 version to examine it.

3. RESULT

The result of this study was taken from test. The tests included pre-test and post-test for experimental and control group.

3.1. The Result of Pre-Test

The pre-test resultsof two classes were used to measure the homogeneity of the sample and as a base to measure the ability of students' writing performance before getting the treatment. Figure 3.1.1 showed the pre-test score of X TKJ1 and XTKJ2.

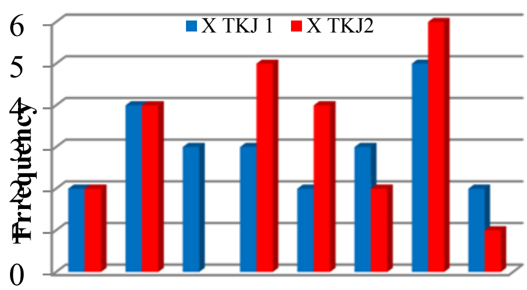

Figure 3.1.1 Pre-test Score…

Figure 3.1.1 showed that X TKJ1 was indicated with blue color while X TKJ2 was indicated with red color. In X TKJ1 there were 14 students getting fair qualification on students' writing product, and there were 10 students getting good qualification on students' writing product. On the other hand, in X TKJ2 there were 15 students getting fair qualification on students' writing product. Then, there were 9 students getting good qualification on students' writing product. Then, the researcher examined the pre-test score of two classes in order to know the mean score. The result was presented on table 3.1.1.

Table 3.1.1The Mean Score of Pre-test

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Pretest	1	24	69,13	4,749	,969
	2	24	69,17	4,440	,906

X TKJ1 was indicated with number 1 and X TKJ2 was indicated with number 2. The means score of X TKJ1 was 69.13 and that of X TKJ2 was 69.17.The standard deviation of X TKJ1 was 4.749 while that of X TKJ2 was 4.440. Table 3.1.2 showed how the data was analyzed and interpreted into test of normality.

Table 3.1.2The Result of Normality Test

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Group	Statistic	Df	Sig.	Statistic	df	Sig.
Pretest	1	,173	24	,062	,922	24	,065
	2	,154	24	,148	,926	24	,080

a. Lilliefors Significance Correction

Table 3.2 showed *Shapiro* and *Kolmogorov-Smirnov* test. In *Kolmogorov-Smirnov* showed that *sig.* value of the pre-test of X TKJ1 was .062 and the *sig.* value of X TKJ2 was .148. Meanwhile, minimum *alpha (a)* value was 0.05 for each *sig.* value of pre-tests. Therefore, *sig.* value of X TKJ1 was bigger than a α (0.062 > 0.05) and *sig.* value of X TKJ2 was also bigger than α (0.148 > 0.05). It meant that the two classes were normally distributed population.*Shapiro Wilk*test also showed that *sig.* > α. X TKJ1 was 0.065 > 0.05 and X TKJ2 was 0.080 > 0.05. Therefore, the data of two classes were normal.

Table 3.3 The result of Homogeneity Test

Test of Homogeneity of Variance

		Levene Statistic	df1	df2	Sig.
Pretest	Based on Mean	,424	1	46	,518
	Based on Median	,492	1	46	,486
	Based on Median and with adjusted df	,492	1	45,287	,486
	Based on trimmed mean	,423	1	46	,519

Table 3.3 presented the result of homogeneity test using *Lavene's test*. The groups could be claimed homogeneous if the Sig. was > 0.05. The homogeneity test's result of this study was homogeneous due to the Sig. was .518. All in all, the samples of this study were homogeneous. It was also supported by the similar means score of two classes (table 3.1), and the data was normal (table 3.2). It meant those classes were in the same condition and there were no significant differences, so the researcher could continue the research. For determining the samples into two groups (experimental and control), the researcher used lottery. The result was X TKJ1 belonged to experimental group and X TKJ2 belonged to control group. And then, the researcher conducted a treatment for four meetings. It started on March 30th, 2016 and ended on April 19th, 2016.

3.2 The Result of Post-Test

Post test was used to measure the students' mean score after getting the treatment. The other aim was to investigate if students' writing performance increased or not. Figure 3.2.1 presented the post test score of experimental group and control group.

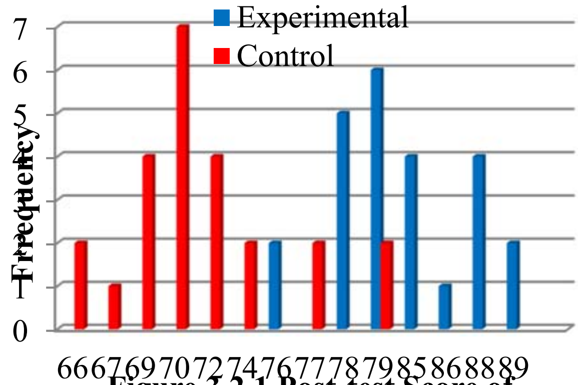

Figure 3.2.1 Post-test Score of Experimental and Control Group

Figure 3.2.1 showed 13 students in experimental group getting good qualification on students writing product while there were 11 students getting very good qualification on students writing product. In contrast, there were 14 students in control group getting fair qualification on students' writing product and 10 students getting good qualification on students' writing product. Next, the researcher examined the mean score of post-test toward both groups. The result of post test means score was presented on table 3.2.1.

Table 3.2.1The Mean Score of Post-test

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Posttest	1	24	82,17	4,659	,951
	2	24	71,38	3,657	,747

SPSS table output (table 3.2.1) showed the mean score of experimental group was 82.17 while the mean score of control group was 71.38. Standard deviation of experimental group was 4.659 and for control group was 3.657. It was very clear that mean score was different between experimental and control group.

3.3 Hypothesis Test

Regarding the research question on chapter 1, the researcher would answer the research question and prove the hypothesis. The rule of testing hypothesis in independent sample t-test said the data was significant if the value obtained Sig.(2-tailed) less than 0.05. While, the data was not significant if the value obtained Sig.(2-tailed) more than 0.05. It meant there was not significant difference between control group and experimental group. The researcher used. Independent sample T-test to examine it, and the result was presented on table 3.3.1

Table 3.3.1 The Result of Independent Sample T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Post-test	Equal variances assumed	7,794	,008	8,925	46	,000	10,792	1,209	8,358	13,225
	Equal variances not assumed			8,925	43,543	,000	10,792	1,209	8,354	13,229

Table 3.3.1 showed that the value obtained Sig.(2-tailed) score was less than 0.05 (0.000 < 0.05). It meant that H_o was rejected and H_1 was accepted. It could be concluded that there was significant difference between students who were treated using direct peer feedback and students who were treated using conventional method.

3. DISCUSSIONS

The students in experimental group were not only as writers but also as providers feedback through their peer's writing product. In order to keep the students (as providers feedback) on track when giving feedback, the researcher gave the students peer editing worksheet. It was also suggested by Gebhard (1996) that teachers should provide students guidelines or a short list of questions for giving feedback. Peer editing worksheet would lead them to evaluate the peer's writing product.Moreover, before implementing direct peer feedback to the students in experimental group, the researcher gave training to them. This activity should be done by the researcher in order to make sure that the students had capability to provide a feedback. Giving training meant that the researcher as a teacher explained first about the common case happened during the feedback activity. It was such as paragraph form, punctuation, capitalization, spelling, organization paragraph, and corrective grammar. The researcher forced the students to understand well about those terms by always training them every meeting.That activity was relevant with the theory suggested by Liu and Hansen (2005: 22) who wrote in their book "Peer Response in Second Language Writing Classrooms". They point out that "students who have been trained in peer response are quite capable of making useful suggestions about their peers' drafts".

Meanwhile, the students in control group got conventional method. Rasana (2004) said that teaching learning process will succeed if the teacher can transfer all the theories to the students based on the curriculum. It meant that the teacher is the subject in teaching learning process while students are the object. Moreover, the activity focused on book theory and students must be able to remember all the theories. Then, to measure the students' understanding through the theory, the students should answer all the questions relating to the theory. The English teacher of tenth grade in SMK Mahardika was one of the teacher who used this method in teaching and learning process. Considering to the research question, the researcher would investigate the effectiveness of both methods (direct peer feedback and conventional) through students' writing performance. After that, the researcher conducted a post-test in the last meeting. The result showed that the mean score of experimental group was higher than control group. Moreover, the researcher compared the students' mean score from pre and post test between experimental group and control group. The result showed that the mean score of students in experimental group was bigger than the mean score of students in control group. The description above showed that the improvement gained by the students in experimental group was quite significant.Then, it was also supported with the result of hypothesis test. Hypothesis test showed that H_1 was accepted and H_o was rejected. Therefore, direct peer feedback that was implemented in experimental group was effective than conventional method that was implemented in control group.

The finding of this study was relevant with the finding found by Hashemnezhad (2012). He examined "A Case for Direct and Indirect Feedback: The Other Side of Coin". The result of his research revealed that error feedback in the form of direct feedback was more beneficial than indirect feedback especially for proficient learners. It could be concluded that direct peer feedback was the effective method in teaching writing. Moreover, the researcher also found four advantages during implemented direct peer feedback as a method in teaching and learning writing.First, after the students got direct feedback by their peers, the researcher gave 15 minutes to discuss with their peers related to the feedback that was given. They were free to agree or disagree with the feedback given. This part was the part that made the students active in the classroom. As Hairston (1999) said that peer feedback can build a leaning community in the classroom. When the students exchanged and shared their ideas with their peers by negotiating about the feedback that was given, the students could learn from each other and they could build a higher level of accountability to submit a well-written product to the teacher. Additionally, Spear (1988) finds that while interaction helps students to share ideas, communicate meaningfully, and obtain different perspectives on their writing, there are a number of factors that are potential inhibitors of successful peer discussion.

Second, direct peer feedback helped the students become more critical in analyzing and evaluating their peer's writing product. It was similar to the previous study conducted by Lenggogeni (2011) and Amaliah (2012). They used this method (direct peer feedback) in teaching writing narrative text. The result showed that there was improvement on students' writing skill in Cimahi and Cirebon and the students became more critics in thinking and giving support for their partner in writing. The researcher agreed to that statement because the researcher also found the fact when conducting the research. It showed from the students' writing first draft that full of feedback from their peers. That statement also found by Topping (2007), Williams (2005), and Zeqiri (2011) who investigated "The Effect of Peer and Teacher Feedback on Student Writing". They found that peer feedback not only helped students to improve their writing skills, but it also enhanced their critical thinking and reading and at the same time motivated them to write. Additionally, Carnell (2000) said that students showed that they like to receive feedback from their peers. They indicated that it was easier to talk with friends than teacher; with friends they could say whatever they wanted. Moreover, if they were not close friends in the classroom, they could build friend relationship by using direct peer feedback activity. That description showed that direct peer feedback had a positive effect in social aspect.

Third, when the students evaluated their peer's writing product, they automatically read all the paragraphs. By reading their peer's writing product, they got new knowledge to improve their writing product such as different writing style, points of views, vocabulary, etc. The improvement was clearly showed in every assignment. The first assignment (pre-test) until the last assignment (post-test) showed that the students writing style increased. They used variants vocabulary to describe the topic well, and the grammatical error was reduced. It was confirmed by Calkins (1986), White & Arndt (1991),Rollinson(2005), Wichadee (2010) that by reading the writing task of their classmate, it can stimulate students to put more effort to write and it encourages them to write more and learn to improve their stories.Fourth, direct peer feedback reduced the teacher's workload in providing feedback. It meant that the teacher could avoid time consuming due to the students provided feedback on what their peers writing product. As Alwasilah and Alwasilah (2005:44) stated in their book that teacher who taught with big number of students experienced difficulties in giving feedback because they had no enough time to correct and discuss each of students' writing. Considering that statement, the tenth grade of SMK MahardikaKarangploso (X TKJ1 and X TKJ2) was class that had big number of students. The students in each class consisted of 24 students, so the total was 48 students. Therefore, it could be an obstacle for a teacher in giving equal feedback for all their students. Another consideration, it would take time and energy more. However, by using direct peer feedback as a method in teaching writing, it helped the researcher as a teacher to correct all the students' writing product quickly without spending more time and energy. Therefore, direct peer feedback was not only effective but also efficient as a method in teaching writing.

In this study, the major providers feedback were the students, and the researcher as a teacher still had a big role in teaching learning process. Considering teacher's workload reduced, the teacher has enough time to evaluate the students' writing product and take the conclusion of students' mistakes. Then, the researcher discussed with the students in the next meeting about their mistakes in order to avoid the mistakes happened again. As William cited by Nuraeni (2013) mentioned that feedback without explanation or discussion from or between teacher and students would not bring significant positive effect toward students' writing. In this study, it was proven that the students did not repeat the same mistakes. It could be seen of their post-test score which increased.In this study the researcher as a teacher not only explained about descriptive text but also became a facilitator. Being facilitator meant the researcher gave motivation to the students to be good writers, reminded them to avoid the same mistake, and gave appreciation when they could improve their writing performance. Even though, it was a simple activity but it could influence their motivation to be a good writer. It was also suggested by Barkaoui (2007). He mentions that teachers need to: a) motivate students, b) model effective revision strategies, c) raise students' awareness about the importance of (re)seeing their texts from the reader's perspective, d) encourage students to reflect on and self-assess their own writing, and e) use appropriate writing tasks and activities for teaching and assessment.

In summary, direct peer feedback was the effective method used in teaching and learning writing. This method not only increased the students' writing score but also gave some advantages for the students themselves in learning writing and also the teacher in teaching writing.

5. Conclusions And Implications Of The Study

From the pedagogical point of view , these findings are good news for the students and teachers. By providing direct peer feedback as a method in teaching and learning writing, the students' writing score who are treat using direct peer feedback more better than students' writing score who are tread using conventional method. Additionally, direct peer feedback also bring the advantages for the students and the teacher. They are: first, using direct peer feedback made students active in the classroom. Second, it helped the students become more critical in analyzing and evaluating their peer's writing product. Third, the students got new knowledge to improve their writing quality product. Fourth, Direct peer feedback reducedteacher's workload in providing feedback.

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Abstract:
This study aimed to investigate whether there is a significant difference between the writing performance of students who were treated using direct peer feedback and write performance of students who were treated with conventional methods. Samples X and X TKJ1 TKJ2 in vocational Mahardika Karangploso in the 2015/2016 academic year. In this study, researchers used a quasi-experimental research design to get the data. Researchers conducted direct response to friends in the experimental group and the conventional method in the control group. Writing tests as instruments used to collect data. This study was conducted by researchers during six meetings. independent sample t-test was used to examine the data, the results show that the average value of the experimental group is greater than the control group (82.17> 71.38). In addition, the tail sig.2 value of less than 0.05 (0.000 <0.05). This means that there is a significant difference between the performance write treated using a direct peer feedback and student writing performance of students who were treated with conventional methods.

Introduction:

Writing is an essential skill and a valuable part of every language courses, especially English. It helps learners to master English because activity stimulates thinking and facilitate them to develop some language skills simultaneously. According to Bello (1997), writing as language skills productively, plays an important role in promoting language acquisition as an experimental student with words, sentences, and large pieces of writing to communicate their ideas effectively and to reinforce grammar and vocabulary they learned in class. However, the teaching of writing in our educational environment a bit neglected over the years, since the teaching methods speak more communicative than writing. At present, requests to write in academic increased due to the impact of globalization. EFL students become more motivated to be able to write well to continue their education, participate in the academic world, and apply the work. Based on the facts, the teacher writes Indonesia are motivated to improve their students' writing skills.

In addition, writing is a skill that is very complicated to learn. It involves a complex cognitive activity in which the author should be able to arrange some special skills at the same time, such as the content, format, sentence structure, vocabulary, punctuation, spelling and letter formation. They are a challenge for teachers to gain success improve students' writing. Getting success in teaching writing, writing teachers hold the principle of writing, as Qomariyah (2010) explains. First, focus on accuracy should be a major concern because students tend to have accuracy problems when they practice writing. This usually occurs because the paper products they relate to their mother tongue. Second, focus on fluency; This approach encourages students to write as much as possible and as quickly as possible without worrying about making a mistake. Third, focus on the text; mainly worries to lead the students on how to build and manage a paragraph. Fourth, focus on goals, Carrol (2005: 46) argues that the real purpose of writing is for the reader.

Teaching writing process consists of four basic stages, they are planning, organizing, revising, and editing. Planning or pre-writing is writing activities to stimulate students to write. Since its function is to stimulate students to write, writing activities should be prepared to provide their experiences of learning to write, such as brainstorming, clustering, etc.

Drafting, at this stage, the students will focus on the smooth write and write without much attention to the accuracy of the work -karya them. During the writing process, students also have to focus on the content and meaning of the text. Then, the students revise their writing to see how effective they have to communicate their ideas to the reader. Revise not only the activity of checking for errors language but it was done to increase global content and organization of ideas that the author's intent clearer for the reader. Lastly, the students focused on tidying up their works as they prepare the final draft to be evaluated by the teacher or their peers. The main activities undertaken by the students at this stage to edit their mistakes in grammar, spelling, punctuation, sentence, diction and others

Not everyone can be a very good writer, even in their own native language. Regarding the teaching of writing in EFL settings, there is not much difference between writing a first language and writing the target language, such as the difference in using the conventions of grammar and rhetoric of the right and the various lexical. With so many problems around, writing in the English language learning can be a daunting task for students. As a result, writing instruction in the classroom should provide students with a planned series of learning experiences to help them understand the nature of the writing process. Some of the difficulties are faced by students. They have difficulty in arranging a paragraph, sentence structure, grammar, capitalization and punctuation. The problems show that students need care before handing over the task of writing.

As mentioned earlier revision was not only the activity of checking for errors of language, it can be assumed that at this stage of the revision had a major influence for emerging products write better. In the revision process, there is a feedback that leads students to revise their writing products. Feedback is necessary because it can inform students of their weakness and tell the teachers about their teaching effectiveness. Feedback defined performance information affecting subsequent performance by influencing the students' attention to certain things so they change things in the next performance, (Haoucha, 2012). It can be concluded that the feedback brought some kind of "feedback" or "information" from the reader to the author on the basis of the kind of "change" or "Revisions" will take place. Generally, three types of feedback can be categorized. They are: 1) Self-monitored feedback, 2) the student feedback pupils, 3) teacher-student feedback. Traditionally, the teacher is the only one that provides feedback to the students' writing. Then, feedback co-introduced as a new strategy to develop students' writing performance and become an important role in the writing class. For the response to be a teacher colleague successful need to train students in the techniques of peer response. The students have to trust each other to peer response to be productive and sometimes cultural differences can be an obstacle.

As Ellis (2008) says there are six strategies to provide feedback on write performance, they are: immediate feedback, feedback is not immediate, metalinguistic feedback, focus and feedback is not the focus, electronic feedback, and feedback reformulation. readers give the correct form as feedback for product author. This is referred to as direct feedback. Meanwhile, the feedback is not directly involve the reader indicates that the author had made a mistake product without actually correcting it. metalinguistic feedback are readers provide some kind of hint metalinguistic as the nature of the error. It is given in two ways, first by using an error code and secondly by providing an explanation of the error. The focus of concern feedback if the reader tries to repair all (or most) of the errors the author 'or choose one or two specific types of errors to fix. Then, the reader pointed out the error and provide a hyperlink to a concordance file that provides examples of correct usage. It is known as electronic feedback. The latter is a reformulation feedback. It consists of native speakers to rework the entire text of the author 'to make the language seem as genuine as possible while keeping the original intact contents

There are three previous studies that use peer feedback as a strategy in their writing class and they showed significant effects write performance. The first was conducted by Birk (2007). He investigated the "Exploration Role grammatical Feedback by Peers Essay Writing". The results showed that students begin to recognize the problem in writing their colleagues and getting to know the same problem in their own posts. As students work in a peer group in writing, they can more easily identify problems with organization and clarity in writing of their peers'. the second was done by Age (2012). He investigated the "Feedback in EFL Writing at the Tertiary Level: Teachers and Students' Perception". The results showed that the response of friends helps to create learning environments that support and provide one form of 'academic social interaction'. It gives students guidance and assurance that they are on the right track and offer an indication that track to get if they do not. The third, "Beliefs and Practices regarding EFL Teacher Feedback in L2 Writing Classes" investigated by Shulin (2013). He found that feedback to help colleagues for their students to be aware of common mistakes in their writing, learning from the writings of their colleagues, increase audience awareness, improve the quality of their own posts, stirring self-reflection, and promoted interest and motivation in L2 writing.

After reading closely, forcing this study to conduct similar studies using peer feedback as the background to improve students' writing performance. Then, the research will focus on directly as the type of feedback that will be used when providing feedback. All in all, this research still has a research question, it is:

1. Is there a significant difference in students' writing performance were treated using direct peer feedback and writing performance of students who were treated using conventional methods?

To answer gap, this study will conduct research, and hopefully this research can recharge the research constructs. The purpose of this study was to identify significant differences of performance write treated using a direct peer feedback and student writing performance of students who were treated using conventional methods.

2. Method

In this study, researchers conducted a quasi-experimental research design because researchers are trying to determine the effectiveness of co-direct feedback on students' writing performance.

2.1 Participants

Samples of this study were students of class X SMK Mahardika Karangploso which consists of two classes. They TKJ1 X and X TKJ2. The sample consisted of 48 students. X TKJ1 consists of 24 students, and X TJKJ2 also consists of 24 students. One class was the experimental group while the other was the control group. It depends on the process' results by using a random lottery. The experimental group received responses immediate friends while the control group received conventional method.

2.2 Procedure
Table 2.2.1 Illustration Procedure
treatment group

Pre-Test
experimental
The task of co-Direct Feedback
Post-Test
conventional control

In this study, researchers conducted a written test as an instrument. Writing tests are divided into two, they pre-test and post-test. pre-test is a test that is given before the sample treatment. It is necessary to ensure that the sample is homogeneous in terms of their writing performance and also as a basis for measuring their improvement during treatment. In a pre-test of this study, the researchers asked for the sample to write a descriptive paragraph. researchers asked X TKJ1 and X TKJ2 to write a descriptive paragraph (approximately 45 minutes. Researchers can continue research if the pre-test is homogeneous. After that, the researchers determined the sample into two groups using the lottery. They, the experimental group and the control group process samples determined are:
1. Researchers prepared two papers and wrote "experimental group" in one of the papers and other written "control group". Then, the researchers rolled up paper.
2. Researchers asked captain TKJ1 X and X TKJ2 to take one paper.
3. The captain of the class that took the paper written experimental group belonging to the experimental group, whether class captain who took control group written paper that belongs to the control group in this study.

The next meeting, researchers will conduct the treatment of experimental and control groups. The experimental group received responses immediate friends while the control group received conventional method. First, the researchers explained about the descriptive text. Second, the researchers asked the experimental and control groups to write a descriptive paragraph. The students completed their task of about 45 minutes. Third, students in the experimental group received responses friends directly on their writing products. Each student receives a peer editing worksheets to guide them evaluate their colleagues writing products, was completed in 20 minutes. Then, researchers gave 15 minutes for students to discuss with their colleagues associated with the feedback given to avoid misunderstandings. After that, students rewrite their paper products and delivered in 10 minutes.
On the other hand, the control group received conventional methods by researchers. The conventional method means the researchers taught the control group as their English teacher to teach them, such as answering the questions in worksheet or answer questions given by the teacher. Researchers provide the treatment for four meetings for the experimental and control groups. After that, the researchers provide post-test for the experimental and control groups

to determine the progress of students' writing performance. students write a descriptive paragraph within 45 minutes.

2.3 Analysis of data

Researchers used an assessment rubric to evaluate students' writing performance. It was necessary for every point score possible as stated in the table 2.3.1 was adapted from Brown quoted in Alawi (2012: 39) addressed different aspects of writing such as vocabulary, grammar, mechanics, content, and organization.
Table 2.3.1 Scoring Rubric
Aspect Score Weighting indicator

Content (C)
(30%)
Theme
4 Details of these topics fully and clearly and details related to the topic.

3x
3 Topics complete and clear, but the details of nearly related to the topic
These two topics are comprehensive and clear, but the details are not related to the topic.
1 This topic is not clear and the detail is not related to the topic.

Organization (O)
(20%)
identification
Description 4 Identification completed and descriptions are prepared with proper liaison

2x
3 Identify almost finished and prepared with liaison description almost exactly
2 Identify incomplete and descriptions are prepared with some abuse link
1 Identification incomplete and descriptions are prepared with liaison abuse

Grammar (G)
(20%)

Use the Present Tense
Treaty 4 Very few grammatical inaccuracies agreement

2x
3 Some grammar or inaccuracies agreement but does not affect the meaning
2 Many grammar or inaccuracies agreement
1 Frequent grammatical inaccuracies or agreement

Vocabulary (V)
15% 4 Effective choice of words and word forms

1,5X
3 Some abuse vocabulary, tenses, but does not change the meaning
2 Limited range of confusing words and word forms
1 very poor knowledge of the words, the words, and did not understand

Mechanical (M)
15%
spelling
punctuation
4 Capitalization use correct spelling, punctuation, and capitalization

1,5X
3 Have the occasional mistake or spelling, punctuation, and capitalization
2 Have frequent errors in spelling, punctuation, and capitalization
1 It has been dominated by errors in spelling, punctuation, and capitalization

Score = (3C + 2O + 2G + 1.5 V + 1.5 meter) / 40 × 100
To determine the very good score of writing students, researchers categorized scores hose as stated by Harris (1969: 134, quoted in Detapratiwi, 2013). It was stated in the table 2.3.2
Table 2.3.2 Qualification Writing Students
Qualifying scores
91-100 Very good
81-90 Very Good
71-80 Good
61-70 Fair

51-60 Poor
Less than 50 Very Poor

Not only researchers, but also the performance of students writing English teachers are evaluated '. Therefore, the researchers used the Inter-rater like table 2.3.3 Purpose of using inter-rater is to ensure students' writing scores.
Table 2.3.3 Inter-rater
Teachers score Name
(A) score Researcher
(B) Final Score
((A) + (b)) Score / 2 These qualifications
... ...
... ...

Then, the researchers compared the average scores of pre-test and post-test to investigate whether the writing performance of students increased or not. After that, researchers answer research questions about the two methods (responses friend and conventional) is one of the two methods will outperform. Therefore, researchers Independent T-test using SPSS version 22 to check it.

3. Results
The results of this study were taken from the test. The tests include pre-test and post-test for the experimental and control groups.
3.1. Pre-Test Results
Pre-test results from the two classes that are used to measure the homogeneity of the sample and as a basis for measuring the performance of the students' writing ability before getting treatment. Figure 3.1.1 shows the pre-test score of X TKJ1 and XTKJ2.

Figure 3.1.1 shows that X TKJ1 shown in blue while X TKJ2 are shown in red. In X TKJ1 14 students who received a reasonable qualifying product on student writing, and there are 10 students get a good qualifying product on student writing. On the other hand, in the X TKJ2 there are 15 students who received a reasonable qualifying on students' writing products. Then, there are 9 students get a good qualifying on students' writing products. Then, the researchers examined the scores of pre-test of the two classes to determine an average value. The results are presented in the table 3.1.1.
The Mean Scores Table 3.1.1 Pre-test
statistics group
Group N Mean Std. Deviation Std. Mean error
Pretest 1 24 69.13 4749, 969
2 24 69.17 4440, 906

X TKJ1 indicated by the number 1 and X TKJ2 indicated by the number 2. How to print X TKJ1 was 69.13 and that of the X TKJ2 is 69.17. The standard deviation of X TKJ1 is 4.749

while X TKJ2 is 4,440. Table 3.1.2 shows how the data are analyzed and interpreted in a test for normality.
Table 3.1.2 Normality Test Results
testing Normality
Group Kolmogorov-Smirnova Shapiro-Wilk
Statistic df Sig. Statistic df Sig.
Pretest 1, 173 24, 062, 922 24, 065
2, 154 24, 148, 926 24, 080
A. Lilliefors Significance Correction

Table 3.2 shows Shapiro and Kolmogorov-Smirnov test. In the Kolmogorov-Smirnov showed that sig. pre-test value of X TKJ1 is 0,062 and sig. X TKJ2 value is 0.148. Meanwhile, the minimum alpha (a) value is 0.05 for each sig. the pre-test. Therefore, sig. TKJ1 X value is greater than α (0.062> 0.05) and sig. X TKJ2 value is also larger than α (0.148> 0.05). This means that the two classes of normally distributed population. Shapiro Wilk test also showed that sig. > α. X TKJ1 is 0.065> 0.05 and X TKJ2 is 0.080> 0.05. Therefore, data from two normal classes.
Table 3.3 Homogeneity Test Results
Homogeneity of Variance Test
Levene Statistic DF1 DF2 Sig.
Based on Mean pretest, 424 1 46, 518
Based on the median, 492 1 46, 486
Based on the median and df adjustable, 492 1 45 287, 486
Based on the average trimmed, 423 1 46, 519
Table 3.3 presented the results of homogeneity test using test this Lavene. The groups can be claimed homogeneous if Sig. is> 0.05. The result of homogeneity test for this study is homogeneous because Sig. is 0.518. All in all, a sample of this research is homogeneous. It was also supported by a score of two classes the same way (Table 3.1), and normal data (table 3.2). This means that those classes are in the same condition and there was no significant difference, so that researchers can continue the research. To determine the sample into two groups (experimental and control), researchers use lottery. The result is X TKJ1 belonging to the experimental group and X TKJ2 belonging to the control group. And then, researchers conducted a treatment for four meetings. It began on March 30, 2016, and ending on April 19, 2016.
3.2 Post-Test Results
post test is used to measure the average scores of students after getting treatment. Another aim was to investigate whether the writing performance of students increased or not. Figure 3.2.1 presented post-test scores of the experimental group and the control group.

Figure 3.2.1 shows the 13 students in the experimental group get a good qualifying the students to write the product while there are 11 students getting excellent qualifications in the students writing products. In contrast, there are 14 students in the control group getting a reasonable qualifying product on student writing and 10 students get a good qualifying product on student writing. Next, the researchers examined the average score of post-test to both groups. Post test results mean scores presented in the table 3.2.1.

Table 3.2.1 The Mean Score of Post-test

statistics group

Group N Mean Std. Deviation Std. Mean error

Posttest 1 24 82.17 4659, 951

2 24 71.38 3657, 747

SPSS output table (Table 3.2.1) shows the average value of the experimental group was 82.17, while the average value of the control group was 71.38. The standard deviation of the experimental group was 4,659 and for the control group was 3.657. It was very clear that the average score was different between the experimental and control groups.

3.3 Hypothesis Testing

Regarding the question of research on chapter 1, researchers will answer research questions and prove the hypothesis. Rules of hypothesis testing in independent samples t-test saying the data is significant if the values obtained Sig. (2-tailed) of less than 0.05. Meanwhile, the data is not significant if the value obtained by Sig. (2-tailed) greater than 0.05. That means there is no significant difference between the control group and the experimental group. Researchers use. independent sample T-test to check, and the results are presented in the table 3.3.1

Table 3.3.1 Results of Independent Sample T-test

Levene's test for Equality Variants

t-test for Equality Means

F

Sig.

T

df

Sig. (2-tailed)

mean difference

Std. Error Difference 95% Confidence Interval of the Difference

lower Up

Post-test variance Same assumed

7794

, 008

8925

46

, 000

10 792

1209 8358

13 225

equal variances not assumed

8925

43 543

, 000

10 792
1209 8354
13 229

Table 3.3.1 shows that the value obtained by Sig. (2-tailed) score of less than 0.05 (0.000 <0.05). This means that Ho refused and H1 accepted. It can be concluded that there is a significant difference between students who were treated using direct feedback colleagues and students who were treated with conventional methods.

3. Discussions

The students in the experimental group not only as a writer but also as a provider through product feedback writings of their colleagues. In order for students (as feedback provider) on the track when giving feedback, giving researchers a peek student worksheet editing. It was also suggested by Gebhard (1996) that teachers should give students guidance or a short list of questions to provide feedback. Peer editing worksheets will lead them to evaluate the product write peer. In addition, before applying peer feedback directly to students in the experimental group, the researchers provide training to them. This activity should be carried out by the researchers to ensure that students have the ability to provide feedback. Providing training means that the researcher as a teacher first explain about the general case occurs during activity feedback. It was like a form of paragraphs, punctuation, capitalization, spelling, paragraph organization, and grammar corrective. Researchers force students to better understand the terms are to always train them every meeting. activities that are relevant to the theory suggested by Liu and Hansen (2005: 22) wrote in their book "counterpart Response in Second Language Writing Classroom". They showed that "students who have been trained in responding to peer quite capable of making useful suggestions about the concept of their colleagues'".

Meanwhile, students in the control group received conventional method. Rasana (2004) says that the teaching-learning process will be successful if teachers can transfer all the theory to students based curriculum. This means that the teacher is the subject of the learning process while the student objects. In addition, activities are focused on the theory books and students should be able to remember all the theory. Then, to measure student understanding through theory, students must answer all questions related to the theory. English teacher of class X SMK Mahardika is one of the teachers who use these methods in the learning process. Consider the question of research, researchers will examine the effectiveness of the two methods (direct and conventional responses friend) through students' writing performance. After that, the researchers conducted a post-test at the last meeting. The results showed that the average value of the experimental group was higher than the control group. In addition, the researchers compared the average scores of students from pre and post test between the experimental group and the control group. The results showed that the average value of the students in the experimental group is greater than the average value of students in the control group. description above shows that the improvement obtained by the students in the experimental group significantly. Later, it was also supported by the results of hypothesis testing. H1 hypothesis test showed that Ho accepted and rejected. Therefore, the response of friends directly implemented in the experimental group was effectively than conventional methods which are applied in the control group.

The findings of this study are relevant to the findings found by Hashemnezhad (2012). He checked "The Case for Direct and Indirect Response: The other side of the coin". Research results show that the error feedback in the form of direct feedback is more profitable than direct feedback especially for advanced students. It can be concluded that the response directly friend is an effective method of teaching writing. In addition, the researchers also found four advantages over the response implemented friends directly as a method in teaching and learning to write. First, after the students got an immediate response by their peers, researchers gave 15 minutes to discuss with their colleagues associated with the feedback given. They are free to agree or disagree with the feedback given. This section is part of what makes students active in class. As Hairston (1999) says that the response can build a community of friends to lean in the classroom. When students exchange and share their ideas with their counterparts in the negotiations on the feedback provided, students can learn from each other and they can build a higher level of accountability to deliver a product that is written teacher. In addition, the Spear (1988) found that while the interaction helps students to share ideas, communicate meaningfully, and get a different perspective on their writing, there are a number of factors that are inhibiting success potential peer discussion. Second, feedback friends directly help students become more critical in analyzing and evaluating products writings of their colleagues. It was similar to a previous study conducted by Lenggogeni (2011) and Amaliah (2012). They use this method (direct peer feedback) in the text teaching narrative writing. The results showed that there was an increase in students' writing ability in Cimahi and Cirebon and students become more critical thinking and provide support to their partners in writing. Researchers agree with that statement because the researchers also found when doing research. It shows students writing the first draft of the full feedback from their peers. The statement also found by Topping (2007), Williams (2005), and Zeqiri (2011), which investigated the "Influence of Peer and Teacher Feedback Student Writing". They found that the response of friends not only help students to improve their writing skills, but also improve critical thinking and reading and at the same time motivate them to write. Additionally, Carnell (2000) says that the students indicated that they would like to receive feedback from their peers. They show that it is easier to talk to friends of the teacher; with friends they can say whatever they want. Moreover, if they are not close friends in the classroom, they can build a relationship with a friend using friend direct response activity. description indicates that the response friends directly have a positive impact in the social aspect.

Third, when students writing their peers evaluated the product, they automatically read all the paragraphs. By reading the paper products of their peers, they gain new knowledge to improve their writing products such as different styles of writing, points of view, vocabulary, etc. This increase clearly shows in every assignment. The first task (pre-test) until the last task (post-test) showed that students' writing style to increase. They use a variant of a vocabulary to explain the topic well, and grammatical errors is reduced. It was confirmed by Calkins (1986), White & Arndt (1991), Rollinson (2005), Wichadee (2010) that by reading the task of writing their classmates, it can stimulate students to put more effort to write and encourage them to write more and learn to enhance their stories. Fourth, direct feedback colleague reduce the workload of teachers in giving feedback. This means that teachers can avoid time consuming for students to give feedback on what their colleagues wrote product. As Alwasilah and Alwasilah (2005: 44) stated in their book teachers who teach with a large number of students have difficulty in giving feedback because they do not have enough time to fix and discuss each student's writing. Given that statement, a class X SMK Mahardika Karangploso (X TKJ1 and X TKJ2) is a class that has a large number of students. The students in each class consists of 24 students, so the total is 48 students. Therefore, it could be an obstacle for teachers to give the same feedback for all their students. Another consideration, it will take time and energy. However, using a direct peer feedback as a method in teaching writing, it helps researchers as teachers to improve students' writing all products quickly without spending more time and energy. Therefore, the response of friends directly not only effective but also efficient as a method in teaching writing.

In this study, the main provider of feedback are students, teachers and researchers as they have a major role in the learning process. Given the reduced workload of teachers, teachers have enough time to evaluate the products' write and draw conclusions from the mistakes of students students. Then, researchers discuss with students at the next meeting of their mistakes in order to avoid the mistake happen again. As William was quoted by Nuraeni (2013) mentions that feedback without any explanation or discussion of or between teachers and students would not bring a significant positive effect on students' writing. In this study, it is evident that the students do not repeat the same mistakes. It can be seen from their post-test scores are rising. In this study, researchers as a teacher not only explained about the descriptive text, but also to become a facilitator. Being a facilitator means that researchers provide motivation for students to be a good writer, reminding them to avoid the same mistakes, and appreciation when they could improve their writing performance. Although, it is a simple activity but it can affect their motivation to be a good writer. It was also suggested by Barkaoui (2007). He said that teachers should: a) motivate students, b) the strategy effective model revision, c) increase students' awareness of the importance of () see their texts back from the reader's perspective, d) encourage students to reflect and self-assess their own writing and e) using the appropriate writing tasks and activities for teaching and assessment.

In summary, the response immediate friends is an effective method used in the process of learning to write. This method not only improves students' writing scores but also provide several advantages for the students themselves to learn to write and also teachers in the teaching of writing.

5. Conclusions and Implications Study

From the pedagogical angle of view, these findings are good news for students and teachers. By providing feedback friends directly as a method in teaching and learning to write, 'writing scores were treated using direct peer feedback is better than the students' writing scores of students who step using conventional methods. In addition, responses friend also direct benefit to students and teachers. They are: first, using peer feedback directly to make students active in class. Second, it helps students become more critical in analyzing and evaluating products writings of their colleagues. Third, students gain new knowledge to improve product quality of their writing. Fourth, the response of friends directly reduce the workload of teachers in giving feedback.

ANALYSIS OF COLLEGE STUDENTS ERROR IN SOLVING BASIC MATHEMATICS PROBLEM WITH NEWMAN

Tatik Retno Murniasih[1)], Vivi Suwanti[2)]

[1)]*Mathematics Education, Kanjuruhan University, Malang, Indonesia*
E-mail: *tretnom@unikama.ac.id*

[2)] *Mathematics Education, Kanjuruhan University, Malang,Indonesia*
E-mail: *vividevbatghost@gmail.com*

Abstract. This study is done with intention to analyze college student error based on NEA (Newman's Error Analysis). NEA is a frame work with diagnostic procedure, they are (1) *decoding*, (2) *comprehension*, (3)*transformation*, (4) *process skill*, and (5) *encoding*.This study take a place at odd semester of 2016/2017. The subject of this study are 6 college student of 2016C class of Mathematics Education that consist of 2 low ability learner, 2 average ability learner, and 2 high ability learner.The instruments of this study are a test sheet consist of 3 basic mathematics problems and an interview guidelines sheet to help discover and back tracking the college student error. The test sheet problems consist of 1 exponent problem, 1 function problem, and 1 permutation problem. The data were analyzed with descriptive qualitative methods. Results of the study shows that 11% of college student shows decoding error, 17% of college student shows comprehension error, 33% of college student shows transformation error, 50% of college student shows process skill error, and 67% of college student shows encoding error. The error often occur in process skill and encoding stage.This errors were caused by the college students low conceptual knowledge, especially low ability learner, so the college students couldn't finish their works.

Keywords**:** Error analysis, basic mathematics, *Newman's Error Analysis*

I. INTRODUCTION

Mathematics plays an important role in the development of science and technology as well as shaping the human personality [15]. Math could be said as a building whosehave a base, frame work, floor and some elements that attached to it. A building will remain strong when it built on a firm base or foundation. The foundation in learning mathematics for mathematics education college students called mathematical base course. This course serves to strengthen and sustain the mathematics building on student's knowledge.

Mathematical base course is a compulsory course for mathematics education college students. It given to the students at their first semester.So it could said that the entrant of this course are students who hadfreshly graduated from high school. There aresome differences between high school and college students learning style. Students get more guidance and assistance from their teacherswhen learning at the school. But in the college, the students trained to leaning with minimum guidance and assistance from the lecturer. In other words, the college student will be faced with more independent learning style.

Based on the observations of the actual mathematical class,the students in their first semester are still carried out with their old high school learning style. They couldn't accustomed their selves with the new learning environment and style. This problem also occurs with their reference books. High school students usually uses only one reference book in almost all of their subject matter. Butthe college students are required to read more than one reference books for the sake of further student understandings and knowledge development. High school students are still afraid of the teacher, but after being a college student, they are required to be more active in express their opinion and ask what they don't understand to the lecturers.

The course of Mathematical base is an abstract subject matter that containprior knowledge that must be mastered by the college students, even though they are still very simple basic concept of mathematics. The concepts that taught at mathematical base are sets, logics, exponents, functions, permutation, and mathematical induction. This study will analyze the students works at exponents, functions, and permutation matter. Many college students think that this material are the difficult one.

Based on observations in the 2016C class of mathematics education, we know that: a) most of the new college students are still accustomed to learning by memorize without undersanding the concepts inside of a knowledge, b) they are still a pasive member of the class activity so they will stuck by themselves when faced with the concept missconception, and c) they only receive the given materials from the lecturer without effort to search another literatures outside the class to develop and extend their understanding. From these observation result, it can conclude that the new college students difficulty in learning at mathematical base class are because of their low understanding at mathematical concept. This is caused an error in solving basic mathematic problems.

According to Abdurrahman [1], error can be interpreted as anmistake or deviation from what is right, the procedures set forth previously, or deviation from what expected.Luneta and Makonye[13] state that, errors can be differentiate in tho two kind, they are unsystematic errors (such as calculation error) and systematic errors (which is known as misconception). Unsystematic errorsare an unintended mistake which students make and easily corrected by them selves. In other hand, systematic errorsare repeated wrong responses that constructed methodically and produced time by time. Students with systematic errors

There are many tools that can be used to analyse an error such as NEA procedures (Newman's Error Analysis). According to Newman [9], NEA is a framework with a simple diagnostic procedures, which include (1) decoding, (2) comprehension, (3) transformation, (4) process skills, and (5) encoding. Newman developed a diagnostic method that is used to identify and categorize studentserror at mathematical word problem.According to White [14], the inclusion of NEA was a powerful classroom diagnostic assessment and teaching tool for assessing, analysing and catering for student experiencing difficulties with mathematical word problems.NEA experienced a reawakening in Australia and has been included in a number of programs such as the Counting On program in the Australian state of New South Wales.According to Junaidi, et al[5], known that students errors in resolving discrete mathematics caused by: (1) the student did not know the meaning of a symbol or an existing term in the problem (*Reading Errors*), (2) the student did not understandthe meaning of the problem, namely the student fails to write what is known and what is being asked (*Comprehension Errors*), (3) students forgot a formula that will be used or strategy/procedure what to do (*Transformation Errors*), (4) students could not make the problem-solving algorithms in sequence and correctly (*Process Skills Errors*), (5) the student could not answer according to the question (*Encoding Errors*), and (6) the student could not translate well, especially about which was written in English (*Language Errors*).

Newman [9] suggests the following questions used during the interview in order to classify students' mistakes in solving math word problems.

Newman'squestion:

1. Please read the problem. If there is a word you do not know, tell me!
2. Tell me, what is the problem want!
3. Say, how to find the answer!
4. Show me, what was done to obtain the answer. Talk loudly while you work so I can understand what you think.
5. Now, write down your answer.

According to Prakitipong and Nakamura [10], the following conversation describes this method (See Figure 1). In the transcript below, "I" stands for interviewer and "S"stands for student.

(Problem)
A pizza of twelve pieces, costs five hundred twenty eight yen. How much will one piece of pizza cost?
(Process of Interview)
I:"Can you read the question?" ***(Reading level)***
S: (Student reads the whole question.)
I: "What does the question ask you to do?" ***(Comprehension level)***
S: "It's asking me to find a piece of pizza, and how much?"
I: "Then, what operation do you work out to find the answer?" ***(Transformation level)***
S: "Using subtraction." ***(Error occurred at this level)***
I: "Can you show me your calculation or write it on this paper?" ***(Process skills)***
S: "There are 12 pieces of pizza, so a piece of pizza is 528–12 = 516."

Fig. 1An Example of Problem and Process of Interview in Newman Procedure

Studentsdifficulties in understanding the material can be traced by looking at the error they made. According Soedjadi, et al [12],studentserrors in answering questions could be seen as an indicator of the difficulties that experienced by the students. Furthermore, according to Soedjadi, et al [12], there are two factors that cause students difficulties, they are intern and extern factors. Intern factors include attitudes, cognitive development, skill and gender. External factors include the teaching method, mathematics materials, and social environments.From the problems explained before, this studyintended to analyse the college students error in solving basic mathematic problems byNewman analysis.

II. Research Method

This study used descriptive qualitative method. Qualitative research is research that can reveal a phenomenon experienced by the subjects in the form of behavior, perception, motivation, action, etc in a holistic manner and descriptively in the form of words and language, in a specific natural context and using various scientific methods [6].According to Mustafa [8], the major purpose of descriptive survey is to describe the state of affairs as it exists.

This study conducted at the Mathematic education of KanjuruhanUniversity ofMalang. This study take a place at odd semester of 2016/2017. The subject of this study are 6 college student of 2016C class of Mathematics Education that consist of 2 low ability learner, 2 average ability learner, and 2 high ability learner.

The data collected proceduresin this study are: a) test and b) interview. The test problems are made in form of word problem essay to facilitate the tracking back procedure of college students errors. The college students errors are categorize based on NEA's error category, they are : a) reading (decoding), b) comprehension, c) transformation, d) process skills, and e) encoding.

Researchers prepare research instruments, they are : a) test sheet and rubric, and b) structured interview guidelines as a reference to explore data from the subject after they do the test questions. The interviews are used to trackingback through the subject errors while solving the test problem and the factors that made the errors using Newman questions. Before the study take a place, the instrument (test sheet and interview guidelines) will be validated by mathematic education expert beforehand.

Clements [3] used Newman's prompts to analyse 726 grade 5 to 7 pupils' errors in Papua New Guinea and found that 50% of the errors first occurred at the reading, comprehension and transformation levels.Clements [3] describe the Newman's procedures in diagram shown in Figure 2.

Question form errors are different from those in other categories just like shown in Figure 2 because of the difficulties derived essentially from the question itself is not interaction between learners with the question. Therefore in Figure 2 the question form categories placed next to the five hierarchy. The other two categories, namely careless and motivation, are also shown separately from the hierarchy. This indicated that errors could occur in any level of the hierarchy. For example, a careless mistake could have occurred at reading error, comprehension error, error transformation, and so on. Someone who can read, understand, and capable to transforming the problem into mathematical form may refuse to process further because of a lack of motivation.

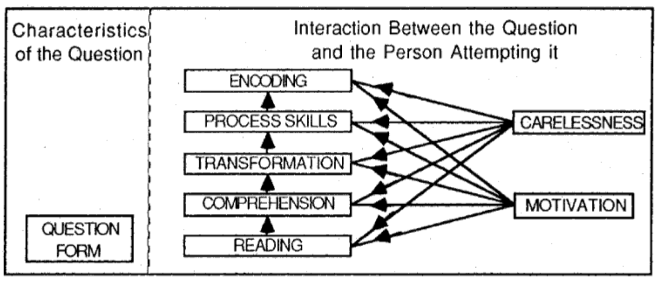

Fig. 2Newmantechnique Diagram

Students Answers analyzed by water model of Miles and Hubermen (2007). The analysis in this study include: a) data reduction, b) data presentation, and c) conclusion. The errors categorize by NEA procedure. Based on the classification of the errors, the conclusion will be made. From the Writings of Singh, Rahman, and Hoon (2010), Jha (2012), Chinama, Nhamburo, and Sithole (2014) it can be concluded that the order of the cause of the error Newman student in solving math problems is as follows :

TABLE 1
THE FACTORS THAT CAUSE AN ERRORS

Errors	Cause Errors
Decoding	the cause of students can not read because, in a sense can not understand the meaning of symbols, terms, or words used in the problem.
Comprehension	the cause of students do not understand the meaning of the problem that characterized by students can not write what is known and what is being asked by the problem.
Transformation	the cause of students fails to specify what formula is used or failed to find strategies or procedures to be used.
Process Skill	the cause of students fails to work or student is not in accordance with the algorithm correctly.
Encoding	the cause of students not able to answer according to what is being asked by the problem

III. RESULTS AND DISCUSSION

The data of this study consisted of quantitative and qualitative data. The quantitative data that used in this study is student test results score. The results of the average value 2016C exam class students is 71.4. Based on the test results can be traced to what extent the student conceptual understanding of the material foundation of mathematics. Qualitative data used in this study are the result of error tests analysis and interviews with students. From the error analysis, it can be examined the students error source and factors that causing them. So it can be addressed and sought to solve it so that the same error will not be repeated again. In this study there were 6 students working results in 3 problems that analysed. Each of them represent every level of the students ability, they are : low (RP and ATH), medium (LAA and MAM), and high ability (RLP and SK).

TABLE 2
ERROR ON STUDENTS TEST RESULTS

Problems	Name	Error category				
		a	**b**	***c***	***d***	***e***
Find the simplest form of this algebraic form: $\left(\frac{4a^2b^3}{6ab^5}\right)^{-1}$	RP	x	x	x	x	x
	ATH				x	x
	LAA					
	MAM			x	x	x
	RLP					
	SK					
Draw the function graphic of the $y = -x^2 + 2x + 3$!	RP			x	x	x
	ATH	x	x	x	x	x
	LAA					x
	MAM				x	x
	RLP					
	SK					x
How many letters arrangement can be made from this word "WIYATA"?	RP			x	x	x
	ATH		x	x	x	x
	LAA				x	x
	MAM					
	RLP					x
	SK					

Note:
a = decoding
b = comprehension
c = transformation
d = process
e = encoding
x = there is an error

Based on table 2, the student errors can be described as Figure 3 below.

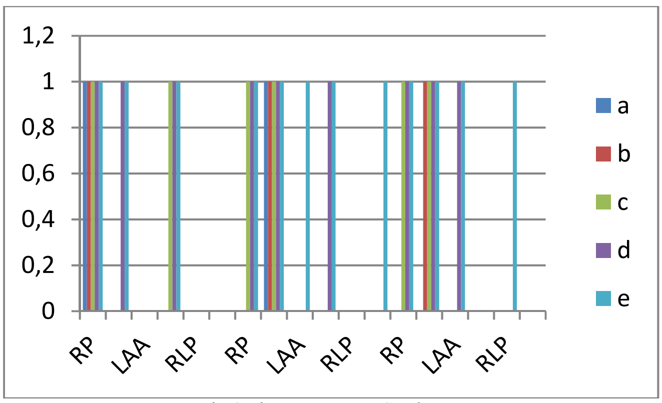

Fig.3Diagram Errors Students

Note:
a = decoding
b = comprehension
c = transformation
d = process
e = encoding
1 = there is an error
0 = no errors

Based on the analysis of the chosen students errors in test sheets, it can described asfollowing:

1. Decoding Error

Based on NEA's error analysis on second problem, ATH make a decoding errorbecause he don't understand what is known in problem.

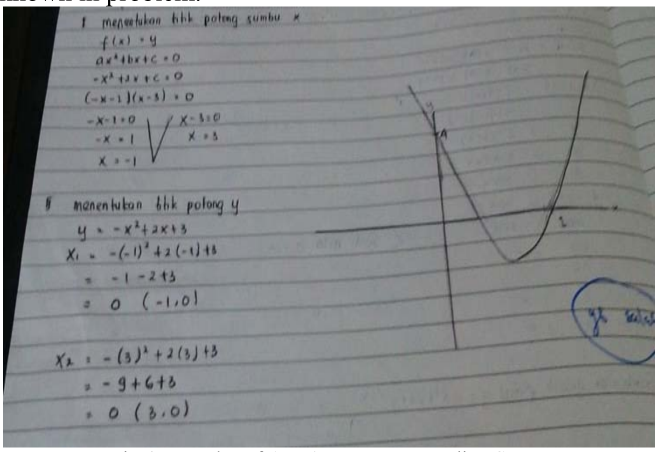

Fig.4Examples of ATH's error on Decoding Stage

2. Comprehension Error

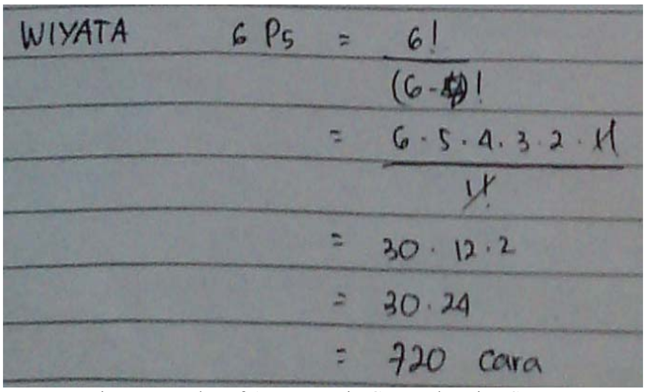

Fig. 5Examples of ATH error in Comprehension Stage

On third question, ATH also make an comprehension error. It because ATH don't understand what is asked in the problem.

3. Transformation Error

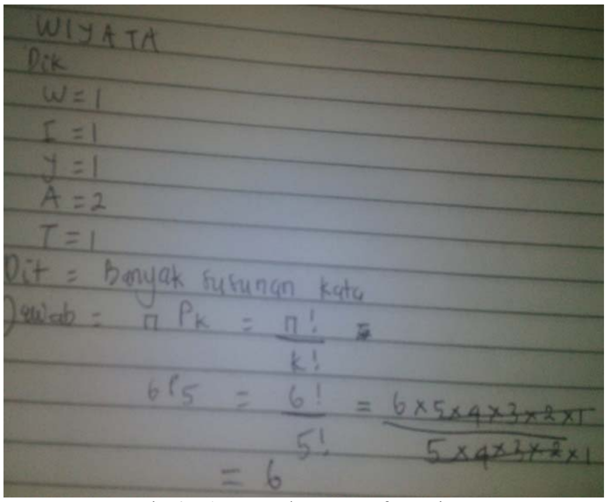

Fig.6RP's error Phase Transformation

Based on NEA's analysis on RP's work at third problem, the transformation error shows because he didn't know the appropriate formula and algorithms to solve the problem. He wrongly wrote $nPk = \frac{n!}{k!}$ as the formula to solve the problem, but the right answershould have $nPk = \frac{n!}{(n-k)!}$.

4. Process Skill Error

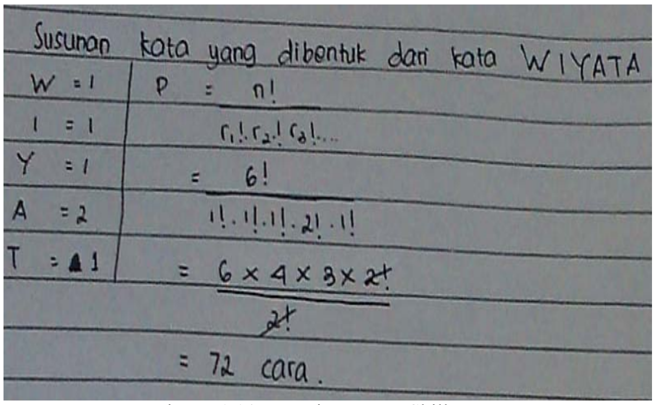

Fig. 7LAA's error in Process Skill stage

Based on NEA procedure, LAA make process skill error on third problem.It because LAA are not careful when outlining 6!.He wrote 6! = 6 x 4 x 3 x 2 but the right way is 6! = 6 x 5 x 4 x 3 x 2 x1. It make his final answer is also wrong.

5. Encoding Error

Based on NEA's procedure, SK make encoding error at first problem.It because he failed to give the final answer. SK wrote$\frac{3ab^5}{2a^2b^3}$as the final answer, but theanswer still could be simplified to$\frac{3b^2}{2a}$.

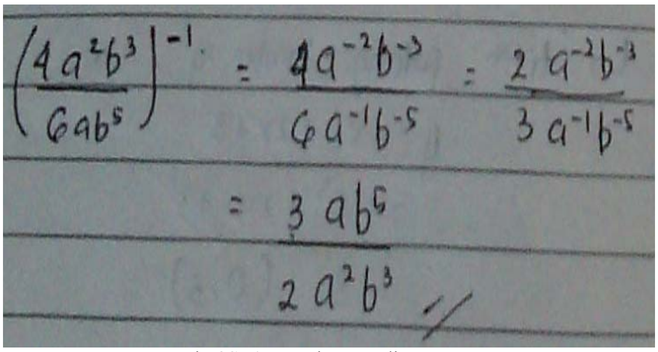

Fig.8SK's errorin Encoding stage

The interviews were conducted after the test ends and the subject work done with the checking step. The results of interviews showed that students who make decoding and comprehension errorbecause they confuse with what to write as the known and ask in the answer sheet. They forget with what they just learn in classroom. Based on the interviews results with the subjects who make transformation error, the subjects got an error because they forgot the appropriate formula to use. They only learn by rote learning and rarely have meaningful learning whichmake them didn't understand the concept given. Based on the interviews results with the subjects who make process skill error, they got an error because they didn't work carefully and lazy to correct the answer. The results of interviews with students who perform encoding errors shows that, they got an error because they don't have enough time to correct the final answer and as the result they failed to give the final answer.

IV. CONCLUSIONS

From the Newman's error analysis result, it showsthat : a) 11% of college student shows decoding error, b) 17% of college student shows comprehension error, c) 33% of college student shows transformation error, d) 50% of college student shows process skill error, and e) 67% of college student shows encoding error. Based on the tests and interviews results, can be concluded that the cause of the college students errors in solving basic mathematics problems are: a) the they still didn't understand the concept in that taught at mathematical base course, especially students with low ability, b) they didn't know the appropriate formula and algorithms to apply in solving problems, c) they won't recheck or looking back their own work, and d) they fails to give final answers, make it a lot of them shows process skill and encoding error.

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MARRIAGE REGISTRATION MECHANISM

FOR NON-MUSLIM CITIZENS OF INDONESIA

By: Dr. M. Zamroni, SH, M. Hum.

Faculty of Law, UniversitasMaarifHashim Latif (UMAHA).

Email: zamronilawoffice@gmail.com

Abstract. Registration of marriage is very important, because it has implications juridical in various aspects as a result of marriage.but, in Indonesia there are several factors mainly related to cultural values and religion or belief, which constrain the implementation of the registration of marriages. Therefore, the role of the sociology of law as a discipline of science are particularly relevant to analyze the relationship between the rules of positive law governing the registration of marriages liabilities with the values that live and thrive in Indonesian society.For those who do marriage according to Islam, the registration of marriages performed in the District Religious Affairs Office, while those Christians (Catholic and Protestant), Buddhist and Hindu paint of do in the Civil Registry Office.

Keyword:Marriage Registration, District Religious Affairs Office, Civil Registry Office.

1. INTRODUCTION.

The institution of marriage is the juridical basis which entitles a man and woman to live together in a household. Therefore, in accordance with the legislation in force in Indonesia, then every marriage must be recorded in the state administration. For those who do marriage according to Islam, the registration of marriages performed in the District Religious Affairs Office, while those Christians (Catholic and Protestant), Buddhist and Hindu paint of do in the Civil Registry Office.

Against marriages performed by adherents of belief in God Almighty, until now there is no clear government policy and firm regarding the registration of marriages. This raises the ambivalence in government policy to require registration of every marriage in the state administration. As a fact it can be argued that even though the Supreme Court of the Republic of Indonesia in its decision No. 178K / TUN / 1997 on Marriage *Kong Hu Cu,* and the State Administrative Court (Administrative Court) verdict Jakarta in case Number: 024 / G.TUN / 1997 / PTUN. Jkt. stated that the Civil Registry Office is not authorized to refuse registration of marriages faiths, but the fact that to date the Civil Registry Office is not willing to submit to the decision and did not refuse registration of marriages performed by followers of cult.

Registration of marriage is very important, because it has implications juridical in various aspects as a result of marriage.but, in Indonesia there are several factors mainly related to cultural values and religion or belief, which constrain the implementation of the registration of marriages. Therefore, the role of the sociology of law as a discipline of science are particularly relevant to analyze the relationship between the rules of positive law governing the registration of marriages liabilities with the values that live and thrive in Indonesian society.

The fact juridical *(das sollen)* and the fact the real *(das sein)* that became the foundation and also as the basis of thinking *(basic of thinking)* to discuss the sociological phenomenon of the problem of registration of marriages in Indonesia, are:

1. Facts Juridical *(dassollen),*which includes Article 2 paragraph (2) of Law No. 1 of 1974 About marriage (Act No. 1 of 1974 About marriage), which states: "every marriage is recorded according to the laws - laws that apply". Furthermore, in Article 13 of Government Regulation No. 9 of 1975 on Implementation Act - Act No. 1 of 1974 About Marriage (PP No. 9 of 1975) which states: (1) *"Deed*marriage made in duplicate 2 (two), the first strands Employees kept by the Registrar, the second page is stored in the Clerk within the civil registry office was located." (2) *"To*the husband and wife were each given official copies of marriage". Furthermore, in Article 5 and Article 6 Compilation of Islamic Law in Indonesia, also stated that: To be assured order for Muslims every marriage must be recorded. The registration of marriages in paragraph (1), conducted by the Employee Registrar of Marriage as stipulated in Law No. 22 Year 1946 jo Law No. 32 Year 1954.Ketentuan article 6, which reads, in order to meet the provisions of Article 5,

every marriage should held in the presence and under the Employees Registrar Nikah.Perkawinan carried out surveillance Employees Nikah Registrar does not have the force of law.

2. Real Facts *(dassein),*which is difficult to expect the legal awareness of some communities in Indonesia to have an awareness to carry out the registration of marriages that have been performed.

Based on the description of the background of the above problems, the formulation of the problem in this paper is:

1. What is the procedure for the registration of marriages for non-muslim citizens of Indonesia?
2. How do the characteristics of registration of marriages registered by the Civil Registration Officer?

II. DISCUSSION

In December 2006 has been set Indonesian Act Number 23 of 2006 concerning Population Administration (Law on Civil Registration) which govern the procedures and governance recording important events or civil registration experienced by every citizen of the Republic of Indonesia. Definition of key events in the legislation, contained in Article 1 paragraph 17, namely: the events experienced by a person includes births, deaths, stillbirths, marriages, divorces, recognition of children, legalization of children, adoption, change of name and change of citizenship ,

The marriage registration of citizens who are Muslims, governed by Article 8 of Law Administration that determines that the obligation of implementing agencies for registration of marriage, divorce, divorce, and refer to the Moslem population at district level is done by the District Religious Affairs Office. The provisions of Article 34 of the Indonesian Act of the Population Administration stipulates that:

(1) Marriage is legal according to the legislation must be reported by the resident to the institution of marriage occurrence of conduct in place no later than 60 (sixty) days from the date of marriage;

(2) Based on the report referred to in paragraph (1), the Registrar of Civil recorded at the register a marriage certificate and publish kutipatAkata marriage;

(3) Excerpts marriage certificate as referred to in paragraph (2) respectively awarded to husband and wife;
(4) Reporting as referred to in paragraph (1) for the Moslem population conducted in the District Office of Religious Affairs;
(5) Data from the records referred to in paragraph (4) and in Article 8 paragraph (2) shall be submitted by the District KUA to the Executing Agency no later than 10 (ten) days after the registration of marriages performed;
(6) Results of recording data as referred to in aat (5) does not require the issuance of official copies of civil registration;
(7) At the district level report referred to in paragraph (1) conducted at UPTD implementing agencies.

Elucidation of Article 34 Paragraph (1) explains that the definition of marriage is an inner and outer bond between a man and a woman as husband and wife in accordance with the statutory provisions. This may imply that the marriage is valid for the citizen of Islamic religion is a marriage conducted according to Islamic religious law as defined in Article 2 (1) of the Marriage Law. The next explanation is marriage for muslim population recorded by the District Religious Affairs Office in accordance with the legislation. This means that the provisions of Article 2 paragraph (2) of the Marriage Law is executing contained in PP 9 In 1975, still in force. In Article 2 (1) PP 9 In 1975 determines that registration of marriage for a Muslim marriage registrar by an employee as defined in the Act No. 22 Year 1946 *jo.*UU no. 32 Year 1954, so that the two regulations are still in effect to this day.

Elucidation of Article 34 Paragraph (2) also stated that the issuance of a marriage certificate to the Muslim population conducted by the Ministry of Religion. Because the marriage certificate for the citizen is Muslim has been issued by the District Religious Affairs Office, the data received by the institution of marriage need not conduct a marriage certificate issued citations.

Marriage is an important event experienced by a person, so that the Civil Registration interested to note in the register at the Civil Registration Implementing Agency. Thus Article 34 paragraph (1) requires valid marriage events to be reported to the Implementing Agency at the scene of the marriage later than 60 (sixty) days from the date of marriage.

According to the report, officials noted at the Civil Registration Act of Marriage Register and published two (2) Quote marriage certificates, each of which is given to the husband and wife.

This reporting obligation also applies to the Muslim population, but the implementation is done by District Religious Affairs Office To the Executing Agency no later than 10 (ten) days setela h registration of marriages conducted.

Before the marriage took place, as the Indonesian Government Regulation No. 9 of 1975 on the implementation of Indonesian Act Number 1 of 1974 on Marriage (PP No. 9 of 1975), determine the things that need to be done, namely:

1. Notification of the will to mate to Employees Marriage registrar;
2. The employee examined whether the terms of the marriage has been met, and if there are no obstacles according to the law;
3. Similarly, examining the papers required, namely:

1) Quote birth certificate or birth recognition letter bride. In the absence of a birth certificate or birth recognition letter, can be used letter stating the age and origin of the bride is given by the village chief or the equivalent with it;
2) Information about the name, religion / belief, occupation and place of residence of parents the bride;
3) Written permission / permission Both Parents, if one of the prospective bride or both have not reached the age of 21 (twenty-one) years;
4) The court permission in case the bride is the husband who still had a wife;
5) Marriage is only permitted if the man has reached the age of 19 (nineteen) years and the woman has reached the age of sixteen (16) years. Deviations this provision can be done through the courts or other official keuda parents ditunjuik by the man or the woman;
6) The death certificate former wife or husband in the case of divorce or

certificate of divorce, the marriage for the second time or more;

7) Written permission of the officials appointed by the Minister of Defense and Security / Commander, if salathseorngan bride or both members of the armed forces;

8) Authentic power of attorney or under the hand that was passed by Employees Pencata, when one of the prospective bride or both can not present itself as an important reason, so delegate to others.

4. If it turns out the results of research that there is obstruction of marriage or have not met the necessary requirements, then the state immediately notified to the bride or to keuda parents or his representative;

5. After fulfillment of the above matters and there is no obstacle seseuatu marriage, then the employee Registrars provide a written statement and announcement about pemberitahukan will organize into marriage.

As is the Court in Marriage is a religious court for those who are Muslims, whereas for the non-Islamic religion is the General Court.

Marriage took place after the tenth day since the announcement of the will of the marriage by the Registrar Employees with the procedures of marriage according to the law of each religion and belief it.

In Article 10 paragraph (3) contains a provision secularistic enough to give an opportunity to the parties to heed the procedures according to their religion or belief, by way of marriage conducted in the presence of the Registrar Officer and attended by two witnesses. However, this provision was not contained explanations and more detailed implementing rules.

Shortly after the marriage took place, the bride and groom sign the marriage certificate which had been prepared by the Registrar employee, who subsequently signed by two witnesses and the Registrar Employees who attend the wedding, and the marriage took place according to Islam, then signed by the male guardians or representatives.

With the signing of the marriage certificate, the marriage officially recorded. Deed made in 2 (two) pieces, the first saved by Employees Registrar, while the second page is stored on the territory of the Registrar of court in the Marriage Registration Office is located. Then the husband and wife were each given citations marriage certificate.

III. Conclusion

From the foregoing, it can be concluded as follows: *First,* before the marriage took place, as the Indonesian Government Regulation No. 9 of 1975 on the implementation of Indonesian Act Number 1 of 1974 on Marriage, determines matters things need to be done, namely:

1. Notification of Employee's will into marriage to the marriage Registrar;
2. The employee examined whether the terms of the marriage has been met, and if there are no obstacles according to the law;
3. Similarly, examining the papers required, namely:
   a. Quote birth certificate or birth recognition letter bride. In the absence of a birth certificate or birth recognition letter, can be used letter stating the age and origin of the bride is given by the village chief or the equivalent with it;
   b. Information about the name, religion / belief, occupation and place of residence of parents the bride;
   c. Written permission / permission Both Parents, if one of the prospective bride or both have not reached the age of 21 (twenty-one) years;
   d. The court permission in case the bride is the husband who still had a wife;
   e. Marriage is only permitted if the man has reached the age of 19 (nineteen) years and the woman has reached the age of sixteen (16) years. Deviations this provision can be done through the courts or other official keuda parents ditunjuik by the man or the woman;
   f. The death certificate former wife or husband in the case of divorce or certificate of divorce, the marriage for the second time or more;
   g. Written permission of the officials appointed by the Minister of Defense and Security / Commander, if salathseorngan bride or both members of the armed forces;
   h. Authentic power of attorney or under the hand that was passed by Employees Pencata, when one of the prospective bride or both can not present itself as an

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4. If it turns out the results of research that there is obstruction of marriage or have not met the necessary requirements, then the state immediately notified to the bride or to keuda parents or his representative;
5. After fulfillment of the above matters and there is no obstacle seseuatu marriage, then the employee Registrars provide a written statement and announcement about pemberitahukan will organize into marriage.

The above procedure must be carried out by Indonesian citizens who carry out the marriage, whether Muslim or non-Muslims, but for the Muslim population there are some special distinction, especially in the civil registry and dispute resolution in the courts.

Second, Characteristics of marriage for people who are not Muslims can be seen in the provisions of Article 34 of the Indonesian Act of the Population Administration stipulates that:

1. Marriage is legal according to the legislation must be reported by the resident to the agency conduct of the place of occurrence of marriage later than 60 (sixty) days from the date marriage;
2. Based on the report referred to in paragraph (1), the Registrar of Civil recorded at the register a marriage certificate and publish kutipatAkata marriage;
3. Excerpts marriage certificate as referred to in paragraph (2) respectively awarded to husband and wife;
4. Reporting as referred to in paragraph (1) for the Moslem population conducted in the District Office of Religious Affairs;
5. Data from the records referred to in paragraph (4) and in Article 8 paragraph (2) shall be submitted by the District Religious Affairs Office to the Executing Agency no later than 10 (ten) days after the registration of marriages performed;
6. Results of recording data as referred to in aat (5) does not require the issuance of official copies of civil registration;
7. At the district level report referred to in paragraph (1) conducted at UPTD implementing agencies.

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Ways Of Using Global Market Expansion Strategy: A Study Of SMEs

Fahruddin Salim

Magister Manajemen University of Pancasila

Email: fahruddinsalim@gmail.com

Abstract. The global market is growing in line with the rapid development in technology and the liberalization of international trade. Small and medium enterprises (SMEs) is an important economic component in the domestic economy. The purpose of this research is to gain a deeper understanding of the factors that influence the choice of small and medium enterprises from market expansion strategies. The study focused on the ability of SMEs in reaching export markets by making strategic decisions through international expansion strategy outlets. The discussion covers the limitations of SMEs in overcoming these constraints. The main strategy is product strategy, market and marketing performance offered to assist SMEs to be more competitive and successful in entering the international market. Including how the company expanded its international market and the factors that affect the company opted market expansion strategies. The study found that factors that influence the choice of market expansion strategy is strongly influenced by the situation facing the company. The situation is made up of a combination of problems of product, market and marketing performance.

Keywords: SMEs, Global Market, Expansion Strategy, Market Competition

I. INTRODUCTION

Small and medium-sized enterprises (SME) play an important role in the development of economy. Meanwhile economic activities are heading toward globalization. Production and distribution systems are built in all over the world.

Globalization creates new challenges as well as new opportunities like never before that can be beneficial for rejuvenating old businesses, developing new businesses, and creating new job opportunities (Kanter, 1995).

This situation creates opportunities for Indonesian SME to actively enter and participate in the global market. With the highly competitive nature of global market, these opportunities also create challenges for SME to improve their capabilities to adapt to the market changes.

SME must find innovative ways to create new markets and develop entrepreneurship skills in order to fulfill the demands of global consumers.

By entering global markets SME will gain economic benefits by participating in a larger market with higher sales potentials.

By actively participating in a global market, Indonesian SME can snap up numerous new business opportunities, gain access to new market niches, gain benefits from economy of scale, develop a wider marketing area, etc. Moreover, SME can also improve their core competencies, such as upgrading their technological capabilities, developing innovative ways to reduce risks, lowering costs, and intensifying R & D to create better products.

The next challenge is how SME can gain benefits from larger global markets by way of exporting commodities. Eventually, SME must be able to compete with other countries' enterprises in entering global markets.

Highlighting the importance of Indonesian SME in improving economy and to participate in global markets, this academic study is focused on issues of Indonesian SME.

Literature Reviews

SME Sector becomes the main factor that determines local competitiveness, which in turn will affect national economy performance (OECD, 2005). Meanwhile, public policies in local, regional and national levels also play important roles in supporting entrepreneurship and improving SME performance in order to tackle the obstacles for entering global markets.

SME that started with a global strategy can move faster to gain benefits from cross-border activities. Not only can they reap benefits in the form of income growths but also in the form of knowledge exchanges and capability improvements in order for them to improve their organizational long-term competitiveness.

SME decisions to enter foreign markets are determined by their capabilities to interpret market opportunities that also supported by their managerial capabilities. Without adequate managerial capabilities it is not possible, even impossible, for SME to enter global markets.

A study by Sabina Jaeger (2007) on New Zealander SME showed that managerial capabilities and access to network are two of the most important factors to accomplish a good export performance and to succeed in global markets.

There are many studies on factors that drive SME to enter global market, each of which focused on a certain factor. A study by Ren (2003) on Chinese SME focused on performance measure and factors that affect their performances such as in their survivability system, growth capabilities, and capacity development.

Meanwhile according to Chen & Chen (1998), in order to be able to enter international markets the majority of enterprises are supported by their own unique advantages such as superior technology and unique products.

Another study by Zhang and Hang (2007) focused on SME's continuous developmental strategy based on a number of financial indicators such as profitability, assets and managerial capabilities.

There are other ways to enter global markets such as via strategic alliances and joint venture. Strategic alliances are beneficial for gaining access to financial resources, ongoing R&D, product development and wider distributional channels (OECD, 2005). Considering the limited resources of SME, help are needed to aid them in finding and selecting the right business partner (Kirby and Kaiser, 2003).

Obstacles Faced By SME In Global Markets

There are a number of challenges faced by SME in a global environment, such as the difficulties in dealing with recession, resistance from global sources, low productivities, lack of managerial capability, lack of finance, the difficulties to gain access to management and technology, heavy regulatory schemes (Mohd Zulkifli Muhammad, et.al., 2010)

In another study, Teoh & Chong (2008) found the obstacles for entrepreneurship were lack of access to credits and lack of access to formal business and social networks. Moreover, SME are faced with global intensive challenges, ICT technology and its process of production that escalates the cost factor that in turn affecting export competitiveness.

Meanwhile, Chen (2006) found that the majority of Chinese SMEs are family-based business and their founders had neither managerial skill nor financial skill. And their lacks of skills will inhibit the future development of their businesses. This finding is also confirmed by Hussain et al. (2006) who found that the majority of Chinese SMEs have limited growth potentials because of financial difficulties.

Recent studies also showed that global social networks play important roles for Asian companies to enter global markets. Social networks can effectively reduce language barriers and cultural differences for companies that expand their businesses globally (Chung, 2006; Lee, Lee, & Pennings, 2001; Zhou, Wu, & Luo, 2007).

The obstacles for the majority of SMEs to enter international markets are brought about by their limited business scale and resources and they also do not have enough motivation and mechanism to enter international markets (Wright, Westhead, & Ucbasaran, 2007).

Factors that can restrict SME's access to global trade are the relatively fast changes in information and communication technologies and access to web domain in all over the world. On one hand this factor can be restrictive, but on the other hand it can also help make it easier for SME to move across borders.

Other factors that can restrict SME's access to global trade are the complexities and differences in regulatory systems and business environments across countries.

This paper contributes to the study of international business by offering conceptual framework of key factors that restrict global expansion of Indonesian SMEs. In addition, a set of solution is also provided as an expansion strategy to overcome those restrictive factors.

Conceptual Framework

Very few Indonesian SMEs that can effectively enter and compete in a global scale. Analytical framework that corresponds to Indonesian SMEs mainly concerns two major problems: knowledge/information about market and access to market. The first one is the upstream and focuses on the capabilities of SME to comprehend and enter the market. And the second one is the downstream and corresponds to the entry, participation and competition in the market.

Even though the majority of Indonesian SMEs are still in their early stages of participations in a global market, but some of them have advanced internal competencies that exploited a number of resources on hand.

To answer this problem, this paper offers a theoretical framework that is based on three main concepts for entering global markets. SME has three main areas as their expansion strategy to enter a global market by improving their core competencies in order for them to be able to enter and participate in a global market. The three main areas of strategy are employing market niche strategy, strategic networks, and e-commerce.

According to Kotler (1991, 1996), SMEs are often specializing in serving market niches that have characteristics or requirements as follows: a relatively small group of consumers/buyers that has similar characteristics; adequate buying power and size that are potentially profitable; ignored or mostly ignored by larger competitors; have significant growth potentials; giving opportunities for enterprises to enter and serving the market.

It is important for Indonesian SMEs to employ market niche strategy because Indonesian SMEs have numerous local-based uniqueness that SMEs from other countries don't have.

Indonesia is rich of SME's products that are based on local wisdom and values. By focusing on this strategy Indonesian SMEs can become suppliers for products that have certain distinctiveness or uniqueness. With this strategy, Indonesian SMEs can overcome logistical limitations and value chain of global markets.

By sharp-focusing on market niche demands, SME can utilize their resources more efficiently while the consumers receive more superior values (Hannan & Freeman, 1977; Kotler, 1991 & 1996). Moreover, this strategy allows small players to evade head-to-head competitions with larger, wider-based competitors that tend to target mass markets (Mascarenhas, 1986; Porter, 1985).

Market niche strategy ought to be used only as a short term strategy. For a longer term, SME needs to build their core competencies and expand their markets.

Strategic networks can help SME to participate in a global market by collaborating with other enterprises to help Indonesian SME to overcome their limitations in logistical and marketing networks.

Partnering with foreign businesses can become the easiest and the cheapest way for Indonesian SME that has strong determination to enter global markets but has limited resources.

There are many benefits for SME to develop strategic networks with foreign business partner. Global experiences showed that strategic networks can offer insights about international business practices (Eriksson et al 1998; Sharma and Blomstermo, 2003; Haahti et al. 2005). Strategic networks can also help SME to gain accesses to other consumers, suppliers and resources (Zimmerman, Barsky and Brouthers, 2009).

Strategic networks can help SME to learn new technology, management of skills and capitals and discover new business opportunities (Zhou, Wu and Luo 2007). Lastly, Strategic networks can help SME to develop competitive advantages through knowledge exchange and transfer, and global business collaborations (Styles and Ambler, 1994).

Once SME has succeeded in developing their core competencies, they can move their focus from market entry level toward developing skills and knowledge about networks and logistics.

Meanwhile, SME can also utilize information technology advances via e-commerce. By employing this strategy, Indonesian SME can gain information about target consumers and competitors, their values, habits and behavior.

By utilizing e-commerce SME can significantly reduce information search costs and improve their operational efficiency in a global market. E-commerce can also help SME to build logistical systems with its required networks such as marketing, warehousing and distribution.

Conclusions And Further Discussions

A number of evidence showed that SME can contribute to local and national economies. However the contributions of Indonesian SME with export orientation still fall behind other Asian countries.

Meanwhile business globalization, including the new wave of global industry has created new opportunities for SME to develop and enter the global market that can be accomplished via one of several activities such as international trade, international investment, and participation in strategic alliances and joint ventures.

SME can gain benefits from opportunities created by globalization and global trade by employing export strategy and exploiting market niches and securing global supply chain.

In short, this study offers analytical insights about challenges and competitiveness of Indonesian SME in a global business environment. Even if it is not representative of empirical studies of Indonesian SME, but at least it can contribute as one of important studies by enriching the many literatures about SME from the Indonesian perspective.

Based on the limitations of this study, some suggestions are offered for future studies. First, future studies should consider employing survey-based study to measure the competitiveness of Indonesian SME in dealing with global competition.

Second, other data collection methods such as in-depth interviews with owners and/or managers of SME can also be used to gain more accurate insights about SME issues and challenges that they are facing.

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EFFECT OF SOCIAL CAPITAL AND WORK PLACE SPIRITUALITY TO EMPLOYEE ENGAGEMENT

Setiabudhi [1)], Eva Nur Rachmah [2)]

1) Fakultas Psikologi Universitas Airlangga Surabaya
Email : setiabudhi2407@gmail.com
2) Fakultas Psikologi Universitas 45 Surabaya
Email : evanoer.rachma@gmail.com

Abstract. Human resources (HR) is one of main component at company. Employee as HR are very important to make companies survive, sustain and go out from insolvent. Involvement of social capital and spirituality at work ecpected make invluence to employee engagement so that employee will be active and more participate to develop company. Object of research that all employees in PT. Mulia Jaya Abadi, the population and the sample amounted to 65 employees as sample. Data were analyzed using SPSS version 13.0. The results showed that social capital was influence significant to employee engagement, but workplace spirituality didn't. Social capital and workplace spirituality was influence to employee engagement.

Keywords: Social capital, workplace spirituality, employee engagement.

I. PRELIMINARY

Human Resources (HR) is one of the main components for the company. Growth and development of the company out of the role and quality of its human resources. Companies that grow and thrive are typically managed by a competent workforce, experts and have a high concern to the company. World economic conditions were uneven among countries in the world pose a problem for the company. Tight competition makes a lot of companies are working hard to survive so that the business can last for the long term. This does not only happen in private companies alone tetepi terjuga in companies owned or State-Owned Enterprises (SOEs).

The existence of competent human resources, experts and has increased interest in the company is required aagar company still exists. Various training programs and systems in an effort to raise awareness of employees the company has done. The company hopes these measures can improve performance, awareness and productivity of employees. The increase in social security and welfare done to the target and the performance of the company can be achieved optimally. Partners Consulting company coupled with the hope of strategies to increase the company's revenue. Workload and responsibilities plus employees work on the grounds of efficiency and to increase labor productivity.

Recruitment and assessment program is also done by the company to obtain qualified human resources, skilled, creative, enthusiastic, and capable of good innovation. The Company expects all employees to both the old and the new is able to meet the needs of the appropriate criteria. Total employee involvement in each activity the company has a very big role to the survival and development of the company.

Companies often forget that the employee is not a robot. Employees as human beings have the psychological aspects, namely cognitive, affective, and conative. These three aspects are interrelated so that it will appear in the behavior of employees in their daily life. Employees feel comfortable when involved in any policy relating to himself and is associated with growth and development of the company. At some companies are positioning their employees as an integral part of the company has made employees feel at home, discipline, good work ethic, performance and productivity are always good so the targets the company achieved its full potential.

In the last decade Employee Engagement become a topic of interest and concern for some companies. Some companies realize that the psychological condition of the employees is very important. Psychological condition is very influential on the employment relationship, a sense of security, a sense of trust in the leadership and the company, a sense of togetherness that also affect the performance and productivity of the employee.

Employee engagement is a feeling someone was marked by Vigor (spirit), Dedication (dedication), and Absorp (absorption). The spirit is the energy and mental resilience while working strong. Dedication is a sense of significance, enthusiasm, inspiration, pride in the organization, and challenged by the work being done. Absorption is persaan fully concentrated and had the pleasure of doing a job, so it feels that time passes quickly and sometimes have difficulty separating themselves from work (Schaufeli, Salanova, Gonzalez-Roman & Bakker, 2002).

Employee Engagement in the organization acts as a source of creativity and innovation development. The concept of employee engagement refers to the interests of employees in the assignment and the work given to him. In this way an employee engaged in duties will psychologically feel ownership in the work. Employees want to work for a company that is honest, to be treated fairly and respectfully and thoughtfully. When employees are already bound (engaged) with a company that employees have an awareness of the business that makes the employee will provide all its capabilities to the company.

Engagement is an expression of one's desired with regard to the behavior of their duties, which connects his work with personal existence (physical, cognitive, and emotional) and the role of self as a whole (Sungkit & Meiyanto, 2015). Engagement occurs when a person knowingly alert or emotionally connect with others.

Where employee engagement can improve the performance of employees can then improve the performance of the company, there is an indication of the level of engagement in corporate environments is high.

Employee engagement has evolved from a variety of concepts surrounding the motivation, job satisfaction and organizational commitment. According to Kahn (in May et al, 2004) employee engagement in the work conceived as members of organizations that carry out its role, work and express themselves physically, cognitively and emotionally during work. Such employee engagement is necessary to encourage employee morale (Hochschild, in May et al, 2004). Brown, (Robbins, 2007) gives the definition of employee engagement that is where an employee said employee engagement in the work if the employee can identify psychologically with his work, and considers important performance for him, in addition to the organization.

More specifically Schaufeli, Salanova, Gonzalez-Roma and Bakker (2002) defines employee engagement as positivity, fulfillment, working from the center of the mind characterized (Schaufeli, et al, 2008). Employee engagement is a central motivation and positive thoughts related to work which is characterized by vigor, dedication and absorption (Schaufeli, Salanova, Gonzalez-Roma, & Bakker, 2002). Employee engagement is more than a momentary and specific state, referring to the state that stir remain include cognitive and affective aspects that do not focus on objects, events, people or certain behaviors (Schaufeli & Martinez, 2002).

Hewitt (2008) defines employee engagement as the positive attitude of employees and companies (komiten, involvement and attachment) to the cultural values and the achievement of the company's success.

The variety of backgrounds of employees in the company cause various ways of interaction between employees. This situation sometimes lead to misunderstandings and even conflict in the workplace so that the effect on the working environment is not conducive. Interaction or social relationships between employees or between working groups that are not well become a problem for the company. Instructions and the system is not in line with expectations of leadership and management of the company so that the target and the target company as organizations become inefficient and ineffective. Relationship or interaction soasial that the organization is able to reduce the number of misunderstandings and conflicts in the workplace because of the social interaction is part of the social capital of the company.

The theory of social capital to discuss how the social relations of the organization may impact on resources and performance owned. The concept of social capital has long been discussed by economists, roughly the 19th century ago (Castiglione, et.al.2008). The literature on social capital is quite a lot, but of all views on social capital, the source of which is often used by writers and researchers of social capital is Coleman, Putnam, Fukuyama and Bourdieu.

Coleman used the concept of social capital in research on education. Coleman (1990) found that social capital, in the form of expectations and obligations, networks and information, as well as social norms, positive effect in increasing the volume of human capital both within the family and community. The concept of social capital is in the Coleman study was social relations. According to Coleman, social relations describe a social structure in which individuals act as a source for other individuals (Castiglione, et al., 2008). Coleman believes that analysis of the formation of social capital provides a middle ground between the perspective of rational choice which views social action as a result of an action based on self-interest aims of the individual and the perspective of social norms that explain social behavior as dependent on the constraints externally imposed by the norm (Castiglione, et al., 2008; Field, 2008).

In essence, social capital is the way to reconcile the actions of individuals and social structures. Putnam (2000) in his book Bowling Alone, defines social capital as part of a social organization, such as trust, norms and networks, that can improve the efficiency of society by facilitating coordinated actions. Social Capital is then defined as resources that arise from their social relationships and can be used as a social glue to keep the unity of the group members in achieving common goals.

Backed by their beliefs and social norms are used as reference together in the act, act, and relate to one another. Trust and norms in Social Capital regarded as very important component because it sustains existing social relationships. Based on these definitions, it can be said social capital consists of several components, namely social relationships, beliefs, and norms. Social capital also has the economic criteria, such as productivity, efficiency, and effectiveness (Lawang, 2005). It departs from the following two assumptions. First, social capital does not stand alone, but anchored in the social structure. The social structure in question refers to the relationship (relation), network (network), obligations and expectations (expectation), which produces and is produced by the confidence (trust) and trustworthiness (trustworthiness). Second, social capital has the same function with other types of capital in order to achieve economic goals, such as the smooth function (lubricant) and tighten function (glue) of social ties in the production system.

Hasbullah (2006) convey six basic elements of the notion of social capital, namely:

1. Participation in a network ,
2. Reciprocity (retaliation),
3. Trust ,
4. Social norms ,
5. Values ,
6. Proactive action .

From the foregoing it can be pulled all the conclusion that social capital, whether through trust built, social norms are adhered together, or any social network that allows one to act collectively, to contribute in improving the potential of the group, ie their capacity to develop themselves in order to meet the needs of life and improve their welfare. Social relationships embodied in participation, cooperation, mutual care and mutual relations between employees and working groups in the company is very influential for someone in displaying performance. As social beings, humans tended to interact with each other and in groups. Friendships and family atmosphere in a very meaningful work for employees. Support keja friends, leaders and subordinates effect on increasing employee morale (vigor) employees. Work situation felt safe, comfortable, honest employees will make it feel at home and want to devote all your mind, body and soul to sacrifice for the company.

Man is essentially a social being. Employees should be able to socialize well, has a work engagement (work attitude) high, and has a high corporate commitment to improve employee performance. Employees as humans also have psychological needs in order to feel inner peace. One needs the human psyche is the need for the spiritual. Employees the opportunity to perform meaningful worship workplace for employees. The attitude of the leadership and co-workers who apply religious values in the work potentially eliminating barriers that differences need not happen. Intentions are the same on all the employees that work is worship will increase the confidence of employees in the company. Workplace spirituality is an atmosphere or psychological conditions in the workplace. Duchon and Plowman (2005) describes it as follows: "Workplace spirituality is one kind of psychological climate in which people (employees) saw itself has an internal life that is treated with a meaningful job and placed in the context of a community. Working unit that has a high level of spirituality is to experience the climate, and can be presumed that the work unit will experience higher performance ".

According to Milliman, Czaplewski, and Ferguson (2003) workplace spirituality includes a personal level (meaningful work / meaningful work), the level of community (feeling of being connected with the community / sense of community), and the level of organization (enforcement and maintenance of personal value and compliance with value organization / alignment of values). According Ashmos and Duchon (2000), workplace spirituality is the understanding of the individual as a spiritual being whose soul in need of maintenance in the workplace with all the value that was in him; experiences will be a sense of purpose and meaning in their work; and also experience feelings of each other and connect with other people in the community where people work.

Research Milliman, Czaplewski, and Ferguson (2003) on an intern at a company, it was found that the components of workplace spirituality (meaningful work, feeling connected to the community, and the enforcement of values) in a person contribute significantly to the components the construct of working behavior of the individual. Based on these results, the components of meaningful work and a feeling of being connected with the community led to a commitment to the organization where people take shelter, far to the intentions of people out of a job, bring intrinsic job satisfaction, led to more involvement on employment, and improve self-esteem within the individual.

Results Dehaghi, et al. (2012) showed that by increasing the climate of spirituality in the workplace, organizational commitment and individual and organizational performance can be improved. Widyarini Research (2011), found that spirituality in the workplace has contributed significantly to civic virtue (Agung & Yogatama, 2015). The benefits of workplace spirituality to the organization include increased productivity. Workplace spirituality encourages employee commitment to productivity and lower levels of absenteeism and staff turnover (Fry, 2003).

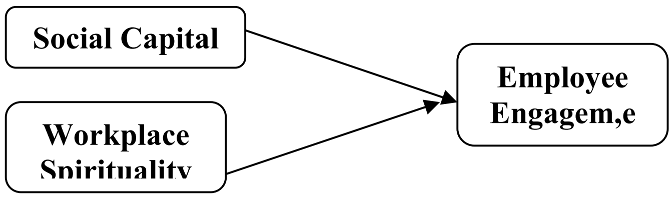
According to Fry (2003), workplace spirituality encourages employee commitment to productivity, lower absenteeism and job turnover (stop working). In fact, some researchers found a correlation between workplace spirituality with increased profits and revenue. The similarity of the spiritual values that occur at the employee and the organization will have an impact on improving the safety, performance, and productivity. Employees who conduct workplace spirituality in interacting with co-workers will feel he is part of a community or a group that can be trusted, feel valued and supported by colleagues, managers, or the company as an organization. Employees will feel part of the organization. An understanding of workplace spirituality create awareness, dedication, passion, creativity, and integrity, performance, and increasing employee productivity. This indicates the influence of workplace spirituality on employee engagement.

Formulation of the problem

Based on the problems described this research seeks to convey the company as an organization, leaders, working groups, and employees that the psychological condition, social interaction either individually or in groups is very beneficial to all elements within the company. The integration of individual spiritual meanings in the work environment can increase awareness, spirit, integrity, creativity, performance and overall productivity.

RESEARCH QUESTION

Is social capital and workplace spirituality influence on employee engagement?



Pict 1 : Research Desain

Hypothesis

1. H1: Social Capital effect on employee engagement.
2. H2: Workplace Spirituality effect on employee engagement.

METHODE

PARTICIPANTS

Samples or participants in this study were all employees of PT. Mulia Jaya Abadi company that manufactures security equipment and safety with the number of employees amount of 65 people. Determination of the research subjects or samples involving all members of the population using the saturation sampling technique. As for the distribution of positions and faiths illustrated in Table 1 and Table 2.

Table 1. Distribution of participants by occupation group

No.	Position Group	Total
1	Director	1
2	Manager	2
3	Supervisor	4
4	Clerikal	58
	Total	65

Table 2. Distribution of participants by religious groups

No.	Religious	Total
	Islam	28
	Kristen	17
	Hindu	2
	Budha	6
	Konghucu	12
	Total	65

DESIGN

The study design used in this research is quantitative descriptive to determine the effect of each variable X is Social Capital (X1) and Workplace Spirituality (X2) to variable Y is Employee Engagement.

PROCEDURE

Retrieving data using questionnaires given to all the participants are all employees of PT. Mulia Jaya Abadi as many as 65 people. A questionnaire is a measuring instrument or scale of previous investigators that in adaptation. The adaptation process is done through the forward translation with testing methods, namely the translation process measuring instruments from the original language to the target language by engaging the process of testing to determine the reliability and validity of measuring instruments (Maneesriwongul & Dixon, 2004). Therefore, researchers conducted scale translation from English to Indonesian based theories were referred to, then do try out to measure the validity and reliability.

Employee engagement scale using Uwes (Utrecht Work Engagement Scale) is a measuring instrument used to measure individual engagement designed by Wilmar Schaufeli & Arnold Bakker (2003) which will reveal more about Vigor, Dedication, Absorp already adapted. Cronbach alpha reliability value of 0.923.

Measuring devices used questionnaires adopt social capital of the indicators of social capital from Ali (2013) which has been translated. The indicator used is maintaining collaboration, values and norms of behavior, the competitive relationship. Sakala reliability test results obtained social capital Cronbach Alpha value of 0.897.

Workplace spirituality measuring instrument was a questionnaire adapted from a questionnaire that has been prepared by Asmos and Duchon (2000), Milliman (2005) using a Likert scale. Attributes measured include three aspects: meaningful work, sense of community, alignment of values. Sakala reliability test results obtained workplace spirituality Cronbach Alpha value of 0.926.

ANALYSIS

The research data was analyzed using SPSS version 13.0. The statistical method used is regression with t test, F test that aims to get an overview of the effect of each variable X is Social Capital and Workplace Spirituality to variable Y is Employee Engagement. Adapan data processing results shown in Table 3.

ANALYSIS

Table 3. Multiple linear regression results

Regression	sig. F	sig. t	The regression coefficient	R	R^2
Social Capital terhadap Employee Engagement		.033	.227	-	
Workplace Spirituality terhadap Employee Engagement		.334	.123	-	
Social Capital dan Workplace Spirituality terhadap Employee Engagement.	26.381	.000	-	.802	.643

Based on the regression test results as shown in Table 3 is the R value of 0.802 (> 0.5), means that social capital variables, workplace spirituality has a strong relationship to employee engagement, R2 value of 0.643 means that the influence of social capital variables, and workplace spirituality on employee engagement amounted to 64.3% (per cent), while the remaining 35.7% (per cent) is influenced by other variables outside independent variables in this study.

T sig. variable social capital amounting to 0,033, for a value of t sig. is <0.05 then concluded that social capital variables have a significant effect on employee engagement.

T sig. variable workplace spirituality amounted to 0.334, as the value of t sig. were> 0.05, we conclude that the variables of workplace spirituality does not have a significant impact on employee engagement.

Based on the calculated F value is 26.381 with a significance value of F test of 0.000 or less than 0.05 (α = 5%), it can be concluded that social capital and workplace spirituality significantly influence employee engagement.

Discussion

Referring to the results of the statistical test showed that workplace spirituality has no effect on employee engagement (t sig. = .334> 0.05. This can happen because the employees of PT. Mulia Jaya

Abadi embrace or believe in religious diversity, so that the implementation aspects of spirituality do not go according expectations. Still their spiritual beliefs because bulkhead against different religious beliefs sometimes arousing suspicion that certain interests. Social capital variables have a significant effect on employee engagement (t sig. = .033 <0.05). This indicates that social interactions in PT. Mulia Jaya Abadi established. The relationship between the leadership, colleagues and even subordinates are good with no load. But if the relationship is to touch or intersect with issues of religious belief of each employee the possibility of a relationship or interaction would be ineffective. Therefore the problem of religious conviction and execution were not involved in any company policy. The behavior of the application of religious values is not problematic for employees.

CONCLUSIONS AND SUGGESTIONS

Social Capital has a significant influence on employee engagement. Workplace spirituality does not significantly influence employee engagement. Social capital and significant effect of workplace spirituality together on employee engagement at PT. Mulia Jaya Abadi. Social Capital most influence on employee engagement. This is because employees feel comfortable in doing their jobs well when relationships with fellow employees went well. Employees need positive interaction in the work so that the feeling of mutual care and support in a productive way can improve overall performance of the firm. Hopefully, the leadership can motivate subordinates to provide exemplary so that positive emotions can influence subordinates.

Cooperation between employees, between groups and between leaders can improve safety, comfort, and trust in all employees. It is recommended that matters relating to the issue of religious beliefs are not forced to implement on all employees since employees have diverse religious beliefs.

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ANALYSIS OF COLLEGE STUDENTS ERROR IN SOLVING BASIC MATHEMATICS PROBLEM WITH NEWMAN

Tatik Retno Murniasih[1)], Vivi Suwanti[2)]

[1)]*Mathematics Education, Kanjuruhan University, Malang,Indonesia*
E-mail: tretnom@unikama.ac.id

[2)]*Mathematics Education, Kanjuruhan University,Malang,Indonesia*
E-mail: vividevbatghost@gmail.com

Abstract. This study is done with intention to analyze college student error based on NEA (Newman's Error Analysis). NEA is a frame work with diagnostic procedure, they are (1) *decoding*, (2) *comprehension*, (3)*transformation*, (4) *process skill*, and (5) *encoding*.This study take a place at odd semester of 2016/2017. The subject of this study are 6 college student of 2016C class of Mathematics Education that consist of 2 low ability learner, 2 average ability learner, and 2 high ability learner.The instruments of this study are a test sheet consist of 3 basic mathematics problems and an interview guidelines sheet to help discover and back tracking the college student error. The test sheet problems consist of 1 exponent problem, 1 function problem, and 1 permutation problem. The data were analyzed with descriptive qualitative methods. Results of the study shows that 11% of college student shows decoding error, 17% of college student shows comprehension error, 33% of college student shows transformation error, 50% of college student shows process skill error, and 67% of college student shows encoding error. The error often occur in process skill and encoding stage.This errors were caused by the college students low conceptual knowledge, especially low ability learner, so the college students couldn't finish their works.

Keywords**:** Error analysis, basic mathematics, *Newman's Error Analysis*

I. INTRODUCTION

Mathematics plays an important role in the development of science and technology as well as shaping the human personality [15]. Math could be said as a building whosehave a base, frame work, floor and some elements that attached to it. A building will remain strong when it built on a firm base or foundation. The foundation in learning mathematics for mathematics education college students called mathematical base course. This course serves to strengthen and sustain the mathematics building on student's knowledge.

Mathematical base course is a compulsory course for mathematics education college students. It given to the students at their first semester.So it could said that the entrant of this course are students who hadfreshly graduated from high school. There aresome differences between high school and college students learning style. Students get more guidance and assistance from their teacherswhen learning at the school. But in the college, the students trained to leaning with minimum guidance and assistance from the lecturer. In other words, the college student will be faced with more independent learning style.

Based on the observations of the actual mathematical class,the students in their first semester are still carried out with their old high school learning style. They couldn't accustomed their selves with the new learning environment and style. This problem also occurs with their reference books. High school students usually uses only one reference book in almost all of their subject matter. Butthe college students are required to read more than one reference books for the sake of further student understandings and knowledge development. High school students are still afraid of the teacher, but after being a college student, they are required to be more active in express their opinion and ask what they don't understand to the lecturers.

The course of Mathematical base is an abstract subject matter that containprior knowledge that must be mastered by the college students, even though they are still very simple basic concept of mathematics. The concepts that taught at mathematical base are sets, logics, exponents, functions, permutation, and mathematical induction. This study will analyze the students works at exponents, functions, and permutation matter. Many college students think that this material are the difficult one.

Based on observations in the 2016C class of mathematics education, we know that: a) most of the new college students are still accustomed to learning by memorize without undersanding the concepts inside of a knowledge, b) they are still a pasive member of the class activity so they will stuck by themselves when faced with the concept missconception, and c) they only receive the given materials from the lecturer without effort to search another literatures outside the class to develop and extend their understanding. From these observation result, it can conclude that the new college students difficulty in learning at mathematical base class are because of their low understanding at mathematical concept. This is caused an error in solving basic mathematic problems.

The results of the average value 2016C exam class students is 71.4. Based on the test results can be traced to what extent the student conceptual understanding of the material foundation of mathematics. From mistakes made can be examined on the error source of students and the factors causing student errors. So it can be addressed and sought to solve it so that the same mistakes will not be repeated again.

According to Abdurrahman [1], error can be interpreted as anmistake or deviation from what is right, the procedures set forth previously, or deviation from what expected.Luneta and Makonye[13] state that, errors can be differentiate in tho two kind, they are unsystematic errors (such as calculation error) and systematic errors (which is known as misconception). Unsystematic errorsare an unintended mistake which students make and easily corrected by them selves. In other hand, systematic errorsare repeated wrong responses that constructed methodically and produced time by time. Students with systematic errors

There are many tools that can be used to analyse an error such as NEA procedures (Newman's Error Analysis). According to Newman [9], NEA is a framework with a simple diagnostic procedures, which include (1) decoding, (2) comprehension, (3) transformation, (4) process skills, and (5) encoding. Newman developed a diagnostic method that is used to identify and categorize studentserror at mathematical word problem.According to White [14], the inclusion of NEA was a powerful classroom diagnostic assessment and teaching tool for assessing, analysing and catering for student experiencing difficulties with mathematical word problems.NEA experienced a reawakening in Australia and has been included in a number of programs such as the Counting On program in the Australian state of New South Wales.According to Junaidi, et al[5], known that students errorsin resolving discrete mathematics caused by: (1) the student did not know the meaning of asymbol or an existing term in the problem (*Reading Errors*), (2) the student did not understandthe meaning of the problem, namely the student fails to write what is known and what is beingasked (*Comprehension Errors*), (3) students forgot a formula that will be used orstrategy/procedure what to do (*Transformation Errors*), (4) students could not make theproblem-solving algorithms in sequence and correctly (*Process Skills Errors*), (5) the studentcould not answer according to the question (*Encoding Errors*), and (6) the student could nottranslate well, especially about which was written in English (*Language Errors*).

Newman [9] suggests the following questions used during the interview in order to classify students' mistakes in solving math word problems.

Newman'squestion:

1. Please read the problem. If there is a word you do not know, tell me!
2. Tell me, what is the problem want!
3. Say, how to find the answer!
4. Show me, what was done to obtainthe answer. Talk loudly while you work so I can understand what you think.
5. Now, write down your answer.

According to Prakitipong and Nakamura [10], the following conversation describesthis method (See Figure 1). In the transcript below, "I" stands for interviewer and "S"stands for student.

(Problem)
A pizza of twelve pieces, costs five hundred twenty eight yen. How much will one piece of pizza cost?
(Process of Interview)
I:"Can you read the question?" ***(Reading level)***
S: (Student reads the whole question.)
I: "What does the question ask you to do?" ***(Comprehension level)***
S: "It's asking me to find a piece of pizza, and how much?"
I: "Then, what operation do you work out to find the answer?" ***(Transformation level)***
S: "Using subtraction." ***(Error occurred at this level)***
I: "Can you show me your calculation or write it on this paper?" ***(Process skills)***
S: "There are 12 pieces of pizza, so a piece of pizza is 528–12 = 516."

Fig. 1An Example of Problem and Process of Interview in Newman Procedure

Studentsdifficulties in understanding the material can be traced by looking at the error they made. According Soedjadi, et al [12],studentserrors in answering questions could be seen as an indicator of the difficulties that experienced by the students. Furthermore, according to Soedjadi, et al [12], there are two factors that cause students difficulties, they are intern and extern factors. Intern factors include attitudes, cognitive development, skill and gender. External factors include the teaching method, mathematics materials, and social environments.From the problems explained before, this studyintended to analyse the college students error in solving basic mathematic problems byNewman analysis.

II. RESEARCH METHOD

This study used descriptive qualitative method. Qualitative research is research that can reveal a phenomenon experienced by the subjects in the form of behavior, perception, motivation, action, etc in a holistic manner and descriptively in the form of words and language, in a specific natural context and using various scientific methods [6].According to Mustafa [8], the major purpose of descriptive survey is to describe the state of affairs as it exists.

This study conducted at the Mathematic education of KanjuruhanUniversity ofMalang. This study take a place at odd semester of 2016/2017. The subject of this study are 6 college student of 2016C class of Mathematics Education that consist of 2 low ability learner, 2 average ability learner, and 2 high ability learner.

The data collected proceduresin this study are: a) test and b) interview. The test problems are made in form of word problem essay to facilitate the tracking back procedure of college students errors. The college students errors are categorize based on NEA's error category, they are : a) reading (decoding), b) comprehension, c) transformation, d) process skills, and e) encoding.

Researchers prepare research instruments, they are : a) test sheet and rubric, and b) structured interview guidelines as a reference to explore data from the subject after they do the test questions. The interviews are used to trackingback through the subject errors while solving the test problem and the factors that made the errors using Newman questions. Before the study take a place, the instrument (test sheet and interview guidelines) will be validated by mathematic education expert beforehand.

Clements [3] used Newman's prompts to analyse 726 grade 5 to 7 pupils' errors in Papua New Guinea and found that 50% of the errors first occurred at the reading, comprehension and transformation levels.Clements [3] describe the Newman's procedures in diagram shown in Figure 2.

The error in the question form different from those in other categories are shown in Figure 2 because of the difficulties derived essentially from the question itself is not interaction between learners with the question. Therefore in Figure 2 categories of question form placed next five hierarchy. The other two categories, namely careless and motivation are also shown separately from the hierarchy, indicating this error could occur in any level of the hierarchy. For example, a careless mistake could have occurred reading error, error comprehension, transformation error, and so on. Someone who read, understand, capable of transforming the problem into mathematical form may refuse to process further because of a lack of motivation.

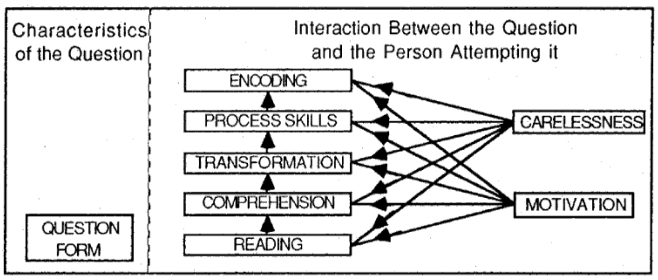

Fig. 2Technique Newman diagram

Answer students analyzed using water model of Miles and Hubermen[7]. The analysis in this study include: a) reduction of data, b) the presentation of the data, and c) conclusion. Fault type classification procedures used by the NEA. Based on the classification sought the meaning of the results. From the Writings of Singh, Rahman, and Hoon [11], Jha[4], Chinama, Nhamburo, and Sithole[2] it can be concluded that the order of the cause of the error Newman student in solving math problems is as follows :

TABLE 1
FACTORS CAUSE OF ERRORS

Errors	Cause Errors
Decoding	the cause of students can not read because, in a sense can not understand themeaning of symbols, terms, or words used in the problem.
Comprehension	the cause of students do not understand the meaning of the problem that characterized by students can not write what is known and what is being asked by theproblem.
Transformation	the cause of students fails to specify what formula is used or failed to find strategies or procedures to be used.
Process Skill	the cause of students fails to work or student is not in accordancewith the algorithm correctly.
Encoding	the cause of students not able to answer according to what is being asked bythe problem

III. Results And Discussion

Data from the study consisted of quantitative data and qualitative data. Yag quantitative data used is score student test results. Qualitative data used is the result of analysis of tests and interviews with students. Problem is analyzed in this study were 3 problems. The names of students from the ability of low, medium and high, namely: RP, ATH, LAA, MAM, RLP and SK.

TABLE 2
ERROR ON STUDENTS TEST RESULTS

Soal	Nama	Jenis Kesalahan				
		a	b	c	d	e
Carilahbentuksederhanadari: $\left(\frac{4a^2b^3}{6ab^5}\right)^{-1}$	RP	x	x	x	x	x
	ATH				x	x
	LAA					
	MAM			x	x	x
	RLP					
	SK					
Gambarlahgrafikfungsi y = $-x^2 + 2x + 3$!	RP			x	x	x
	ATH	x	x	x	x	x
	LAA					x
	MAM				x	x
	RLP					
	SK					x
Berapabanyaksusunan kata yang dapatdibentukdarikata "WIYATA"?	RP			x	x	x
	ATH		x	x	x	x
	LAA				x	x
	MAM					
	RLP					x
	SK					

Note:
a = decoding
b = comprehension
c = transformation
d = process
e = encoding
x = there is an error

Based on table 2, the student errors can be described as Figure 3 below.

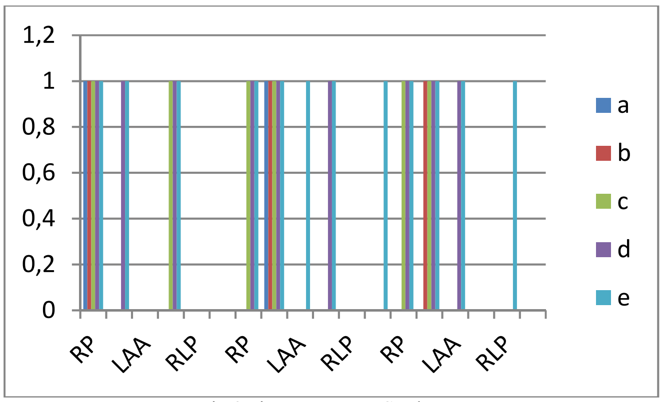

Fig.3Diagram Errors Students

Note:
a = decoding
b = comprehension
c = transformation
d = process
e = encoding
1 = there is an error
0 = no errors

Based on the analysis of examples of student errors in mathematics foundation work on the problems described below:

1. Decoding Error

Based on analysis of student work ATH on question 2 revealed that the cause of the error because students do not understand what is known in trouble.

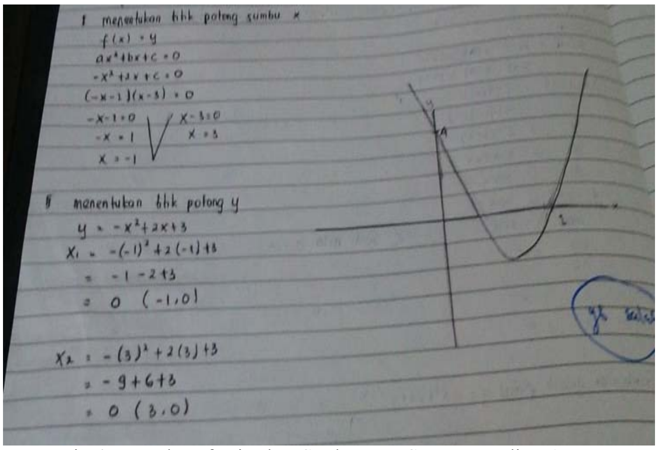

Fig.4Examples of Mistakes Students on Stage Decoding ATH

2. Comprehension Error

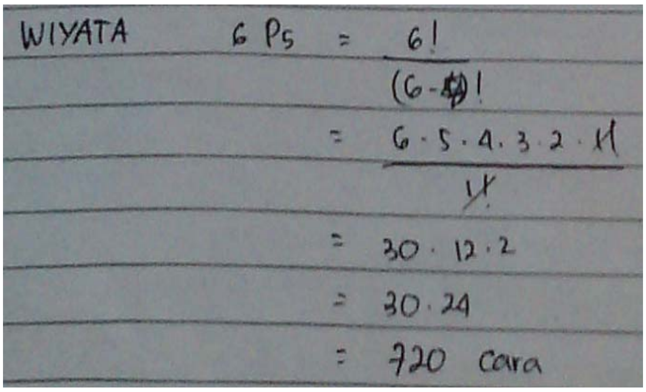

Fig. 5Examples of Mistakes Students ATH in Phase Comprehension

Based on analysis of student work ATH on question 3 revealed that the cause of the error because students do not understand what is asked in the problem.

3. Transformation Error

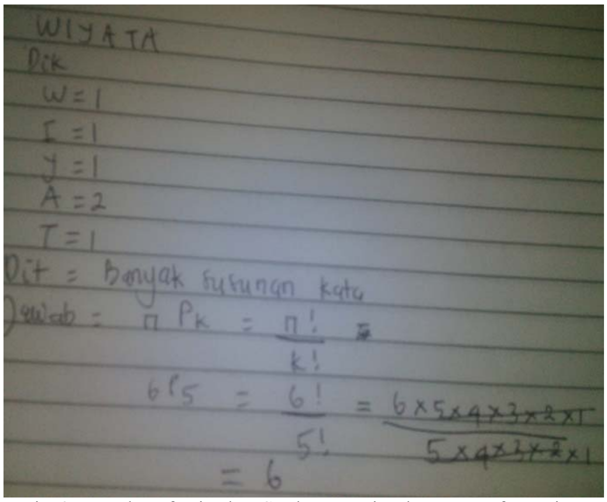

Fig.6Examples of Mistakes Students RP in Phase Transformation

Based on analysis of student work on question 3 RP revealed that the cause of the error because the students do not know the formula used and algorithms. One student wrote the formula $nPk = \frac{n!}{k!}$, should have the right answer$nPk = \frac{n!}{(n-k)!}$.

4. Process Skill Error

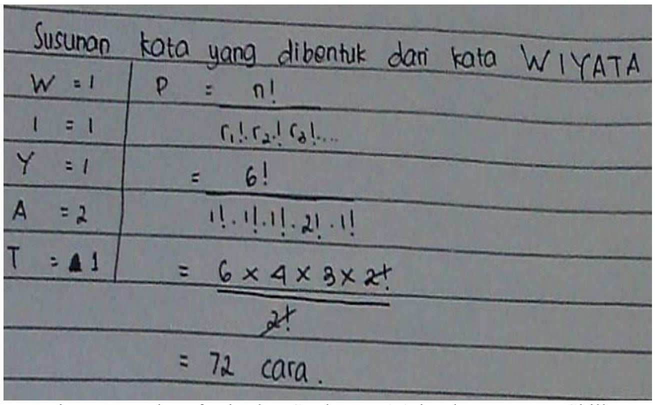

Fig. 7Examples of Mistakes Students LAA in Phase Process Skill

Based on analysis of student work LAA on question 3 revealed that the cause of the error because students are not careful when outlining 6! Students write LAA 6! = 6 x 4 x 3 x 2 should have 6! = 6 x 5 x 4 x 3 x 2 x1. causing the final answer is also wrong.

5. Encoding Error

Based on analysis of SK students work on question 1 revealed that the cause of the error because students failed to give a final answer. SK Students write the final answer$\frac{3ab^5}{2a^2b^3}$, the answer should still be simplified to being$\frac{3b^2}{2a}$.

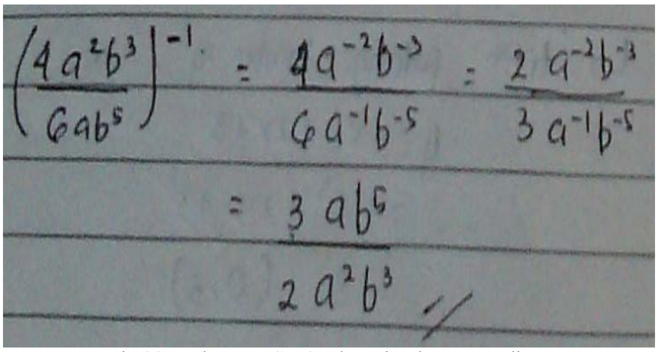

Fig.8Sample Error SK Students in Phase Encoding

The interviews were conducted after the test ends and investigators finished correcting student answers. The results of interviews showed that students who make mistakes decoding and comprehension for students to write down what are known puzzled and asked of the given problem. Students forget with materials that have been discussed during the learning. Results of interviews with students who make mistakes is because students forgot transformation formula used. Students only learn by rote, has not come to meaningful learning that cause students do not understand the concept given. Results of interviews with students who make mistakes is because students process skills is not rigorous in working and lazy to correct the answer. Results of interviews with students who perform encoding errors is because students do not have enough time to correct the final answer as a result of students failed to give a final answer.

IV. CONCLUSIONS

From the Newman's error analysis result, it showsthat : a) 11% of college student shows decoding error, b) 17% of college student shows comprehension error, c) 33% of college student shows transformation error, d) 50% of college student shows process skill error, and e) 67% of college student shows encoding error. Based on the tests and interviews results, can be concluded that the cause of the college students errors in solving basic mathematics problems are: a) the they still didn't understand the concept in that taught at mathematical base course, especially students with low ability, b) they didn't know the appropriate formula and algorithms to apply in solving problems, c) they won't recheck or looking back their own work, and d) they fails to give final answers, make it a lot of them shows process skill and encoding error.

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NEEDS- BASED REGIONAL ORGANIZATIONRESTRUCTURATION

(CASE STUDY IN THE NUSA TENGGARA TIMUR REGIONAL GOVERNMENT)

By: Indriyati

banoindriyati@gmail.com

Abstract. This study examines the implementation process of the restructuration of regional organizations (OPD) as part of bureaucratic reform efforts undertaken in all Regional Governance.The reform is the embodiment of decentralization policy in Indonesia.Oneof the elements to be overviewed deeply and comprehensivelyis institution.Therefore, regional organization is an important part in supporting the achievement of regional autonomy objectives.To realize an ideal regional organization, it is necessary to structure organizations capable of carrying out theiraffairs in accordance with regional characteristics and the needs of society.

Keyword:Regional organizationrestructuration,bureaucracyrefor

A. INTRODUCTION

The purpose of bureaucratic reform is to build the state apparatus to be able to elicits mission, duties and functions as well as the respective roles more cleanly, effectively, efficiently and productively. In other words, bureaucratic reform is intended to accelerate the realization of good governance for better implementation of national development in all fields. One of the first steps in reforming the bureaucracy is to empower institutional capacity as a follow up of the implementation of the Regulation No. 18 Year 2016 on the Regional Organization. It has been widely understood that Local Government has established and implemented

Regulation No. 18 Year 2016. The Provincial Government of East Nusa Tenggara (NTT) is one the provinces to implement the regulation. The implementation of Regulation No. 18 Year 2016 is an effort of decentralization implementation in Indonesia. Decentralization in Indonesia is the delivery of government affairs by the central government to the local government with the authority to regulate and administer governmental affairs. Decentralization policy is also an important attempt of improving government management. The basis toward the importanceis that central government, with broad geographical conditions and population, is considered incapable of giving welfare to the community.This emerges the delivery of governmental affairs to lower levels of government to implement matters related to governance, development and community service in local scale. Thus the government control range is not too wide and community demands for services can be met by the local government level more quickly, accurately, and inexpensively.

Implementation of the strategic concept mentioned is the enactment of the Law on Local Government and followed by implementing regulations that provide space for local authority to carry out business in the area. There have been three fundamental changes in Local Government Law (Law No. 22 of 1999, Law No. 32 of 2004 and Law No. 23 of 2014) as an effort to accommodate the dynamics of a growing interest in the community. The substance of the restructuration includes central and local government relations, regional governance, government affairs, guidance and supervision, regional restructuration , regional apparatus, regional finance and regional democracy. Those aspects are considered important to be structured that the implementation of decentralization impacts on prosperity for local citizens.

One of most important element needs to be analyzed deeper and more comprehensively is the institution. The argument proposed is that local authorities may not be carried out without local institutional contribution. Regional institutional is a means of the ongoing implementation of affairs under the regional authority. The presence of local institutions provides clarity in the accountability of the duties and functions in relation to the implementation of regional autonomy. Therefore, the restructuration of the local institutions is an important part in supporting the achievement of regional autonomy objectives.

In realizing the objectives, some constraints are faced by each region. Some *empiricalproblems* found in the scope of the NTT provincial government is that the presence of regional organizations are generally considered not able to provide maximum support related to the implementation of regional autonomy program. Normatively the establishment of regional organizations accommodate the provisions in force, however, the organization create financial burden for the region. More budgetis used for operational expenses of employees than funding the affair or regional development. In other hand, the presence of technical regulations requiring the establishment of regional organizations to implement certain affairs adds burden for regional government. As a result, the organizations set up,despite their lowcontributionfor public interest, aremaintained and waste public funds. The spirit of the establishment of regional organizations has been more accommodative to the needs additional structural position. The larger the organization, the greater the existing structure,thus the greater the chance to gain the position. The establishment of the organizationsmerely accommodates the interests of civil servants or bureaucrats in the area. Meanwhile, guideline of regional organizations explains that the main basis of the preparation of regional apparatus in the form of an organization is the government affairs that need to be addressed.

The symptom of regional organizations swelling iscaused by the failure to introduce philosophy of the establishment of the organization. Some of the problems include inefficient use of resources, wide span of control and lack of integration of the handling of matters that should be dealt with one unit to several organizational units, causing overlap conduct of the affairs. This condition often leads to a conflict of interest between the organization and region. Fight for duties and functions cause public services hampered.

Other empirical problemis the establishment of guidelines for regional organizations, asa reference of regionfor managing organization, has not been able to develop the spirit of regional autonomy that gives authority for the regions to develop innovation based on their vision and mission. The formation of local government organizations has been based on legislation (rule driven organization). Many regional organizations established are not as the central position of the implementation of the vision and mission of local governments or regional vision. The scale of the organizations formed has been only based on the calculation of scoring and highly influential in determining whether a unit needs to be maintained, changed, or abolished. In fact, an organization formation must involve considerations of administrative, economic, and even political aspects. Political consideration includes how an organization is formed to bear the responsibility to realize regional vision and mission and regional heads.

The discrepancies between the amount of organization that formed with the vision and mission defined causes regional governance runs in a routine corridor. It cannot bring a fundamental change in the region according to plan. Regional organizations rarely contribute to the development of regional development.

Therefore, to realize an ideal regional organizations need, it is necessary to structurethe organizations capable of carrying out regional affairs based on the characteristics and needs of society. In addition to considering the factors set forth in the legislation of local government, it also accommodates other factors that will make the organization as the central area of regional autonomy. Organization of Regional device is expected to become an established organization and able to act as a facilitator of government functions implementation as well as interaction process between the government and other local institutions and community optimally. Thus, proportional, effective and efficientregional organization posture can be achieved based on the principles of the organization. Along with use of vision and mission in determining organization's program, the establishment of government organization should use the principle of rule and mission of driven organization as suggested by Osborne and Gaebler (1992) in his book Reinventing Government.

OBJECTIVES

Regional organizationsrestructuration iscarried out by analyzing the existing condition of the regional Government of East Nusa Tenggara province. It is also carried out by setting the design of regional organizations as a basis for the Government of East Nusa Tenggara province to improve and enhance institutional performance as stipulated in

Law No. 23 Year 2014 on Regional Government and Government Regulation No. 18 Year 2016 on regional device so that it can carry out the local public administration effectively and efficiently based on the principles of good governing. In addition, the aim of restructuration is to evaluate the existing condition of the local government institutions of East Nusa Tenggara provincial government and analyze the institutional design based on Government Regulation No. 18 of 2016.

C. THEORITICAL REVIEW

Changes in the environment, both in micro or macro scale also require an organization to make changes in orderto maintain its existence. An organization must be able to master new ways adapted to the ongoing circumstances. This can be carried out by adjusting rigid organizational patterns to be more flexible. Within the scope of local government organizations, the issuance of Law No. 23 of 2014 on local government and Government Regulation No. 18 Year 2016 on regional device requires adjustments or changes in the pattern of institutional restructuration.

Institutional Approach

Basically institutional restructuration is a never-ending process, in the sense that institutional arrangement is in line with the changes taking place, both in macro and micro environment. Institutional restructuration is one way to organize Local Government system. Therefore, to assure that the system runs harmoniously in achieving the vision and mission, institutional arrangements must be balanced with the arrangement of other elements of the system, such as human resourcesrestructuration ,financialrestructuration , Infrastructures needs restructuration and restructuration of mechanisms of labor relations among organizational unit. Relatedto institutional restructuration , there are threepoints as consideration for Local Government institutional restructuration :

a. *Juridical aspect*. Formal juridical approach is an approach that uses the provisions of the legislation as a basis for assessing the regional organizations.
b. *Empirical needs aspect.*This is is a consequence of development dynamic taking place in society in line with increasing demands. The needs that become part of a pattern of community life includes the need for the provision of better public services better, both in terms of quality and quantity, the need for information and communication, and other needs growing by the day.
c. *Academic aspect.* This iscommunity demand towards the government after reformation, one of which is the insistence to reform the bureaucracy. Bureaucracy reform is an attempt to adjust the various relationships within the bureaucracy and the relationship between the bureaucracy and public. The scope of bureaucratic reform may include restructuring *(downsizing and rightsizing),* process engineering, human resource development, and new relationship form between government and society.

Bureaucratic Reform

According to Rod Hague et al, government bureaucracy is a government institution which carries out the state. *"The bureaucracy is theinstitution that carries out the functions and responsibilities of the state.It is the engine-room of the state* ". Pfiffner&Presthus define bureaucracy as a system of authority, staffing, job title and the methods used to implement government programs. Max Weber sees bureaucracy as routinely performed administrative system with uniformity, held in certain ways, based on rules written by people who are competent in their field. Max Weber considers bureaucracy technically as the most efficient organization for the bureaucratic system works on the basis of rules impersonally and impartially in which the bureaucracy itself is not involved in the preparation of the regulatory system. Weber then set the ideal type of rational bureaucracy, namely: *1)*Individual officials are personally free, yet limited by his position when he is performing the duties or the interests of the individual in his post. The positions are arranged in hierarchical level from top to bottom and sideways. Duties and functions of each position in the hierarchy are specifically different from each other. *2)* Each officer has a contract position to be implemented. Each officer is selected on the basis of professional qualifications, ideally through competitive examinations. Each officer receives salary including the right to receive a pension in accordance with the levels in the hierarchy of his position. *3)* There is a clear career development structures. Each officer is not allowed to run positions for personal benefit and family. Each officer is under the control and supervision of a system that is run in a disciplined manner.

Bureaucracy then becomes fat and inefficient for the benefit of public services. It is also considered likely to corrupt, closed, and unable to accommodate the aspirations of the community that continues to grow. As a result, criticism and dissatisfaction with the bureaucracy emerged. Warren G. Bennis in his article *"The Coming Death of bureaucracy"* as quoted Asshiddiqie states *"bureaucracy has become obsolete".*

To cope with the symptoms of *the death of* the *bureaucracy*, some countries carried out institutional reforms of the bureaucracy by establishing new institutions that are expected to work more efficiently. In Britain, the government hasbeen used to work by using many varieties and forms of the so-called *joint committees agencies, boards* and so forth for the purpose of applying the principle of efficiency as much as possible that public services can be absolutely assured effectively. These institutions generally function as *a quasi-governmental world of appointed bodies,* and *non-departmental agencies, single purpose authorities,* and *mixed public-private institutions.*

Institutional reform of the bureaucracyarises the urge to create new innovations in the practice of bureaucracy. One of the concept of innovation bureaucracy is proposed Ted Gabler and David Osborn with their ten principles in implementing changes in the government by the term *Reinventing Government.*

D. DISCUSSION

East Nusa Tenggara (NTT) is one of the areas, characterized by its islands and adjacency to foreign country (East Timor) needs to conduct a study specifically concerns the organization of the region as mandated by the government regulations no 18 Year 2016. This is part of the government institutional restructuration that leads to *rightsizhing models,* as the effort to simplifyproportional and transparent government bureaucracy as needed. Before regional organizationsrestructuration in accordance with the mandate of PP 18 Th 2016, the same policy was previously carried out by the mandate of PP 41 of 2017. Organization of the NTT provincial regions in Government Regulation No 41 of 2007 consists of the Regional Secretariat covering 9 Bureaus, NTT Parliament Secretariat, NTT Department with 17 Office, Regional Technical Institute with 15 SKPD of Inspectorate, Agency, hospitals and offices, other institutions covering 8 SKPD and Technical Executive Unit / Agency covering 62 UPT. This formation will undergo changes in the regional organizationsrestructuration based onGovernment Regulation No. 18 th 2016 based on structuring guidelines of regional organization.

The results of the regional Organization Restructuration

As stipulated in Government Regulation No. 18 of 2016, the formation and composition of regional device is based on by mapping the Mandatory Government Affairs and Optional Government Affairs. The mapping of Governmental Affairs is conducted to obtain information about the intensity of the Mandatory Government Affairs and the potential of Potential Government Affairs as well as the workload of the implementation of Government Affairs. Mapping of affairs is used to determine the composition and type of the regional. In this regard, the Ministry of Home Affairs has developed informationsystem of Government Affairs mapping and regional device workload that can be accessed via the internet at fasilitasi.otda.kemendagri.go.id. The results of the government affairs mapping for the East Nusa Tenggara provincial government are presented in table 9 below:

Table

NTT PROVINCIAL GOVERNMENT AFFAIRS SCORES

NO	GOVERNMENT AFFAIRS	TOTAL SCORE	TYPE
	Administration of Population and Civil Registration	994	Type A
	land	-	-
	Energy and Mineral Resources	1030	Type A
	Youth and Sports	616	Type B
	Archives	830	Type A
	Education	952	Type A
	Culture	966	Type A

Forestry	1134	Type A
Marine and Fisheries	1131	Type A
Health	1078	Type A
Control of Population and Family Planning	434	Type C
Public Peace and Order and Public Protection (Sub Pol PP)	882	Type A
Public Peace and Order and Public Protection (Sub Fire)	602	Type B
Communication and Information	753	Type B
Cooperatives, Small and Medium Enterprises	910	Type A
Living environment	1078	Type A
Food	1,022	Type A
Tourism	1190	Type A
Public Works and Spatial Planning	1014	Type A
Housing and Settlement Region	641	Type B
Community Development	812	Type A
Women's Empowerment and Child Protection	868	Type A
Capital investment	1218	Type A
Industry	742	Type B
Trading	675	Type B
Transportation (archipelago)	910	Type A
Library	809	Type A
coding	354	-

Agriculture	1,226	Type A
Social	854	Type A
Labor	658	Type B
Transmigration	490	Type C
statistical	406	Type C
plan	1274	Type A
Inspectorate	840	Type A
officialdom	882	Type A
education and training	882	Type A
finance	910	Type A
Research and development	896	Type a
Provincial liaison	182	-
the regional Secretariat	1134	Type A
Council Secretariat	770	TypeB

Based on the mapping of NTT government affairs, regional organizations device (OPD) as mandated regulations Government Regulation No. 18 Year 2016 on Region is established. The reference is Article 15, paragraph 6, which establishes each Government Affairs is contained in the form of official by assuming that any matters that qualify are made in one OPD consisting of Educational Affairs, Health Affairs, General arrangement and Spatial Planning, Housing and Regions Settlement Affair, Peace and Public Order and Community Protection Affairs, Social Affairs, Labor Affairs, Affairs of Women's Empowerment and Child Protection, Food Affairs, Environmental affairs, Administrative affairs of Population and Civil Registration, Community Development Affairs, Transportation Affairs, Communication and Information affairs, for Cooperatives and Small and Medium Enterprises, the affairs of the Investment, the affairs of Youth and Sports, Cultural affairs, Libraryaffairs, Archives affairs , Marine and Fisheries Affairs, Tourism affairs, AgricultureAffairs, Forestry Affairs, Energy and Mineral Resources Affairs, Trade IndustryAffairs, Inspection, Planning, Regional Human Resources, Finance, Research and Development, Education and Training, NTT connector in Jakarta, regional secretariat, parliament Secretariat, the regional Disaster Management Agency, the National Unity and Politics, Forest Management Unit (KPHL) Model MutisTimau XIX Unit, Border Management Agency, regional General Hospital, as well as the Technical Implementation Unit / Agency.

Based on Governor Regulation No. 2 of 2014 dated January 24, 2014 on Second Amendments of the Regulation of East Nusa Tenggara Governor Number 36 Year 2008 concerning Organization and Technical Implementation Unit of the Department and the Agency ofNTT, there are 62 UPT Department / Agency and will be reorganized in accordance with the area to be formed. Of the 62 UPT there are two unstructured UPT which is UPT PPNFI which will be submitted to the central government (Ministry of Education and Culture) in accordance with the letter of the Minister of Home Affairs No. 420/2528 / Bangda, dated May 16, 2016: Transfer of Development Center Learning Activity (BPKB) into a Technical implementation Unit (UPT) of the Ministry of Education and Culture and Indonesian and Regional Language and Literature Unit as Language Office of Ministry of Education and Culture which is a vertical agencies in the Region has been established so as not to overlap in the performance of tasks. The unit consists of the Head (echelon IIIB), Sub Division of Administration (Echelon IVa) and 2 Sections (Echelon IVa)

E. CLOSING

Restructuration of regional organizations is common in an organization cycle including the local government organization. Structuring the regional organizations is part of the process of organizational change in an effort to anticipate developingtrends. Through organizationrestructuration ,the performance of local governments is expected to be more effective and efficient. In practice, it frequently regional organization restructuration meaning is reduced to the extent of the rationalization *(downsizing)*of the structure and employees. As a result, there ispolitical interest emerges in structuring regional organizations. In fact, the form is not always rationalization *(downsizing)*and it can be *merger)*of several organizations with similar functions, or the establishment of a new organization needed to support the vision and mission of the organization. Therefore, a new paradigm to be applied in structuring regional organizations is to look for proportionalstructure and function (not poor structure, rich function) and design the organizations correctly *(rightsizing),* not just *downsizing.*

Preparation of the ODP institutional design should also consider other factors to assure that the design produced is in accordance with local needs and can anticipate the future development trend. Some basic ideas that need to be addressed in institutional design of the includes 1) affairs collection rules, harmonious with "sectorial"legislation, for example Taxes and Levies Act, Disaster Management Act, and others, 2). Accommodations of national interest, such as for food security, disaster management, gender equality, child protection, and others, 3). Consideration of the proportionality of workload among OPD, 4) Rationalization and re-structuring in the secretariat area and 5) Optimization of the function of the agency and technical institutes as a spearhead in the development and service. The principles are the basis for consideration when preparing the design of regional organizations that the resulting structure is not only efficient but also effective even though regional organizationsrestructuration cannot be separated from a number of political considerations.

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SAFETY CLIMATE IN ORGANIZATIONAL COMMITMENT, EFFECT OF SAFETY ACCIDENT

Author M.Yusuf Arnol[1], Author Nyoman Gede Suryadharma.[2]

[1]*UNIVERSITAS 45, Surabaya,Indonesia*
E-mail: yusuf.arnold@gmail.com
[2]*UNIVERSITAS 45, Surabaya,Indonesia*
E-mail: nyomansuryadharma@yahoo.com

Abstract. This study investigated to measure accurately about the behaviour of employees on safety and appreciationas well as knowing how workers can work safely. Until now, the safety procedures applied in the industry, has a potential for bias. Therefore, this study aimed to validate an objective measure to eliminate these biases. Hypothesis creation of a safe environment, goal setting inside every worker is used to preserve participation in safety programs. By using this paradigm, this study aims to determine whether the objective method, assessing oriented safety have been available. The study was conducted in two phases: the first to use an experimental design to allow workers to react to new situations proposals will affect their performance, and the second using self-report questionnaires to enable comparisons bring new potential to measure the steps that have been validated. 200 workers of mining companies participating in the study, with 97 used for data analysis. The results showed that one hypothesis is supported, with participants in a very safe environment to find more differences related to safety beforeas neutral difference, compared with the control group. It shows that size is not a valid measure as it stands today, but rather on research into the variables, the sample population, and the actual picture. Learning provide useful insights to solve current problems in work safety literature. The implications, limitations, and research can be discussed in the future.

Keywords: Safety Accident, workplace, Safety Climate

I. INTRODUCTION

The occurrence of accidents in the workplace work is an event that is not desirable because it would be detrimental to all parties, the entrepreneur as the owner of the company will not benefit from the effort that has executable and workers would not be comfortable doing the work if workplace exposure by danger, while the state will decrease the confidence of the investors, as a safe and profitable investing.

In Indonesia based on the records of the ILO (International Organization Lobour) every day going 7 workers died, and compensation given Rp. 565.63 billion (source BPJS) besides it happens accident data mining services sector also recorded numbers still high, according to the National Data Resources Ministry Minerals in the period of five years occurred 997 cases of accidents, and the average - average annually 200 events.

While diprovince East Java based on data from Social Security Agency (BPJS) Employment in 2016 until July, there were 1,390 events means that every day there are 11 events of accidents and 21 people suffered death, this is equivalent to every day work going 1 worker dies in doing work activities in all sectors.

This condition is cause for serious concern when prevention efforts as labor protection has been done is through the application of Law No. 1 of 1970 on Safety where the scope of supervision Safety is very spacious that is in every workplace, meaning that wherever the location where the work will be monitoring including land, sea, and in the soil surface region of the rule of law of the Republic of Indonesia. The provisions in the Act that apply in the workplace where among others the manufacture, trial, or the use of machines, tools and utensils, equipment and installations containing hazard and can cause accidents, fires and even explosions. While the goal to be achieved, among others, to prevent and reduce accidents, fires and explosions, generally expected that every worker who does his work in the workplace and can get back together with his family at home without the slightest

A.Problem Formulation

Based on the background, then the problem in this research are:

1. Is the safety climate affect the climate organizational commitment safety workofon the Mining Industry?

2. Is the effect on the safety climate of confidence in the management ofon the Mining Industry?

3. Does the climate affect the safety Accident in Mining Industry?

B. Objective

Based on the background of the problem and formulation of the problem that was raised, then the goal will be achieved in this study are:

1. To test and analyse safety climate influence on organizational commitmentin the Mining Industry.

2. Examine and analyse the effect on the safety climate of confidence in the management ofon the Mining Industry.

3. Test and analysesafety climate affect the safety Accident onthe Mining Industry

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II. PAGE LAYOUT

LITERATURE

Organizational Commitment

Porter (1982: 27) by Zainuddin (2002) defines "Organizational Commitment as the relative strength of individual identifying himself into the part of the organization's involvement" , this can be characterized by three things: 1. Acceptance of the values and goals of the organization. 2. The readiness and willingness to strive earnestly on behalf of the organization. 3. The desire to maintain membership in the organization (to be part of the organization).

Richard M. Steers (1985: 50) by Zainuddin (2002) defines "Organizational Commitment as a sense of identification (the belief in the values of the organization), engagement (the willingness to try the best interest of the organization) and loyalty (desire to remain a member organizations) expressed by an employee of the organization ".

Furthermore Konopaske, Ivancevichn and Matteson (2007; 234) by Sopiah (2008; 156), "that the commitment to the organization involving three attitudes: (1) Identify the purpose of the organization, (2) feeling of involvement in the tasks of the organization, and (3) the feeling loyal to the organization ". This means employees are committed to the organization regards the value and interest of integrating personal and organizational goals, so that organizational goals are personal goals. Work as their task is understood as a personal interest, and have a desire to always be loyal to the progress of the organization.

Mowday, steers and Porter, 1982 (in Newstroom, 1989), by Sopiah (2008; 156) "Organizational Commitment defines as the relative power of the alignments and the involvement of a person to an organization. In other words onal Organizational Commitment is an attitude about employee loyalty to the organization and is an ongoing process of members of the organization to reveal its attention on the organization and it continued success and prosperity. While Minner (1997), defines commitment as an attitude, have a more global scope than job satisfaction, because of Organizational Commitment describe the view of the organization as a whole and not just aspects of the work (within Sopiah, 2008; 156).

A. Measurement Model Commitment Organization

YoMobley (1979) in UmiNarimawati (2005: 19), "Commitment of Organizational measured by the level of frequency identification and level of attachment of individuals to the particular organization that is reflected by the following characteristics: (a) There is a strong belief and acceptance of the values and goals organization, (b) the existence of a definite desire to remain a participant in the organization ".

Next Moyday et.al. (inside Spector and Wiley; 1998) by Sopiah(2008; 165), developed a scale called the Self-Report Scales to measure employee commitment to the organization, which is a translation of the three aspects of commitment, namely (a) Acceptance of the objectives of the organization, (b) the desire to work hard, and (c) the desire to survive to be part.

Organization'scommitment Types

Allen and Meyer (in Dunham, 1994: 370) by Zainuddin (2002) organizational commitment distinguishes three components, namely: 1. the affective component related to the emotional, identification and involvement of employees inan organization. 2. Normative Components are feelings employee of the obligation that hegave to the organization. 3.Component continuance orsustainable means of ccomponents based on employee perceptionsabout the losses that will be faced when he left the organization.

B.Climate Safety

According to Denison (in Neal & Griffin, 2004), that climate refers to a situation associated with thoughts, feelings, and behaviours. Thus, the climate is temporary and subjective. Describes the safety climate perceptions of the value of safety in the workplace and can be distinguished by the attitudes, beliefs and feelings that people of a particular object or activity. According to the Zohar (2003) the organization has a lot of goals and ways to achieve those goals, so managers must establish policies and procedures were followed by workers, who produce a variety of special climate. Therefore, safety climate associated with the perception of the policies, procedures, and safety practices.

C. Safety Accident

In general, accidents are always interpreted as "unexpected incidents". Actually, every workplace accidents can be predicted or suspected from the beginning if the acts and conditions do not meet the requirements (NB Bennet Silalahi, 1995: 40). Before his accident is regarded as God's will, because it is an accident people accept it as fate or destiny. Heinrich was the first to observe the accident. He concluded that the crash had a certain sequence (ShukriSahab, 1997: 7). In Ministerial Regulation No.03 / MEN / 1998 on procedures for reporting and examination of the accident, said that the accident was an unexpected events that can initially cause human casualties or property (Association of Occupational Health and Safety Regulations, 2004: 88). Meanwhile, according to M. Sulaksomo (1997) in GempurSantoso (2004: 7) accidents are unexpected events and undesirable that disrupt the process of an activity that has been set

Classification of Accidents

According to the International Labour Organization (ILO) in 1952, work accidents can be classified as the following (ILO, 1980: 43):by type, accidents can be categorized as follows: (1) falling, (2) crushed by falling objects, (3) crushed or hit by objects, except by falling objects, (4) Pinched by objects, (5) the movement that exceeds the capabilities, (6) the effect of high temperature, (7) Exposure to electric current, (8) contact with hazardous materials or radiation, (9) other forms include accident data is not sufficient or other accidents that have not signed the classification

III. PAGE STYLE

Methodology

method used in this study is a survey research methods. Kerlinger (2004) says that "the survey research is research conducted in populations large and small, but the data studied are data from a sample taken from the population, so the found events relative, distribution, and relationships between variables sociological and psychological" , Survey research usually used to take a generalization. This study is the explanation (explanatory research), which will prove a causal relationship between variables that exist a this study, namely Influence of Organizational Commitment the Climate Trust in Safety Management and Safety

A.Population Research

Population by Sugiono (2005: 72), is a generalization region consisting of the objects / subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. Kerlinger (2004) suggested that the population is the totality of all possible values, whether the results of counting or measuring quantitatively or qualitatively the particular characteristics of the complete set of objects. Population by type and nature can be divided or grouped as follows: 1. By type, the population can be divided into two, namely the limited population and the population of infinite (infinite). Limited population is to have clear data sources quantitative limits that can be numbered. Unlimited population is the data source can not be determined so that the relative limit can not be expressed in terms of the number. 2. By its very nature, the population can be divided into two homogeneouspopulation and a heterogeneous population. Homogeneous population is the source of the data elements of the same nature, so no need to question the amount quantitatively. The population is heterogeneous sources of data elements have different characteristics or circumstances (varying) that need to be set limits, both qualitatively and quantitatively.

Research Samples Samples according Sugiono (2005: 73), is part of the number and characteristics possessed by this population. Meanwhile, according to Riduwan (2005: 53), the samples are part of the population (in part or representative of the population studied). According to Emory (2005: 87) for the descriptive method minimum sample of 10% of the population and for a relatively small population of samples that can be received a minimum of 20% of the population. Of the several methods exist, for the selection of the sample suggested by experts, in this study a sample by using proportional random sampling method (proportional sampling techniques).

B.research variables

Based on theto do with the influence of other variables variables in the study were classified into exogenous constructs, in this study is called the independent variable and the dependent variable is called endogenous constructs: 1. Construct exogenous (independent variable)

Constructs exogenous source also known as variable or variables that are not independent predicted by other variables in the model. The exogenous variable is given the symbol "X". That included the construct of exogenous variables in this study are:. Construct endogenous

Constructendogenous are the factors that predicted by a single or multiple constructs. Constructs can predict endogenous construct one or several other endogenous, but exogenous constructs can only be associated causally with endogenous constructs. In diagram construct endogenous is intended by the line with an arrowhead. Which included the endogenous constructs in the research are: Belief in Climate Management and Safety. Endogenous construct can be variable between, as well as the independent variables. a. Variable between (intervening variable) is the variable that is located between the independent variables and the dependent variable. The existence of intermediate variable (intervening variable) makes the influence of the independent variables on the dependent variable becomes indirectly. Among these variables are given b. Variable symbol (Ybound1),namely (dependent variable variable Trust) in Management.the variable whose value depends on other variables. This variable is given the symbol Y2variable Accidents Safety. c. Moderating variables are variables that strengthen or weaken the relationship between one variable to another variable..

C. Operational Definitions Research Variables

operational definition is a definition that is given to a variable or construct by giving meaning or activities or to provide an operational needed to measure the variables or constructs (Nazir, 2004: 57). Constructs or operationally defined theoretical conception in the form of measurable indicators of order. Questionnaire data that is processed is regarded as interval data, although data are stratified. In collecting the data,

D.Safety Climate

Safety Climate can affect employee attitudes toward safety, the way employees work and how employees interact fellow employees who have a direct impact on safety such as occupational accidents result in companies (Griffin and Neal, 2003: 15). Based on the above theory of knowledge will be a matter likely to be accompanied by the application of an attitude. Surely this is instrumental in reducing the accident rate. So we need a program that can prevent accidents or reduce the likelihood of an accident occurred on the employees.

Safety work aims at protecting the rights of employees on their safety in doing work for the welfare and increase national production and productivity, ensuring the safety of any other people who are in the workplace, production sources are maintained and used safely and efficiently.

Safety protection of employees realize optimal productivity (Suma'mur, 1989: 4). So that safe behaviour in a safety related directly to the behaviourof employees in working for the salvation of the individual is closely related to the climate of safety and knowledge of safety, due to the climatic conditions of safety that exist in the company can affect the health of employees and their knowledge-wide safety , then the employee is able to understand and grasp the meaning of safety well. And the most important component in maintaining the safety of life and safety of work equipment is knowledge about the use of safety equipment for employees

E.Safety Accident

All accidents are always as unexpected events, but accidents can be foreseen or foreseeable if the acts and conditions are not eligible (NB Bennet Silalahi 1995: 40) accidents were previously regarded as god's wish that an accident happens because people accept it as fate.

Indeed the safety aspects into main implementation project work anywhere including people, facilities and equipment as well as the environment in a safe condition is a must so that there is no reason to ignore it. For what purpose is achieved when the project in the process many cause harm or even death. So many methods can be performed in an attempt to prevent this incident, including when the storm though. Eliminate.But no matter how great the study and the methods used to prevent the occurrence of incidents or harm of course depends on ourselves to believe in it. If we believe will provide safety course starting from the mindset, heart and behaviour will be united in carrying out any work we do is not just in the work environment is certainly up to the habits we wherever they may be included when you are at home, at school, wherever we are, because safety is the responsibility each person. By assessing three aspects of Safety Incident, namely,

(a) Micro accidents that injured person requires hospitalization but did nottake a break to be able to work again (eg, Zohar, 2000, 2002), (b) Nearly wretched workplace because the offense but did not cause injury and, (c) Loss of the number of working days due to injury.

Each accident can be avoided with the adoption of Work Safety in the Workplace, Safety accident a step notof accidents which do not cause damages such as loss of work time and medical expenses for workers.

Data Analysis Data analysis techniques in this study using a method of analysis that can provide simultaneous analysis processes associated with multi-variant models such research in this research is the analysis of Structural Equation Modelling (SEM). According to Ferdinand (2006: 6), SEM is a set statistical technique that allows testing of a range of relatively complex relationships simultaneously. The complicated relationship can be established between one or more dependent variables with one or more independent variables

Validity and Reliability

A measuring instrument can be said to have high validity if the tool provides the measurement results in accordance with the measurement objectives. A valid measurement tool capable of providing accurate description or gives an overview smalldifferences between subjects with one another and have the error variance is small so the results can be trusted closer to the truth. Invalid instrument should be excluded from the study. Validity test is done on each indicator variable to construct using a loading factor or coefficient lambda (λ). Testing criteria used are the greater the value, the more valid λ (indicated by the value cr> 2.0). Indicators are also said to be valid when the t test results significantly at upvalue<0.05.

In addition to a valid research instruments should also have a high reliability or consistency as a gauge has however shape measurement. The instrument does not have the high reliability should also be excluded from the study even if the instrument is valid. Test reliability using indicators of reliability, which is derived from the value of the standard formula λ (λ - error) and the result should not be less than 0.50 or using the construct reliability (CR) whose value should also not be less than 0,50.Tiga criteria for determining validity of the instrument in the SEM are: 1) indicators of reliability, 2) construct reliability, 3) variance extracted. Calculations (Hair et al., 2004: 215) as follows: 1.1 Indicators of reliability = 1 Error value must be> 0.5

Interpretation and modification of the model

Last stage of testing is to interpret the model and modify models that do not qualify testing. Once the model is estimated, residual should be small or close to zero and the frequency distribution of the residual covariance must be symmetric (Tabachnick and Fidell, 1997 in Ferdinand 2006: 64). Limits to consider whether or not a modification of a model to see the residual amount is 5%.

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SUB DISTRICT HEAD EFFORTS IN IMPROVING CIVIL SERVANTS DISCIPLINE
(A STUDY AT TANJUNGANOMSUB DISTRICT OFFICE, NGANJUK)

YENIK PUJOWATI, S.AP., M.AP
Wijaya Kusuma University Surabaya
Faculty Of Social & Political Science
yeniworo@gmail.com

Abstrac. The implementation of governance and local community development requires support of qualified dedicated and disciplined officers (civil servants) in order to achieve good results in accordance with its intended purpose. However, low level of discipline and quality of human (civil servants) result in low performance and thus low achievement. This also happened in Tanjunganom sub district,Nganjuk owned by the poor quality resulting in the lack of performance they produce. The study aims to assess and describe efforst taken by the head of Tanjunganom sub district in improving civil servants discipline and the constraints faced in achieving it. The steps taken by the sub district head is good, indicated by the adequate mental development, guidance through education, training and welfare. The obstacles faced included motivation at work, education level which is many of the officers did not have university degree, and facilities work in the form of tables, chairs and typewriters, official vehicles and shortage of computer.

Keywords: Discipline, Officer Performance, sub district office office.

1.1. INTRODUCTION

Indonesia is a unitary state which applies regional autonomy or decentralization which is slightly similar to union/ federal state. However, there are some differences between regional autonomy and union/federal state. Regional autonomy is interpreted as an obligation authorizedtoautonomous regions to organize and manage their own affairs and interests of local communities according to the aspirations of the community. This study aims to improve the usability and effectiveness of governance in the context of public servant and implementation of development in accordance with the legislation.

Government Regulation N0. 53 of 2010 on civil servants Disciplinary Code Chapter I Article I states that Civil Servant Discipline is the ability Civil Servants to obey the obligations and avoid prohibitions stipulated in the legislation or official regulations which, if not complied with or violated, disciplinary punishment will be given. Running a government system by relying on civil servants is related to Good Governance concept in organizing the coaching of employees, particularly for civil servants.Civil servants development is an effort made by government agency to all employees, both in structural or functional positions, to make them able to perform their duties in accordance with the expectations of the respected agency. Civil servant development is implemented fully, applies to all Civil Servants in central and regional governments, so as to ensure compatibility of development to increase the utilization and effectiveness.

Regarding to employee discipline, indiscipline condition of civil servants accross Indonesia are quiet similar and is a problem that cannot simply be solved. There is a idea among civil servants that "salary will be given whether or not I go to work." This makes civil servants behaveunprofessionalparticularly related toattendance.

As a civil servant in Tanjunganomsub district,the researcher, through observations sees low self-indiscipline among employees. They usually come late for work and leave work earlier than the time determined without clear reason. Work completionis also frequently longer than the predetermined time.

Given the problem, the researcher is interested in doing research on the consideration that the civil servants self-discipline working at the Tanjunganom sub district officewas low due tolow punctuality and a thought that they still receive salary despite their attendance or low quality of work, assuming that there was only few things to do at the office and hence they prefer to be do their work at home. 'Sub district Head Efforts in Improving Civil Servants Discipline(studies in sub-district officeTanjunganomNganjuk district) is chosen as the research title.

1.2. Problem Formulation.

Problems in this study are drawn from the view that sub district headplays a big role in in improving its subordinates to achievethe sub district’s goals.Therefore, the formulation of the problem is "How is the employee development performed by the sub district head in improving civil servantsdiscipline?”

1.3.Research Purposes.

Given the problem formulation, this research aims to:

1. Identify and describe the efforts performed by Tanjunganom sub district Head, Nganjuk in improving civil servant discipline.
2. Identify, describe and analyze the constraints faced in improving civil servant discipline and how to overcome them.

1.4.Researchers benefits.

The results of this research can provide benefits as follow:

1. Practically it serves as a conceptual contribution or input for Tanjunganomsub district head in improving civil servantdiscipline.
2. Theoretically it serves as a reference for researchers interested in the same field.

2.1.Theoretical Basis.

A. Civil Servants.

The Liang Gie (1982: 57) defined civil servant asservants employed in positions with civil duty or not military.

According to Law No. 43 of 1999 on the amendments to Law N0.8 1974 on the ordinance of the *civil servant* in article 1, paragraph 10 states that civil servant is every citizen of the Republic of Indonesia country that has met specified condition, appointed by the acting authorities and assigned tasks in a state office, or entrusted with the task of other countries, and is paid based on the legislation in force.

B. Education on Training for Civil Servants.

The legal basis for education on trainingcivil servant is article 12 paragraphs (2) of Law Number 43 Year 1999 on education on trainingCivil Servant:"That education on training is implemented based on career and performance systems. To realize the implementation of governanceand development tasks as referred to in paragraph (1) requires professional, responsible, honest, and fair civil servants through education on trainingconducted based on performance and career systems with emphasis on performance system.

Further explanation is provided in point 12 (2) of Law No. 34 of 1999: In order to improve the effectiveness and efficiency, career development system to be performed isclosed career development system within state meaning. Closed career system in the sense of state enables transfer of civil servants from the departments/agencies/provinces/districts/cities to other department/institute/provinces/district/city or vice versa, especially to occupy managerial positions.

According Sjarif (1983: 39), there are some important factors in fostering the formation of disciplines, this includes:

1. Mental Development
2.Education and training development
3. Welfare development
4. Enforcement of discipline through punishment.

C. Work Discipline of Civil Servants (PNS).

In the Government Regulation No. 53 of 2010 on Civil Servant Discipline, civilservants discipline is: "The ability of civil servants to comply with obligations and avoid prohibitions specified in legislation or regulations with any disobedience or violationwill be sentenced to discipline."

According to IS Levine, discipline employee is employee who comes regularly and on time, dressed well and appropriate, use materials and equipment carefully, generatenumber and way of working determined by the agency or company and complete it on time.

Based on the above understanding, the benchmark definition of employee discipline is as follows:

1. Compliance with working hours.
2. Compliance with instructions from superiors, as well as the rules and regulations that apply.
3. Dress well at workplace and use agency identification.
4. Use and maintain materials and tools of office supplies carefully.
5. Following ways of working as determined.

According Hasibuan (2008: 194) here are 7 (seven) indicators that affect the level of employee discipline, they are:

1. Goals and ability
   Employees’ goalsand ability influence the level of employee discipline. Goals to be achieved must be clearly and ideally defined and challenging for an employee's ability to work. In other words, the purpose of the work assigned to an employee must be commensurate or according to the ability of the respected employees, that he/sheperforms the duty assigned seriously and with discipline.
2. Leader exemplary
   Leader exemplary is essential to establish employee discipline. With a good example of leader, employees discipline will carry over well. Poor leader exemplary (such as lack of discipline) leads to poor subordinates discipline.
3. Remuneration
   Remuneration influences employee discipline for it provides employee satisfaction and devotion to his work. Higher employee devotion means higher discipline.
4. Justice
   Justice encourages the establishment of employee discipline because human ego and nature is self-important and demand same treatment as others. Justice as the basis of

the remuneration policy (recognition) or punishment will stimulate good employee discipline.

5. Attached Supervisor
   Attached Supervisor is real and most effective action in realizing employee discipline. This means that employers must actively and directly supervise the conduct, morals, attitudes, morale and job performance of his subordinates. It effectively stimulates the discipline and morale of employees. Employees can feel attention, guidance, instructions, and supervision of the employer.
6. Legal sanctions
   Legal sanction strategically plays role in maintaining employee discipline. Under commensurate penalty, employees will reconsider of breaking the rules, hence lower indiscipline. The level of the sanction influence the employee discipline.

7. Human relations.
   Leaders should strive to create harmonious atmosphere of human relations as well as binding on all employees. This will create comfortable working atmosphere and environment and consequently motivate good discipline in an institution.

2.2.Sub District HeadEfforts in Improving Civil Servant Work Discipline.

According to Law No. 23 Year 2014 on Regional Government, Article 209 explains that the Sub district is part of regency/city, as described in paragraph (2) letter f as follows: (2) regency/city consist of: a. regional secretariat, b. Parliament secretariat, c. inspectorate, d. servants, e. body, and f. Districts.

The positions of sub district outlined in article 221 of Law No. 23 Th.2014 are as follows:

(1).Sub regencies/cities form sub district in order to improve the coordination of governance, public servants, and the empowerment of village communities.

(2).Sub district as referred to in paragraph (1) is formed with Regency/City Regulationis based on government regulations.

(3).The draft of Regency / City Regulation on the establishment of the sub district has been approved along with the regent / mayor and regency / city, before being passed by the regent / mayor presented to the Minister by the Governor as representative of the Central Government for approval.

The Sub district is formed to improve the coordination of the implementation of government. Sub district head as the highest leadership in sub district should be able coordinate all administrative matters in sub-district and provides public service and empower village community.

3.1.Research Method

Form of the research,The method used in this research is descriptive qualitative research method.

3.2.Research Location.

To obtain the data in this study, the authors conducted data collection directly at the Head Office of Tanjunganom Sub district, Nganjukregency.

3.3.Research Informants.

Thetype of data used in the study areasfollows:

1. Primary data is data obtained directly from the source. In this study, the data obtained is related to the research focus:
   a. HeadSub district head and his secretary at Tanjunganom sub district head office.
   b.Some civil servants at Tanjunganom sub district head office
   c. Some employees at Tanjunganom sub district head office
2. Secondary data is data obtained from documents or records related to the research problem.

3.4.Data collection technique.

Observation, qualitative interviews and qualitative documents were used.

3.5.Data analysis techniques.

The technique used is qualitative analysis with Interactive Model Of Analysis developed by Miles and Huberman (1992), which consists of three components: data reduction, data presentation, conclusions/verification. Data validity technique was used to examine the degree of confidence or validity of the result. Moleong (2000) established data validity by using four techniques of inspection including credibility, transferability, dependability and conformability.

4.1.DISCUSSION.

1. HeadofTanjunganomSub District Efforts in Improving Work Discipline of Civil Servants.

Civil servants discipline education on training is are basically intended to make the trained servants efficiently and effectively carrying out the tasks of governance, development and the society. Through discipline education on training, the head of sub districtshould to improve the quality of employees to have better attitudes and behaviors to form of responsibility, discipline, and performance. In return, this will result in better public service in accordance with its function as state apparatus.

a.Mental Development

Mental development for civil servants in this areais intended to influence employee attitudes to behave in a positive, disciplined, loyal, efficient,effective and excel in government servants and community development.

Mental Development of Civil Servants aims to:

1. Developthecharacter; maintain a sense of unity and oneness amicably to embody the spirit of cooperation and dedication to the community and to improve the ability and exemplary of Civil Servants.
2. Promote work ethic to produce civil servants with high quality and are aware of their own responsibilities as an element of the state apparatus and public servant.
3. Grow and enhance the spirit, consciousness, and insight in the nation of Civil Servants so as to maintain the unity of the nation within the Unitary State of the Republic of Indonesia.

The implementation of civil servant mental development at Tanjunganom area head office performed in the form of a religious lecture at the office or office pavilion is an activity which in nature does not require the employees leave the obligation to serve public needs with respect to governance. Therefore, the schedule in the form of lectures should be adjusted with working hour and activities. To assure that public service undisturbed, the sub district head implements in turns picket beyond office hours. Not all employees are obliged to participate staff meetings and lectures in anticipation of delivering public servants. Therefore, its implementation schedule needs to be adjusted to the time available to run routine and regular lectures. Such way of education for the civil servants, if performed continuously, will achieve the goals of the development effectively and efficiently.

b.Providing Opportunities to follow Education and Training.

Civil servants training, through the provision of opportunities for education and training with reference to the existing staffing legislation and career patterns for Civil Servants can be explained in the Stabilization System for Education and Training. This includes:

1.Development of standards of education and training in accordance with position requirementsTiered Management Training especially for structural positions and Technical and Functional Training for Functional position.
2.Development of Identification Systems on the Needs of education and training (IKAD) related to the fulfillment of the Position requirements / or coaching career.
3.Development of Post Training Evaluation System (EPAD) related to the evaluation: Training compliance with placements; the suitability of the curriculum to the needs of the work; The ability of employees to absorb training material related to implementation of tasks.
4. Development of Integrated Training Management System.

Below is the list of training followed by civil servants in Tanjunganom sub district office.

Table 1
Number of civil servantin sub districtoffice Based on Structural And Functional Training Followed.

No.	Training	Number of people
1	Pre-positined (PRAJABATAN)	16
2		5
3	ADUMLA	2
4	SPAMA	3
5	Public Service Training	2
	Total	28

Source:Tanjunganom sub districtoffice.

The formal education possessed by civil servants intanjunganom Head Office is provided in the following table.

Table 2
Number of Civil ServantsinTanjunganomHead OfficeAccording to Education.

No.	Level of education	amount
1	Junior / D3	1
2	SLTA	2
3	Academy	4
4	Bachelor	18
5	Magister	3
	Total	28

Source: Tanjunganom sub district office

The table shows that of the 28 employees, three employeesholds master degree, 18 employeesareundergraduate, two employees are high school graduates, while one employee holds D3 degree. From the level of education is high with proportional number of employees with undergraduate and post graduate degree.

c.Welfare Development

Welfare development of civil servants in tanjunganomHead office, Nganjukhas run well. There are some forms of welfare development given to the civil servants includingReligious Holiday Allowance (THR),civil servants uniform and operational cost for field work and recommendations for utilizing existing facilities inemployeescooperatives to meet their needs and holdispontaneous fundraising to help the sub-district office employees who get disaster. This effort is seen by informants as satisfying.

In this case the Head of tanjunganomsub district has implemented the provisions of Law 43 of 1999 on ordinance of civil servants and in accordance with hierarchy needs theories by Maslow and from Aldefer ERG theory, stating that every human being has hierarchical needs, with its fulfillment different from each other.

d.Disciplinary Enforcement.

Discipline enforcement through punishment is a form of training civil servants that can be achieved in various ways, one of which is to impose disciplinary penalties.

Discipline development inTanjunganomsub district head from operational definition is a research element that tells how to measure variables, in other words, the operational definition is kind of clue how to measure a variable, according Singarimbun (1987: 46). The indicators in this study are:Development with the following indicators**:**

1. Development of discipline.

Efforts in improving employee discipline.

- Counseling, the leader identifies behavioral disorders and employees performance to find solutions to overcome them.
- Writtendocumentation, employees and leader creates a written document to prevent further problems.
- Last warning, providing one last opportunity to the employee to correct the behavior and attitude.
- Dismissal, dismissing employees from his job due to intolerable violation.
- Following afternoon and morning assembly.
- Spiritual guidance.
- Sanctions to indiscipline employees.

2. Career Coaching.

- Consulting Employee performance.
- Foster employee career and education on training.
- Promotion which gives an opportunity to the employee to a better job.
- Mutations, changes in positions horizontally, an employee is transferred to the same level of positions.
- Demotion, demotion to a lower level, and reduction in salary.

3. Development of professional ethics.

Efforts to create the employee code of conduct.

- Socialization of employee code of conduct.
- Understanding responsibilities for civil servants
- Strengthening supervision of employees.
- Motivating employees.
- Sanctions for violation of code of conduct

Based on Government Regulation No. 53 of 2010 on civil servant discipline, sanctions or penalties to employees is handed to the of the institution. Therefore, for sub district head, apart as a leader who can guide staff, should also oversee the activities of his subordinates.

The sanction give on violate the discipline is positive or in the form of action correction and negative form by giving warning orally to employees. This is categorized as a disciplinary punishment related with government Regulation No. 53 Year 2010 on Civil Servants Disciplinary Regulations.

2. Obstacles Faced in Improving Work Discipline of Civil Servants.

In fostering discipline, some obstacles such as low employee motivation, and limitations of working facilities are found and further discussed in the following analysis.

A. Employee Work Motivation.

The research finding indicates that motivation of employees working Tanjunganom head Office needs to be improved. Another problem is patrimonial environment.

Theory of motivation (Manullang, 2002) states that motivation is a drive that delivers stimulation for employee to work with all the resources and efforts. Motivation according to (Martoyo, Susilo, 2000) is a mental state that encourages the action and provides power that leads towards meeting the need, satisfaction or reduce imbalances. Hence, employees at Tanjunganom Head office willneedachievement. Despite the appropriate fulfillment of physical needs, problems to conduct discipline development of the civil servant effectively are still faced by the sub district head.Thus fostering employee discipline can actually be carried out by increasing employee welfare.

Patrimonial working environment affects the decline of the creativity of employees; Dependency on superiorsisan obedience and respect to his superiors. Yet such attitudes restrict the employees from self-actualizing needed for better work discipline.

B. Formal Education.

Employee discipline is also influenced by skills and abilities relatively gained through education. Formal education is associated with level of education of civil servants in the head office, some of whom are senior high school graduates.

There are several definitions of education presented by Andrew E. Sikula in Mangkunagara (2003: 50), “Education level is a long-term process that uses systematic and organized procedure, in which workers learn managerial conceptual and theoretical knowledge for general purposes.” It is also in accordance with Hariandja (2002: 169) opinion that education level of an employee can enhance competitiveness and improve the performance of institutions. Irianto (2001: 75) states that education level is formal education attained by employee. He also stated that education has a function as a driver for potential human resource capabilities in improving his performance.

According to the Law on the National Education System No 20 of 2003, education level indicators consist of education qualification and suitability majors. Qualification is a stage of education determinedby the level of development of learners and the objectives to be achieved and capacities developed. In facing the subordinate’s low level of education, the head of sub district office must describe carefully and in detail each task and the work to be provided that employees can understand very well because it is very difficult for them in elaborating a program of activities. By true understanding of a job, it is certainly easier for employees for executing the work and at the same time support the work discipline and work performance.

C. Work Facilities.

Work facilities are very determining in increasing discipline in the work. Adequate facilities and good condition will greatly facilitate employee task and discipline. The study also demonstrated that work facilities at sub district office are fairly availabledespite some limitations.

An interviews with Tanjunganomsub district related to employee discipline revealed that: "besides motivation to work in, discipline development is also faced with limited office facilities, the employees often complete the work not maximally with the existing facilities and sometimes there is late in submitting reports, particularly for incidental activities".

The limitations includes lack of computer that can hamper employee creativity and disturb the work among divisions work as they must use the computer in turn. Race in using the computers frequently happened.This, of course, becomes obstacle in creating employee discipline in Tanjunganom sub district head office.

The reality shows that the functioning of all the limited facilities in Tanjunganom sub district maximally by the officers has resulted in discipline in their work despite the fact that currently the facilities do not maximally support the service given to the society. Therefore, the officers should immediately send proposal to Nganjuk regent's office to add some facilities to support the work.

5.1.CONCLUSION

Mental Development for sub district civil servants conducted by the head of sub district has run well through dialogue and staff meetings held once every month or twice a month at the district office.

1. Development through education and training undertaken by Tanjunganomhead office is conducted by using practical methods (on the job) and technical methods (off-the-job training). A technical method is performedby easing permits for those who have passed the level of district to attend the training program, either structural, functional and learning task.
2. Development of welfare is conducted reasonably and adequately through recommendation to use the facilities of employees cooperative, holiday allowances, uniform and operational cost for the employee working outside the office and fundraising for the employee affected by disaster.
3. Discipline enforcement through punishment committed by Tanjunganomhead office is still low. This is proven by the number of indiscipline employees and tolerated by the head office.
4. Other obstacles faced are formal education levels. Some employees are high school education graduates who consume more considerable time in coaching employee discipline. Some facilities also need improvement like meetings tables and chairs, official vehicles, computer, desk and chair for guest. If not anticipated, this will affect the effectiveness of the district office.

6.1.SUGGESTION

1.Mental development through education and training conducted at the office of district head Tanjunganom need to be maintained and enhanced in intensity and within the atmosphere of informal dialogue, training, staff meetings and that employees can follow it with full awareness.

2. Enforcement of discipline through punishment (at least verbal warning) must be made by the head of Tanjunganom especially with respect to the participation of employees in morning assemblies. Absence to participate in morning assembly can create jealousy of employee that causes them do the same thing because sub district head does not pay attention on it.

3.Five days of working policy implemented in Nganjuk regency should be used as a good example that employees actively come to the office as such a policy has been implemented by the government.

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INTRINSIC VALUE ANALYSIS FOR FORECASTING THE EXPECTED SHARES IN INVESTMENT DECISION WITH DIVIDEND DISCOUNTED MODEL AND PRICE EARNING RATIO

Januari Ayu Fridayani, SE, MM

STIM Shanti Bhuana Bengkayang, Kalimantan barat
E-mail : januari.ayu@shantibhuana.ac.id

Abstract. The purpose of this study was to determine the intrinsic value of the stock's four largest banks nationwide that BBRI, BMRI, BBNI and BBCA which is then compared with the results of forecasting stock value the expected as well as knowing both methods were used which one produces an intrinsic value that is closer to the value of investors' expectations.The analytical methods used are discounted cash flow approach to dividend discounted model (DDM) and relative valuation approach price-to-earning ratio (PER). Data were obtained from financial statements and fact book for the period 2011-2016, while the value of shares expected by investors using pivot point approach with annual stock data for one year. The study will compare the results with the results of forecasting the intrinsic value of stock value ekspektasian to acquire stock price conditions and recommended methods.The results showed that the method of DDM stock BBRI, BMRI, BBNI and BBCA are undervalued, then the method PER BBRI, BMRI and BBNI are undervalued while stocks BBCA are overvalued. The most recommended method because it comes close to the expected value investor is the method DDM.

Keywords: Intrinsic value, dividend discounted model, price earning ratio, undervalue, overvalue.

I. INTRODUCTION

Economic conditions that occurred in parts of the world have a significant impact on the economy in Indonesia, it can be seen from the fluctuations in Indonesia some macroeconomic indicators, such as Gross Domestic Product (GDP), inflation, exchange rates and interest rates. Macro-economic indicators related to each other, and this has a significant effect on the investment climate in a country, if the GDP figures show an increase, investors and prospective investors have a tendency to invest, because it means the country has good economic growth. In addition, inflation moves beyond the set targets and instability of the exchange rate will encourage the Bank Indonesia to raise or lower the BI Rate. Value BI Rate will affect the capital market, because it is associated with deposit rates. Industry is strongly associated with the policy of the BI Rate is the banking industry.

The banking industry is the heart of financial services, where the financial industry is the motor of the economy of a country, therefore, the Financial Services Authority proactively direct the growth of the banking industry at the level of a healthy and sustainable by implementing various policies impartial in the face of economic challenges, so that the banking industry in Indonesia still has good durability amid economic growth was slightly weaker due to the impact of global economic uncertainty. Policy asset revaluation conducted in 2015 and 2016 will further strengthen the capital position of banks large scale. Bank Indonesia through Bank Indonesia Regulation Number 14/26 / PBI / 2012 has grouped its banking based on core capital owned, banks large scale with core capital above 30 trillion included in the group of banks BUKU IV: Bank Rakyat Indonesia (BBRI), Bank Mandiri (BMRI), Bank Negara Indonesia (BBNI) and Bank Central Asia (BBCA). So that the four banks are the four largest banks in Indonesia. This achievement is supported by a good performance and strong fundamentals, thus the shares of the four national banks are eligible to be collected investors. This is the underlying research is a case study on four national banks and used the period of time during the past five years of this study, namely the year 2011 to 2016.

Issues to be addressed in this research was to determine the intrinsic value of stock BBRI, BMRI, BBNI and BBCA in t_0 to forecast the stock value of t_1 by the method of dividend discounted model and price to earning ratio to forecast the expected value of the stock in making investment decisions and to compare the results of the intrinsic value stock BBRI, BMRI, BBNI and BBCA in t_0 to t_1 year forecast stock value by the dividend discounted model and price to earning ratio for forecasting stock value ekspetasian in making investment decisions.

The research objective was to investigate the intrinsic value of stock BBRI, BMRI, BBNI and BBCA in t_0 to forecast the stock value of t_1 by the method of dividend discounted model and price to earning ratio to forecast the expected investment decision and investigate the intrinsic value of stock BBRI, BMRI, BBNI and BBCA in the year to forecast stock value year with dividend discounted model were compared using price earning ratio approach to forecasting the stock value ekspetasian in making investment decisions.

II. Literature Review

2.1 Valuation

Valuation is an approximate conversion process by predicting the value of the company's assets or equity. At some level, almost every business decision involving the assessment, at least implicitly. (Palepu, et.al 2013). Another definition, Valuation are the main objectives of the various types of business analysis. Assessment refers to the process of converting the estimated returns in the future by estimating the value of the company. To determine the value of the company, an analyst must choose the model and the assessment should also estimate the cost of capital. Most of the estimated valuation models require reciprocity in the future, there are ad hoc approaches that use financial information at this time. (Subramanyam, 2009).

Stock analysis is to estimate the intrinsic value or fair value of a stock to further compare it against the current market price (current market price) of the shares. The intrinsic value (NI) reflects the present value of the expected cash flows of the stock. Guidelines used are as follows (Husnan, 1998)

1. If NI > the current market price, the stock is considered undervalued (the price is too low), therefore it is better to purchase or hold if the shares were held.
2. If NI < the current market price, the stock is considered overvalued (too expensive), therefore it should be sold.
3. If NI = the current market price, then the shares are considered reasonable cost and in a state of equilibrium.

2.2 Method of Valuation

According to Damodaran (2012), there are three approaches to valuation, namely:

a. Discounted Cash Flow is a method which assumes that the value of an asset is the present value (PV) of the estimated cash flows which may be generated in the future (expected future cas flow) of an asset which is discounted using a specific discount rate.

b. Relative valuation is a valuation method to estimate the value of assets by comparing the value of similar assets on several variables, such as earnings, cash flow, book value and sales.

c. Contingent Claim Valuation is a valuation method using option pricing models to measure the value of assets that have the characteristics of option.

Discounted cash flow method (DCF) is a stock valuation method that uses the concept of time value of money. The theory underlying this method is all the money that flows in the company in the future (future value) are discounted when the fair value of these shares (present value). (Wilson, 2014). In general DCF formula is as follows (Damodaran, 2012)

$$Value = \sum_{t=1}^{t=n} \frac{CF_t}{(1+r)^t}$$

Discount method basically looking for the present value of estimated cash flows. Method discounted included free cash flow method (free cash flow), the method of dividend and profit method. In this research using the method of dividend which are called dividend discounted model with the gordon growth model.

The Gordon growth model can be used to value a firm that is in 'steady state' with dividends growing at a rate that can be sustained forever. The Gordon growth model relates the value of a stock to its expected dividends in the next time period, the cost of equity and the expected growth rate in dividends.

$$Value\ of\ stock = \frac{DPS_1}{k-g}$$

where,

DPS_1 = Expected Dividends one year from now (next period)

ke= Required rate of return for equity investors

g = Growth rate in dividends forever

There are two components in relative valuation analysis that must be considered. The first is to make adjustments to the value of the asset at the time of comparing the value of the standard, generally carried out by converting the value of the stock market into a multiple of earnings, book values, or sales. The second is finding the same company, it is difficult to do because no two companies are exactly the same and the company in the same business sector there is also a difference in the level of risk, growth and cash flow. The question is how to control these differences, when comparing the prices of several companies into one key. (Damodaran, 2012). Several relative valuation method that is the price to earnings ratio (price earnings ratio), the ratio of price to book value (price to book value), and the ratio of price to sales or revenues (price to sales) and Sector Specific Multiple. (Damodaran, 2012).

The ratio of price / earnings (price / earnings (P / E) ratio- PER) (Earnings Multiple) is a relative valuations are often used, ie the ratio of stock price to earnings per share calculations using the data reported earnings in the last year or profit projected for the coming year. PE is expressed in the following formula:

PE = Market price per share/Earnings per share

III. METHODOLOGY

The data used in the research are quantitative, and using secondary data. The data of the Annual Financial Statements of the issuer 2011-2016 period issued by the Indonesia Stock Exchange on the official website of the Stock Exchange (www.idx.co.id). The price movement of shares from the official site Yahoo Finance and Indeks Harga Saham gabungan (IHSG) (www.finance.yahoo.com) and the Indonesian Banking Report data 2011-2016 were obtained from the official website of Bank Indonesia and the Financial Services Authority (www.bi.go.id and www.ojk.co, id). This study also uses data derived from the literature, like other studies, reference Indonesian capital market, books, and other resources related to the issues raised in this research.

The method of collecting data in this study using literature study design, in which the data acquisition done in the learning literature, documents, writings articles and research literature. Data obtained results in the form of secondary data and processed according to the needs of research.

IV. DATA ANALYSIS AND DISCUSSION

3.1 Top Down Analysis

Macro Economic Analysis is an analysis of the factors relating to the condition of a country, therefore, even though it is outside the company, but the macro economic factors have an influence on the performance of companies either directly or indirectly. This is what underlies that an analysis of the macro economy is an important consideration that is used by investors in making the decision to purchase or sell shares. Some of the important variables that are used to describe a country's economy is gross domestic product, Inflation, Exchange Rate and Interest Rate

GDP is an indicator used to determine the growth rate of a country. Bappenas predicts that by 2016 the domestic economy will grow by 5.8% - 6.2%, this is due to the positive sentiment emanating from the global economy such as the improvement in the US economy; start recovering economies in Europe and emerging markets economies have continued to rise and the phenomenon of the decline in world oil prices were favorable for oil importing countries. Besides the continued structural reforms in the country are expected to run in a comprehensive manner.

In 2016, the inflation target may be optimistic fulfilled because one of the factors is that on January 5, 2016 the government set aside a decrease in fuel prices that coordination of government policy and the central bank in controlling inflation needs to be strengthened, particularly related to possible adjustments in administered prices (price- the price set by the government) and wary of volatile food inflation (prices are formed through the market mechanism), so the target of expected inflation stable in the range of less than 5% can be met.

Entering 2016, the pressure on the rupiah continues because of the influence of the global economy still dominates. In the first quarter of 2016 rupiah IDR is at its highest level. 13 935, -. In the second quarter of 2016, Indonesia will be a strong positive perceptions for economic growth and subdued inflation rises. External conditions supported by the improving global economic growth. Domestic economic outlook is improving, the *capital inflow* (foreign capital flows) will be improved, so that Indonesia would be a positive balance of payments it will lead to the stronger rupiah.

Bank Indonesia decided to lower the BI Rate by 25 bps to 7.25% in early 2016, the decision is in line with the easing of global economic uncertainty after the Fed's interest rate hikes as well as growing macro-economic stability. Bank Indonesia decided to lower interest rates in February and March 2016 with a decrease respectively by 25bps,so in March 2016 and last until the month of May 2016 is the BI Rate at 6.75%, This policy is taken for Bank Indonesia considers that macroeconomic stability is maintained, reflected in controlled inflation within the target range of 4 ± 1%, the current account deficit improved, and a relatively stable exchange rate. Transmission of monetary policy through the interest rate channel, better function, as well as preparation for the implementation of a reformulation of the benchmark rate.

Subsequent analysis after menganlisi macroeconomic ie industry analysis. Mechanical analysis will use the description method *SWOT* that covers *Strength, Weakness, Opportunity* and *Threat.* Beikut a summary analysis of the banking industry in 2011-2015

Strength or strength of the banking industry throughout are as follows:

1. Total assets have increased from year to year, in 2011 the total assets of Rp. 3,652 trillion and by 2015 total national banking assets stood at Rp. 6132 trillion.
2. Capital adequacy ratio or CAR during 2011 to 2015 continues to increase, it shows the bank capital in Indonesia has sufficient capital good resilience, with an average CAR of 18.52%, this figure is far above the minimum limit CAR which has been set up, namely by 9%.
3. Credit risk is still maintained at a low enough level, which is below the limit set at 5%, if the NPL exceed 5%, the bank declared unfit, throughout 2011-2015 NPL ratio stood at an average of 2.1%. This means that banking in Indonesia is able to be alert to keep safe credit quality.
4. The ability to generate profits in the banking sector in Indonesia is very good when compared to other countries in the region, such as Malaysia and Singapore, which is in the range from 1.6 to 2.0%. The average NIM throughout the years 2011-2015 amounted to 5.4%.

Weakness or weaknesses the banking industry throughout the years 2011-2015 are as follows:

1. People do not fully covered by financial services.
2. The ratio of Operating Expenses to Operating Income or BOPO relatively high throughout the last five years or are at an average of 78.18%, higher than the ratio BOPO in the ASEAN region which is between 40% -60%.
3. Slowing credit growth from 2012 to 2015 was in line with the slowdown in domestic growth.

Opportunities or opportunity that the banking industry throughout the years 2011-2015 are as follows:

1. BI policy in raising and lowering the BI Rate is an opportunity for the banking industry to run its business
2. through a BI BI Regulation has issued various policies as measures to address the problems faced by the banking industry.
3. Economic conditions in Indonesia continues to grow, supported by some economic policy package issued by the government.
4. MEA is expected to boost the economy in Indonesia.

Threat or challenge owned the banking industry throughout the years 2011-2015 are as follows:

1. Global growth is still not strong enough in line with the US economy that are not quite solid and the economic slowdown in China.
2. Indonesia will become a market for products of MEA countries
3. In the development of information and communications technology is something that must be considered in improving competitiveness and meet the needs of the community.

The last step in the top down analysis is analysis of micro-enterprises, in this research will use quantitative analysis methods in assessing the company, the method used is the method of dividend discounted model and price earning ratio. First step is calculating growth, and in this research using stable growth. Value *growth* is then used in the calculation of the discount rate, which in this study using the *cost of equity* approach. *dividend discount models.* The result of the calculation is as follows.

TABLE 1
THE RESULT OF CALCULATION GROWTH AND COST OF EQUITY

Stock	Growth	Ke	Do
BBRI	19,29%	22,33%	7.619.300
BMRI	15,00%	17,48%	6.100.000
BBNI	11,80%	14,56%	2.266.650
BBCA	17,34%	18,71%	3.944.800

Note : D_0 is in billion rupiah
Source : data processed in Februari 2017

The calculation of intrinsic value using the dividend in 2016 and to the current stock price using the calculation of the monthly pivot point from January 2017. Here are the results of calculations using the intrinsic value method of DDM

TABLE 2
THE RESULT OF CALCULATION INTRINSIC VALUE WITH DDM

Stock	DDM $D_0(1+g)/k-g$	V_0	Vaktual	Price condition
BBRI	289.333.609	11.729	11.678	Undervalued
BMRI	276.601.921	11.854	11.125	Undervalued
BBNI	89.274.267	4.787	5.633	Overvalued
BBCA	332.746.089	13.496	15.342	Overvalued

Note : D_0 is in billion rupiah
Source : data processed in Februari 2017

The results of the calculation method of DDM, produce that BMRI and BBRI are undervalued so it is recommended to investors and prospective investors to buy BBRI and detained if they own shares. BBNI and BBCA shares are overvalued, so it is recommended to investors and prospective investors to sell the stock if they already have and do not make the decision to buy BBNI and BBCA.

The intrinsic value method PER is obtained by multiplying the value of the average company's comparison with the book value per share. Further results will be compared with the intrinsic value of the stock value t_1 forecast using Pivot Point approach, as in the DDM calculation to determine whether the stock is undervalued or overvalued.

TABLE 3
THE RESULT OF CALCULATION INTRINSIC VALUE WITH PER METHOD

Stock	Average PER	EPS	V_0	Vaktual	Price condition
BBRI	13,22	857	11.286	11.678	Undervalued
BMRI	12,81	752	9.618	11.125	Overvalued
BBNI	13,29	454	6.044	5.633	Undervalued
BBCA	10,56	583	6.152	15.342	Overvalued

Source : data processed in Februari 2017

BBRI and BBNI intrinsic value with PER approach are undervalued, therefore, if the investor or prospective investor using PER approach it is advisable to buy the stock and hold it if you already own shares and BBNI BBRI. Investors and prospective investors are advised to sell and not to buy shares BMRI and BBCA if using the analysis method PER, as a result of its intrinsic value is worth overvalued.

3.2 Manajerial Implication

BBRI, BMRI, BBNI and BBCA which are the four largest banks in Indonesia, the vast majority have above-average performance of national banking, as seen from the ratios formed throughout the years 2011 to 2016. And, based on the analysis of the fair value shares over the last five years with the discounted dividend method models, two stocks that BBRI and BMRI worth undervalued, where the actual price formed on the market less than the fair value that are formed through the results of the analysis. Thus when viewed from the side of fundamental financial performance related cash flow to equity shares BBRI, BMRI, BBNI and BBCA in the long run to have the opportunity to continue to grow with the assumption that the actual price in the market will be at or near its intrinsic value, so investors who choose these shares and aims for long-term investing can earn maximum profit.

Research using PBV produce that shares have room highest price increase is stock BBNI, then continued with the BBRI stock shares and last BMRI BBCA. Therefore, when using PER methods it is advisable to buy the shares still had room price increase is substantial compared with other companies that are still worth shares undervalued. The stock is BBNI and BBRI.

The method results approached forecast stock value t1 is the discounted dividend method models, because of the four companies studied intrinsic value that comes closest to the actual price in the market is using DDM. Therefore, if an investor wants to invest in the short term but still consider the fundamental condition of the company, it is advisable to use the method of DDM as a tool of analysis

V. Conclusions

The conclusion of this study are as follows:

1. The results of the calculation method discounted dividend model: the stock BBRI and BMRI are undervalued than BBNI and BBCA are overvalued
2. The results of the calculation method of price to earnings ratio is stock BBRI and BBNI are undervalued, while BBCA and BMRI worth overvalued
3. The method that produces an intrinsic value approach the forecast value of the stock dividend t_1 is discounted models. So the discounted dividend method is recommended for more models used in the analysis of banking stocks.

Suggestions from this research are as follows:

1. For prospective investors and investors can make the results of this study as a reference and evaluate investment decisions, so that in its role as market players capable of acting rationally and using in-depth analysis in investing.
2. For the company's management BBRI, BMRI, BBNI and BBCA expected to maximize its potential and continue to innovate so as to improve the company's performance and gain market confidence, and thus these three companies will generate returns that correspond to its potential.
3. For further research, could make this study as a reference for subsequent research, by adding the methods and other research samples.

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ISLAMIC CULTURE IMPACT OF INCREASING SATISFACTION AND PERFORMANCE OF EMPLOYEES: STUDY OF EDUCATIONAL INSTITUTIONS SABILLILAH SAMPANG

Dinda Fatmah[1], Chamdan Purnama[2]

[1] *Lecturer, School of Economics Al-Anwar, Mojokerto*
E-mail: fatmah.dinda@gmail.com

[2] *Lecturer, School of Economics Al-Anwar, Mojokerto*
E-mail: chamdan.p@gmail.com

Abstract. Many studies conducted by experts who want to know the direct relationship between organizational culture with organizational performance, but there are also some empirical studies which found that organizational culture is directly does not have a significant impact on employee performance, which means other variables that directly affect the performance employees. Therefore, this study seeks to show how big the Islamic culture through employee satisfaction influence on performance. The research was conducted on respondents as many as 106 employees both as educators and non-educators at the Education Institute SabilillahSampang. Through analysis approach structural equation modeling (SEM) found that: First, the culture of Islam which includes (competence, commitment, honesty and transformative) directly positive effect on employee performance. Second, Islamic culture which includes (competence, commitment, honesty and transformative) positive influence on employee performance through job satisfaction. Third, Islamic culture and job satisfaction simultaneously positive influence on employee performance.

Keywords: Islamic culture, Job satisfaction, Employee performance

I.INTRODUCTION

The achievement of success in an organization can not be separated from the role of each of human resources within the company, for every organization or company that realizes the importance of human resources qualified for the progress of the company, trying to properly manage its human resources to be able to achieve the targets that had been selected by the company.

One national problem faced by Indonesia today is the handling of the low quality of human resources. Number of human resources in Indonesia is huge, if it can be utilized effectively and efficiently would be helpful to support the pace of sustainable national development. In order for the public available human resources needed reliable quality education, the provision of various social facilities and sufficient jobs. The main challenge is how to actually be able to create human resources which can produce optimal performance to achieve the goals of a company or organization. Ting (2011) to create effective employee performance and efficient for the betterment of the organization hence the need for organizational culture as one of the guidelines that could be a reference to the employee to perform the activities of the organization. Organizational culture are the values that flourish in an organization, where these values are used to steer the behavior of members of the organization (Soedjono, 2005). The employee's behavior is influenced by the environment in which they work that was formed through the culture of the organization, where the culture of an organization is expected to improve employee performance.

Besides influence on employee performance, organizational culture are also well aligned with job satisfaction. Job satisfaction can be defined as an emotional state that is pleasant or unpleasant in which employees view their work (Handoko, 2009). If the employee perceptions of organizational culture in a well, then the employees will feel satisfied with the work. Conversely, if the employees' perception of the culture in an organization is not good, then employees tend to be dissatisfied with his work

(Robbins and Judge, 2008). Employees who are satisfied with the work and considers her work as something fun will tend to have a good performance.

Some organizational behavior experts have been trying to see how and what are the factors that can affect the performance. From previous studies (Shore and Martin, 1989; Udo, et al, 1997; Clugston, 2000; Elangovan, 2001; Pareke, 2004; Falkenburg and Schyns, 2007; Emami, et al, 2012) (Yousef (2002); McKinnon et al. (2003); Koesmono (2005); Samad (2005); Manetje and Martins (2009); Ojo (2009); Rose et al. (2009); and Gunlu et al. (2010). However, there are also some empirical studies which found that organizational culture and job satisfaction organizational did not have a significant impact on employee performance Crossman and Zaki (2003); Chang and Lee (2007); and Yiing and Ahmad (2009). Such an understanding of the culture according to Soedjono (2005) that organizational culture is the values that flourish in an organization, where these values are used to steer the behavior of members of the organization. Therefore iti research the values used are Islamic values. An understanding of values Islamic values will affect the behavior of an individual to perform activities included in the work. Darajat (1984), defines value as a set of beliefs or feelings that is believed to be an identity which gives a special pattern to a pattern of thought and feeling, attachment and behavior. Value itself directing behavior and satisfaction in daily life (Kusaili, 2007). Values on which the conviction can be born from a culture that has developed in the community. Values of right or wrong in the community known as ethics. Ethics comes from the Greek ethos (single word), which means the customary habits (Sadozai, 2012). Ethics refers to the rules of right and wrong, good or bad. Religious values would then affect an individual in a work ethic. According Purnama (2014) ethics can be interpreted as an attitude, personality, character, characters, and beliefs that serve as the basis for an activity undertaken by individuals or groups in order to achieve a desired goal, include; competence, commitment, honesty and transformative.

From the definition and the research that has been conveyed in this study wanted to know how big the influence of Islamic culture affects job satisfaction and employee performance SabillahSampang Education Institute.

II. OVERVIEW LITERATURE

2.1. Islamic culture

According Soedjono (2005) that organizational culture is the values that flourish in an organization, where these values are used to steer the behavior of members of the organization Values on which the conviction can be born from a culture that has developed in the community. Values of right or wrong in the community known as ethics. Ethics comes from the Greek ethos (single word), which means the customary habits (Sadozai, 2012). Ethics refers to the rules of right and wrong, good or bad. From some sense it can be concluded that the culture of Islam ordered his people to work in cooperation with followed by a variety of safety devices such as moral values, namely morality or ethics. Hafinuddin and Hendri Cape (2003) reveals there are some characteristics of the work culture of Islam, namely: (1) Work is nice and helpful; (2) Work towards stability and perfection; (3) Work is doing their best and better again; (4) Working hard to obtain optimal results; (5) Competitive and mutual help; (6) Looking at the value of time. Research from Shukor (2010) proved that belief in religion impacts on the understanding of religious values which will then affect the performance of an individual. From previous research finding work ethic affect the performance (Imam et.al., 2013), the commitment (Sabri, 2011), to the perception of fairness (Rokhman 2010; Farahizadeet.al.,2013), the involvement of labor and reduce the level turnover (Khan and Muhammad Abbas, 2012). From these findings, the authors focus on identifying the problem as follows: (1) How does the influence of religious values on the performance of employees of small businesses; (2) What about the influence of Islam on the performance of the work ethic of employees of small businesses; (3) How religious values affect employee performance through the work culture of Islam.

While in the study of Islamic culture indicator used was developed by Purnama (2014), Hafinuddin and Hendri Cape (2003), Antonio (2012) includes the competence, commitment, honesty and transformative.

2.2. Job Satisfaction,

By definition, job satisfaction is a positive attitude of employees towards work, which comes under the assessment of the employment situation (Robbins and Judge, 2008; Umam, 2010). According to Handoko (2009) Job Satisfaction is the emotional state of pleasant or unpleasant by which employees view their work. Job satisfaction reflects a person's feelings towards their work, which usually appears in the positive attitude of employees towards work and everything that is faced in their work environment ". According Malthis (2008: 107) job satisfaction is a positive emotional state of a person's work experience evaluated. Job dissatisfaction arise when anticipations are not met. Job satisfaction has many dimensions, in general is the satisfaction in the work itself, salary, recognition, relationships between supervisors with labor, and the opportunity to move forward. Handoko (2009) expressed satisfaction at the work (job satisfaction) as an emotional state that is pleasant or unpleasant by which employees view their job. Job satisfaction reflects a person's attitude towards his job.

Job satisfaction expresses a number of compatibility between one's expectations of job performance that can be given by the company and the consideration paid for his work. In essence, one is encouraged to move because he hoped that it would bring better conditions satisfactory than the present situation. So the work is a form of activity that aims to gain job satisfaction (Smith and As'adWeckelly in 2001). Robbins (2002: 36) suggests some important factors that bring more job satisfaction first is a job that gives an opportunity to use skills, and feedback about how well they work, the next factor is how the working conditions of employees, both in terms of personal comfort and ease of performing the job, these things are closely related to the rules and standards set by the company, whereas the established rules and standards of organizational culture within the company itself. Job satisfaction felt by employees is influenced by two factors, namely intrinsic and extrinsic factors (Johan, 2002). Intrinsic factor is a factor that comes from within the individual that brought each employee since it began work in their workplaces. Whereas extrinsic factors are factors concerning matters that come from outside the employee, such as the physical condition of the working environment, interaction with other employees, the payroll system, and so forth.

Meanwhile, according to Luthans (2006), there are five dimensions that affect job satisfaction, namely: colleague, employment, followed most recently supervision and opportunities. These indicators are used as a measure of job satisfaction.

2.3. Employee performance

According to the Mangkunagara (2010: 116), employee performance can be measured by the quantity, quality, efficiency, professional standards, capabilities, judgment, accuracy, knowledge, and creativity. By Lewa and Subowo (2005: 75), an indicator of employee performance is a factor of the quality of work; quantity; knowledge; reliability; and cooperation. Lawler and Porter declared the successful achievement of performance is obtained someone's role on what they did (As'ad, 2001). According Rival (2004) performance is the result or the overall success rate of a person during a certain period in carrying out the task compared with a range of possibilities, such as the standard of the work, the target / targets or criteria that have been agreed. According Mangkunagara (2001) results in quality and quantity of work accomplished by an employee in carrying out their duties in accordance responsibilities given to him. Dessler (2009), that the performance is a performance, a comparison of the work significantly with the standards specified work.

While Bernardin and Russel in Ruky (2010: 115) gives the sense According to Gibson (2008: 55), job performance is the result of the work associated with the organization's objectives, efficiency and effectiveness of performance other performance. Meanwhile, according to Ilyas (2009: 99), the performance is the appearance of the work of personnel as well as within an organization. The appearance of the work is not limited to personnel who took office functionally and structurally but also to the entire range of personnel within the organization.

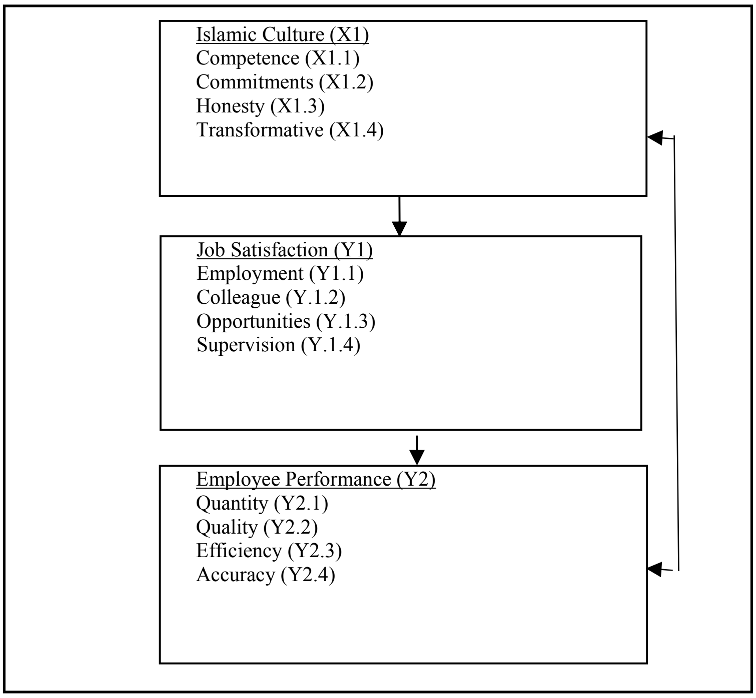
Based on the definitions above it can be concluded that the performance of the work performance by employees in the workplace in carrying out its duties and responsibilities. There are three factors that affect the performance of individual employees, namely: (1) the individual's ability to carry out such work; (2) the level of work done; and (3) support organization (Mathis and Jackson, 2006). Employee performance can be improved if these three factors is within the employee, and the employee's performance will be reduced or decreased if one of these factors does not exist. In this study used indicator of the development of Tsuiet.al.,(1997) and Purnama (2011) which consists of; quantity, quality, efficiency, and accuracy.

III. CONCEPTUAL FRAMEWORK

The conceptual framework of the research is intended to illustrate how the relationship between the variables based on theory and previous studies experts. Model conceptual framework linkages between variables in this study can be presented in figure 1 below.

FIGURE 1

MODEL FRAMEWORK CONCEPTUAL RESEARCH



IV. METHODS RESEARCH

In general, this study aims to describe and analyze the influence of Islamic culture that includes intellectual competence, commitment to duty, honesty and transformative capabilities to employee performance through job satisfaction. In accordance with its objectives, this study was designed as an explanatory study. The results obtained in this study is expected to provide an explanation of how the Islamic culture affects job satisfaction and impact on employee performance. Total population in this study were 106 employees in the Institutions of SabilillahSampang.

V. RESULTS

5.1. loading factor confrimatury Testing Results Analysis, Critical Path ratio and coefficient

In this study used factor analysis and regression model with Structural Equation Modelling (SEM). Based on the results of testing the model, then obtained loading factor confrimatury and Critical ratio as follows:

1) Islamic Culture

Results loading factor confrimatury and Critical ratio of Islamic Culture is as follows:

TABIE 1

REGRESSION WEIGHT (LOADING FACTOR CONFRIMATURY) STANDARDIZED ESTIMATE (SE) AND CRITICAL RATIO (CR) INDICATORS OF ISLAMIC CULTURE FACTOR

No.	Indicators	SE (Loading Factor) good of fit> 0.4	CR good of fit> 1.96	Probability (P) good of fit <0.05	Specification
1	Competence	0758	3,699	0,000	good of fit
2	commitments	1,021	4,504	0,000	good of fit
3	Honesty	1,000			good of fit
4	Transformative	1,210	4,734	0,000	good of fit

Sources: primary data are processed

Test results that are presented in table 1 show that if seen from the loading factor confrimatury, that these four indicators above the value of 0.4 according to Ferdinand (2008) the value of the loading factor is allowed to come in the analysis model is greater than 0.4, Ferdinand further said that while the CR required is greater than 1.96 at the level of α = 0.05 and the value of CR the fourth indicator shows that significant with CR values: 1.96 and the value of the probability (P) of 0.00 is smaller than 0.05. From the above test results obtained at these four indicators that can be used as a measure of Islamic Culture in explaining variables, namely: Competence, Commitments, Honesty and Transformative. Fourth indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.

2) Job Satisfaction

Results and Critical confirmatory factor loading ratio on Job Satisfaction in the following carefully:

TABLE 2

REGRESSION WEIGHT (LOADING FACTOR CONFRIMATURY) STANDARDIZED ESTIMATE (SE) AND CRITICAL RATIO (CR) INDICATORS OF FACTORS JOB SATISFACTION

No.	Indicators	SE (Loading Factor) good of fit> 0.4	CR good of fit> 1.96	Probability (P) good of fit <0.05	Specification
1	Employment	1,362	4,756	0,000	good of fit
2	Colleague	3,907	5,425	0,000	good of fit

3	Opportunities	0925	3,715	0,000	good of fit
4	Supervision	1,000			good of fit

Source: primary data processed

Test results that are presented in table 2 show that when seen from the value of the loading factor, that four of the indicators above 0.4 by Ferdinand (2008) the value of the loading factor is allowed to come in the analysis model is greater than 0.4, Ferdinand further said to (CR) required greater than 1.96 at the level of α = 0.05 and if seen from table 2 shows that the value of its CR fourth significant indicators with CR value of 1.96 and when seen at the level of α = 5% , It can be seen the value of the probability (P) 0,000 less than 0.05. From the test results above obtained that the four indicators, all of which can be used as a measure in explaining jointly variables Job Satisfaction are: Employment, Colleague, Opportunities and Supervision of these four indicators are best able to explain the variable Job Satisfaction is Colleague, Employment, followed Supervision and most recently Opportunities.

3) Employee Performance

Results loading factor confirmatory and Critical ratio of success in the meticulous effort are as follows:

TABLE 3
REGRESSION WEIGHT (LOADING FACTOR CONFRIMATURY) STANDARDIZED ESTIMATE (SE) AND CRITICAL RATIO (CR) INDICATORS OF FACTORS EMPLOYEE PERFORMANCE

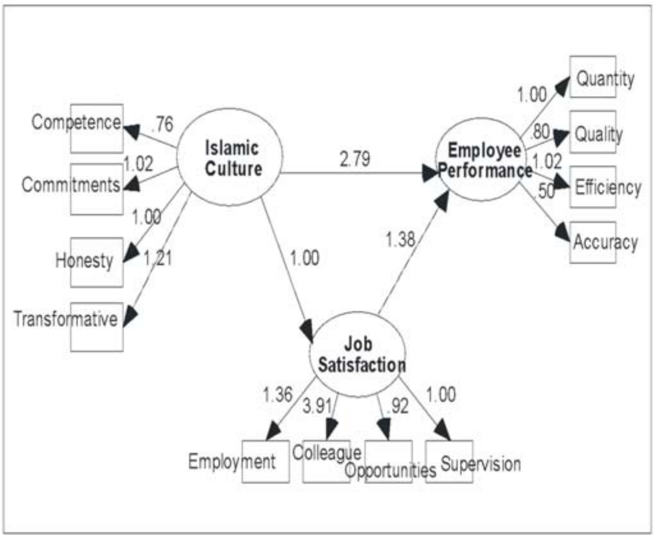
No.	Indicator	SE (Loading Factor) good of fit> 0.4	CR good of fit> 1.96	Probability (P) good of fit <0.05	Specification
1	Quantity	1,000			good of fit
2	Quality	0.820	2.300	0.021	good of fit
3	Efficiency	1,016	7766	0,000	good of fit
4	Accuracy	0.510	2.360	0.019	good of fit

Source: Data primary processed

Test results that are presented in table 3 shows that when seen from the loading factor, that these four indicators value above 0.4 and if seen from table 4b shows that the value of the four indicators CR significantly with CR value of 1.96 and if visits at the level of α = 5%. It can be seen the value of the probability (P) 0,000 less than 0.05. From the above test results showed that the four indicators, all of which can be used as a measure in explaining variable Employee Performance are: Quantity, Quality, Efficiency and Accuracy. Fourth indicators are jointly able to explain the variable Employee Performance and of these four indicators are best able to explain the variable is Efficiency, Quality and then Quantity followed most recently Accuracy.

The test results Confrimatory Factor and path coefficients with variables influence the Islamic Culture Competence indicators, Commitments, Honesty and Transformative and Job Satisfaction which include; Employment, Colleague, Opportunities and Supervision of the Employee Performance are: Quantity, Quality, Efficiency and Accuracy in general can be seen in figure 2 below:

FIGURE 2
CONFRIMATORY FACTOR AND COEFFICIENTS CHANNEL EFFECT OF VARIABLE ISLAMIC CULTURE AND JOB SATISFACTION ON EMPLOYEE PERFORMANCE



5.2. Hypothetical Testing Results

Results of calculations as presented in table 4

TABLE 4
RESULTS OF TESTING EFFECTS ISLAMIC CULTURE AND JOB SATISFACTION TO THE EMPLOYEE PERFORMANCE.

NO	Variable	Coefficient Line	SE	CR	Probability (P)
1	Job Satisfaction ← Islamic Culture	1000			
2	Employee Performance ← Islamic Culture	2,794	0184	2,553	0,020
3	Employee Performance ← Job Satisfaction	1,382	0573	4,875	0,000

Source: Primary data are processed

Seen from table 4 above, significant with the value of the critical ratio> 1.96 and at the level of α = 0.05 (Ferdinand, 2008). It was found that 1). Islamic Culture significant effect on Job Satisfaction withvalueprobability (P) and the CR value is perfect. 2). Islamic Culture significant effect on Employee Performance with avalueprobability (P) = 0.020 less than 0.05 and 2,553 CR is smaller than 1.96 and 3). Job Satisfaction significant effect on Employee Performance with avalueprobability (P) = 0.000 less than 0.05 and CR 4875 is greater than 1.96. Results of testing the influence of Islamic Culture on Job Satisfaction and Employee Performance shows that the Islamic Culture effect on Job Satisfaction with value path coefficient of 1.000, while the direct influence of Islamic Culture on Employee Performance value path coefficient of 2.794 and influence Job Satisfaction on Employee Performance value path coefficient of 1.382

VI. DISCUSSION

In this section we will discuss the research findings described in the previous section. Discussion is done based on empirical and theoretical findings and previous research relevant to the research conducted. This discussion is intended to explain the appropriateness and relevance of each dependent variable and independent variables. From the tests using AMOS 4 through analysis of SEM*(*StructuralEquationModelIing),the test results for the model either through the overall test and measurement test can be drawn that the multilevel model is able to explain the phenomenon in the organization in several important aspects.

The results of this study to answer that very good multilevel models to explain the model or accept the hypothesis. By analyzing the influence of Islamic Culture on Job Satisfaction and Employee Performance expected us to gain an understanding of the importance of Islamic Culture in enhancing Job Satisfaction and Employee Performance in Institutions of SabilillahSampang. In this study connects the three variables proposed in the model. Those variables include: Islamic Culture, Job Satisfaction and Employee. Indicators of the four variables are as follows:

- Variable Islamic Culture measured by indicators;competence, commitments, honesty and transformative. Fourth indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.
- Job Satisfaction variables which includes; employment, colleague, opportunities and supervision of these four indicators are best able to explain the variable Job Satisfaction is colleague, employment, followed most recently supervision and opportunities.
- For variable Employee Performance are: quantity, quality, efficiency and accuracy. Fourth indicators are jointly able to explain the variable Employee Performance and of these four indicators are best able to explain the variable is efficiency, quality and then quantity followed most recently accuracy.

In this study, in addition to finding a new model as mentioned above, also found the influence of Islamic Culture variable variable influence on the Job Satisfaction and Employee Performance as a hypothesis test results in Table 4.

An explanation of the effect of variable influence on the Islamic Culture Job Satisfaction and Employee Performance is as follows:

1) Influence of Islamic Culture variables to Job Satisfaction

From the analysis of SEM(StructuralEquationModelling)found that, variable Islamic Culture with indicators covering competence, commitments, honesty and transformative, influential Job Satisfaction. Of the four indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.

It can be concluded that the test results with the analysis of SEMthrough AMOS 4.0 shows that the Islamic Culture positive effect on Job Satisfaction. These findings show that the results are in line with what was mentioned by Yousef (2001) who studied the culture of Islam as a moderator of employee job satisfaction on Muslims in the United Arab Emirates. As a result, the work culture of Islam has a positive effect on job satisfaction. So, the individual has a high commitment to the culture of Islam (stressing hard work, dedication to work, cooperative) the higher the perceived job satisfaction. Hayati (2012) also examined the work culture of Islam and its relation to job satisfaction and performance. As a result, the work culture of Islam to give a greater influence on job satisfaction and performance. Thus, Islamic principles believed by the individual will be embedded into intrinsic motivation in him, and the intrinsic motivation has the strongest influence for the achievement of individual job satisfaction. Islam sees the job work culture has an important meaning for a person's future economic, social and psychological, to give honor, to improve social welfare and strengthen (Ali, 2008). With this, the work culture of Islam can facilitate the individual life goals. According what is taught in Islam, the individual must have a job that is useful and meaningful. Work is also seen as evidence of achievement and independence. People will be successful and advance due to work hard. Work is a source of wealth and well-being (Chanzanagh and Akbarnejad, 2011), this is in line with the principle of work as the source of ownership. Fairness and transparency of a work is also an important thing for a Muslim, because it will give the view that there was no difference in social class for them. A Muslim must also be able to choose the types of jobs that match their interests and skills, so as to minimize errors and discrepancies that will be caused. The achievements resulting from the work performed and provide benefits for others, and a sense of justice that is felt, can cause a sense of satisfaction with the work performed.

2) The influence of Islamic Culture towards variable Employee Performance

From the analysis of SEMfound that, Employee Performance influenced by the Islamic Culture. Variable Islamic Culture with indicators covering competence, commitments, honesty and transformative. Of the four indicators are jointly able to explain the variable and of these four indicators are best able to explain the variable is transformative capability, then the commitment in work, followed by competence and most recently Honesty.

It can be concluded that the test results with the analysis of SEM through AMOS 4.0 indicates that the variable positive influence on the Islamic Culture Employee Performance. These findings show that the results are in line with what was mentioned by Shukor (2010) proved that belief in religion impacts on the understanding of Islamic culture which would then affect the performance of an individual. Previous research has found work ethic affect the performance (Imam et.al.,2013), the commitment (Sabri, 2011), to the perception of fairness (Rokhman 2010; Farahizadeet.al.,2013), the involvement of labor and reduce the level of turnover (Khan and Muhammad Abbas, 2012). Some research suggests that the culture of Islam can drive satisfaction, commitment and continuity of work and the results, can reduceratesturnover employee(Marriet.al.,2012). Islam regards the work culture as a goal to work not just finish the job, but to promote personal growth and social relationships (Hayati, 2012). This is important because not only provide benefits to individuals who adhered to the principle, but the culture of Islam is also an impact on the environment as a whole. The success and the success of the work depends on a person's hard work and commitment to his work. Commitment to the job may also increase social welfare. Problems can be reduced if people are committed and avoid unethical things to accumulate wealth (corruption). It is emphasized in the concept of work culture of Islam is the inclusion of intent in performing an activity. If the work is seen as a virtue, then the work will be of benefit to themselves and others. Individuals will exert all the capabilities, and felt life meaningless without work (Ali, 2008). Therefore, their views on this matter (in accordance with the concept of work culture of Islam) can encourage individuals to have a high involvement in the work. Additionally, Islam teaches a Muslim should be trusted (trust) in holding an affair (Chanzanagh and Akbarnejad, 2011). By mandate, the individual will have a strong sense of responsibility towards his job. Similarly with Mohamed (2010) examines the culture of Islam in the Arab students in Israel. As a result, the work culture of Islam influence on variable individualism, individualism where the emphasis is on achievement and loyalty. This is a proof that a Muslim would give his best dedication to the job, are loyal to the organization where they work. Additionally, Marriet.al.,(2012) also revealed the results of his research that individuals who hold strong work culture of Islamic principles would also increase its commitment to the organization and reduce the intention to leave the organization.

3) Variables influence Job Satisfaction on Employee Performance

From the analysis of SEMfound that, Employee Performance influenced by Job Satisfaction, Job Satisfaction Indicators include; Employment, Colleague, Opportunities and Supervision of these four indicators are best able to explain the variable Job Satisfaction is colleague, employment, followed most recently supervision and opportunities. And for Employee Performance variables are: quantity, quality, efficiency and accuracy. Fourth indicators are jointly able to explain the variable Employee Performance and of these four indicators are best able to explain the variable is efficiency, quality and then quantity followed most recently Accuracy.

It can be concluded that the test results with the analysis of SEMthrough AMOS 4.0 indicates that the variable Job Satisfaction on Employee Performance. These findings show that the results are in line with what was mentioned by Qureshi et.al.,(2011) in this study stated that their job satisfaction factors that improve employee performance. The results show that there is a positive effect of job satisfaction on employee performance. This study jug line with research Soegihartono (2012), which concluded that job satisfaction has a positive influence on performance. To improve the performance of employees, the company did not forget to leave a factor of employee satisfaction. Nurse job satisfaction found to affect the performance and productivity of hospitals, Al-Ahmadi (2009: 112) conducted a study of nurses at a hospital in Riyadh, Saudi Arabia. Results of regression analysis indicated that some of the variables that contribute to employee performance. Staff job satisfaction can affect patient outcomes. All service providers showed better services when they are satisfied with his work and when they feel committed to the organization (McNeese and Smith, 2005). Empirical research also found that job satisfaction has a positive and significant influence on employee performance Rose et.al.,(2009); and Gunluet.al.,(2010). A person tends to work very vigorously if satisfaction can be gained from his job and employee satisfaction is a key driver of morale, discipline, and employees' performance in supporting the realization of the company's goals "(Hasibuan, 2003: 203). Prayuginingsih (2011) indicates that there is a positive relationship between job satisfaction on employee performance variables. High or low a person's satisfaction will have an impact for the organization. According to Robbins (2007) some impact due to job satisfaction, among others: job satisfaction within the organization to produce a good performance because it can increase the productivity of a person. If satisfaction and productivity are combined for an overall organization, an organization that has many satisfied workers tend to be more effective than those with fewer workers are not satisfied. Someone who is happy or satisfied with his work will be a productive worker employment.The success of an organization is influenced by the performance of the employee, for that each company will try to improve the performance of employees in achieving organizational goals that have been set. Job satisfaction is achieved employees will be able to trigger the performance.

VII. Conclusions

Based on the results of research and discussion of research can be concluded that the indicator variables Islamic Culture Competence, Commitments, Honesty and Transformative
Education Institute Sabilillah Employee Performance Madura as follows.

First,Islamic Culture with indicators covering (competence, commitments, honesty and transformative) indirectly affect Employee Performance Sabilillah Institutions Madura, namely through increased Job Satisfaction. Here Job Satisfaction has a direct influence on Employee Performance. Fourth Job Satisfaction indicator which includes; employment, colleague, opportunities and supervision jointly able to explain and job satisfaction of these four indicators are best able to explain the variable job satisfaction is colleague, employment, followed supervision and most recentlyopportunities,

The Second Job Satisfaction with indicators include; employment, colleague, opportunities and supervision affect variable employee performance. For variable employee performance are: quantity, quality, efficiency and accuracy. Fourth indicators are jointly able to explain the variable employee performance and of these four indicators are best able to explain the variable is efficiency, quality and then quantity followed most recently accuracy

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DAMAGE STATUS ASSESSMENT OF AGRICULTURAL LAND AS A RESULT OF BIOMASS PRODUCTION IN PROBOLINGGO REGENCY, EAST JAVA

BambangWicaksonoHariyadi, Mahrus Ali

Program StudiAgroteknologi

FakultasPertanian

UniversitasMerdeka Surabaya

wicaksonoumer@gmail.com

Abstract. This study was conducted to identify and analyze the fundamental properties of soil and evaluate crop destruction status due to the production of biomass in Probolinggo, East Java Province. The research on status of land degradation due to biomass production was used as a guide by the regent in making policy on conditions determination and status of damaged land for biomass production of Probolinggo based on standard criteria study of soil damage in order to manage and improve the soil/land quality. Case study method was carried out based on surveys. Data collection and processing activities were conducted in the area where data collection was conducted at 4 subdistricts in Probolinggo, East Java. The finding suggested that of four sub districts, the status forBantaran damage land or land for biomass production was 3.867.89 (ha), land for biomass production was 147,234.60 (ha) with the percentage of 2.63%. Land damage status orland for biomass productioninSumberasihSubdistrict was 2198.23 (ha), land for biomass production was 147,234.60 (ha) with the percentage of 1.49%. Land damage status for biomass production in Tegalsiwalan sub district was 3991.60 (ha), land for biomass production was147,234.60 (ha) with the percentage of 2.71 %. Land damage status in Paiton sub district or land for biomass production was 3922.74 (ha), land for biomass production was 147,234.60(ha) with the percentage of 2.66%. Land management to support the productivity of land Farms in Probolinggo, especially in villages in sub districts of SumberAsih, Bantaran, TegalSiwalan and Paitonfacedsome problems regarding the condition of land factors ofbulk density, degree water discharge, redox and microbes influencingland.

Keywords: Land damage, Biomass, Agriculture Land

1. INTRODUCTION

Terrestrial environment is a stretch of earth surface which is the unity of space with energy, materials of various types of biomass and living creatures and man with all his behavior. Diverse and high amount of environmental or natural resources result in high human activity. Some regionsare used as residential areas, industry, mining, agriculture, livestock farming, aquacultureof fresh water and so on. Due to its higher capacity, terrestrial environment is frequently used by humans for a variety of uses or activities, including development activities undertaken by governments and society. The amount of work performed on this terrestrial environment requires integrated effort in the form of a scientific study as a foundation for building with environmental concept.

Land degradation is caused by several factorsincludingsoil erosion as a result of high rainfall, low landvegetation, conversion of land from forests to seasonal agricultural land, steep land use and inappropriate land use that cause erosion as well as sedimentation and siltation of river. This resulted in reduced river for flowing waterthat cause flooding and soil fertility degradation, which eventually decrease agricultural production and reduce farmers' income.

High occurrence of land conversion, conversion of agricultural land lately is one threat to agriculture sustainability. Conversion of agricultural land is triggered by low incentive for farmers in farming and relatively low farming profit rate. Besides, agriculture is faced with various problems difficult to predict and high cost of control such as weather, pests and diseases, unavailability of means of production and marketing. Land conversion of agricultural land mostly happened in land with high productivity into non-agricultural land. Thus the public critical land issues occurs because of improper utilization patterns ie less attention to capacity and suitability of land due to the economic aspects of poverty and low understanding of conservation techniques.

2. METHODOLOGY

The location determinationto obtain soil sample was carried out by*overlay* or *superimpose* on some thematic maps created to obtain an overview of the areas that can potentially damage the land/soil.

The method used in this study is survey method, by making observations and taking soil samples directly in the field, followed by laboratory analysis. Observations and soil sampling was carried out at predetermined locations based on the work chart. Soil samples consist of two types of undisturbed anddisturbed soil samples. *Overlay* or *superimpose* on some thematic maps was performed to obtain overview of the areas that potentially experience land/ soil damage as the indicated in the figure provided. Superimpose consists of some thematic maps ie rainfall, slope maps, land use maps as analysis unit of land unit.

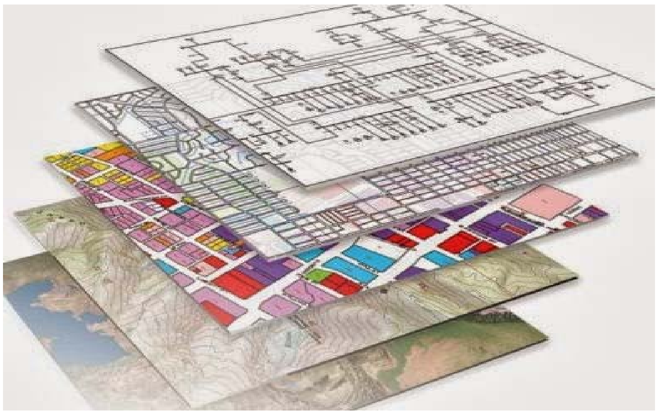

Figure 1:Illustration of superimpose/overlay thematic mapfor the determination of land analysis unit.

Below are the villages as samplinglocation in sub districts of Bantaran, Sumberasih, Paiton and Tegalsiwalan. Land unity area of the study is as follows:

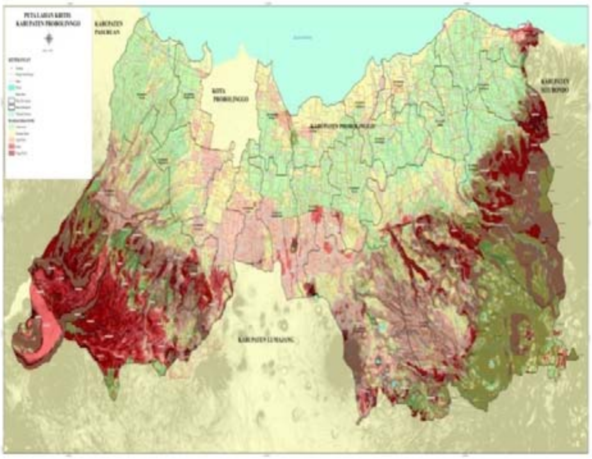

Figure 2.Map of ProbolinggoCritical Areas.

3. RESULTS AND DISCUSSION

Based on the analysis of overlay of a map of land use (for biomass production), slope maps, soil maps and rainfall maps in Probolinggo regency, 40 (forty) land unitswere mapped in four sub districts of study locations including Bantaran, Sumberasih, Tegalsiwalan and Paiton. The result of the observation and interpretation is as follow:

Table 1:SPM of Land Damage Status Information For Biomass Production in Some District Examined in 2014

Land information	Land area with the status of land degradation and/or land for biomass production (ha)	land area designated as land for biomass production (ha)	Percentage
Sumberashi	2198.23	147,234.60	1.49
Bantaran	3867.89	147,234.60	2.63
Tegalsiwalan	3991.60	147,234.60	2.71
Paiton	3922.74	147,234.60	2.66
amount	13.980.46	147,234.60	9.50

Source: Calculations of area by using GIS Calculate Feutures Geometri (Area).

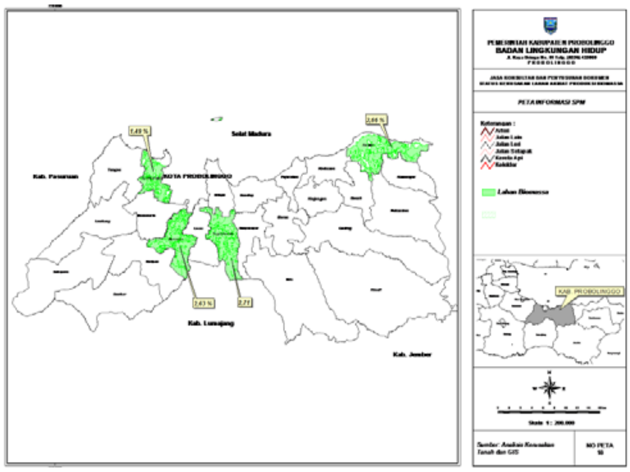

Figure 3. Map of Land Degradation Status for Biomass Production in 4 Districts

The results of soil degradationevaluation in the four Subdistrictare different, to districts SumberAsih sub districts includes the villages of LemahKembar, Mentor, Muneng, SumberBendo and TegalSono. Bantaran sub district includes the Villages of Legundi, Kropak, Gung Tugel, KarangAnyar and Patokan.TegalSiwalan sub district includes the Villages of GunungBekel, SumberBulu, SumberKledung, BuluJaranLor, BuluJaranKidul, TegalSiwalan, and BanjarSawah.Paitonsub district includes the villages ofBhinor, JabungSisis, Alas Tengah, KalijajarWetanand Plampang. Each village in all districts indicated significant land damage, some based on one parameterand another one is by more than one parameter, while specific differences of the soil condition vary.

A. SumberAsihSub District

SumberAsih sub district includes LemahKembar, Mentor, Muneng, SumberBendodanTegalSono villages. The seven villages have different land characteristics.

1. LemahKembarVillage(RiceField Irrigation)

This village indicated degraded land with problems of water discharge and redox level. The water discharge was low indicated by soil compression due to intensive cultivation. Intensive cultivationcauses eluviation or deposition ofsoil layer from the upper part. There was only small amount of redox due to lack of oxygen in the soil and the soil is always flooded, this causes high number of fe and mn in the soil and caused the soil poisonous that leads to low crop production.

The solution to restore the land is with minimumtillage and manufacture of irrigation and drainage channels to avoid soilwaterlogged,other alternative is to use organic fertilizers continuously in tillage and implement efforts to maintain land by crop rotation, which is growingdifferent plant not only rice.Farmers are also encouraged to reduce inorganic fertilizer use.

2. Mentor Village (IrrigationriceField)

Irrigation rice field in this village showed serious constraints on bulk density, degree of water discharge, redox and number of microbes. There were two problems of land in this village including larger bulk density compared with critical threshold; this indicated that there was only little organic material content in the soil.Thewater discharge was 0 cm / hour, with this number, water cannot enter the ground and the soil is in a solid state that leads to erosion surface layer lost. This will also affect redox reaction and cause Fe and Mnto be affected.There was nomicrobes because they were poisoned by Fe and Mn, this makes soil frequently flooded. The oxygen was low; changes also occurred due to frequent land cultivation that the land lost organic material.

The solution to these problems arecreatingirrigation systems and drainage in accordance with the form of land and using organic fertilizers from materials taken from manure or post-harvest of hay or remnants of harvest. The soil needs also to be processed as minimal as possible that the bulk density decrease while water discharge increases.

3. MentorVillage (Moor)

The land in this village was in critical condition with problems in water discharge and redox degree. There are plenty of alternative solutions available to address this problem. The degree of water discharge and redox is higher than that of inLemahKembar. Therefore,the land preparation needs high attention on characteristics of the soil texture which is dominated by clay and high loss ofsoil top layer due to erosion process that affects the decline of nutrients in plants.Redox level was low and will affect the growth of plants because P element is bound by Fe.

The solution to this problem is similar to that of in LemahKembar villagewhich is giving organic materialwith the source of manure or the or returning harvest residue back into the soil as well as the establishment of irrigation and drainage systems, which help the circulation of oxygen in soil and avoid flooding.

4. MunengVillage (IrrigationRice Field)

Irrigation rice field in this village indicated critical land with problems inbulk density, the level of water discharge and redox. The bulk density level was higher than that of critical threshold indicated decline in organic material. The level of water discharge which was 0.23 cm / hour creating problem to the movement of water and nutrients into the soil and cause lost of nutrient by surface waterto drains. The water condition hampers oxygen intake and create redox reaction. This creates toxins in the soil which will result in death or failure in plants groth and eventually decline land productivity.

These problems can be addressed by the use of organic fertilizer continuously to decrease bulk density to open pore spaces of the soil. The open porewill create higher water discharge and reduce erosion. Redox can be increasedby establishing irrigation channels and drainage to avoid inundationand thus improve oxidation.

5. SumberBendovillage (IrrigationRice Field)

Land in this village is faced with problem of water discharge and redox level. The problem is similar to that of in LemahKembarand Mentor villages' moor. The water discharge was small due to land intensive usethat sub-soil experienced compaction.As the soil is saturated with water oxygen was minimal, redox reaction occurs in the soil.

Irrigation channels and drainage needs to be built to avoid flooding and minimum tillage needs to be performed.In addition,the use of organic fertilizer from manure and hay can increase soil porosity, flow of water and oxidation reaction. Crop rotation is advisable to maintain soil nutrients and improve productivity.

6. Sumber BendoVillage (Rain fedRice Field)

Rain fed rice field in this village was critical condition with problems in bulk density, total porosity and water discharge and redox levels.The characteristics of land in this area is low organicmaterial content indicated by high bulk density.Total porosity was less than 30% ie 26.74%

indicating few pores, hampering root growth and the oxygen in the soil. Consequently, plant development is hampered.

The level of water discharge was low, impeding water movement. Soil compaction occurred on the bottom layer, causing nutrients lost on top layer of the surface due to surface erosion. This creates obstacleto nutrient intake. A redox reaction was low because the land compacting in the bottom layer and oxygen faces obstacles. This makes soil poisoned by the Fe and Mn and Feelements while P was bound to feelement.

Land management must be maintained by using organic materialfor the soil, intercropping improves nutrient and increase water discharge level. Making irrigation and drainage systems are preferred to avoid waterloggingthat redox reaction is reduced and the oxygen that enters the soil is higher.

7. TegalSono

The land in SumberAsih village is categorized into critical condition with the problems of water discharge and redox level. TegalSono characteristically constraints on land is almost the same with the village Limp Twins, Mentor, Resources Bendo irrigation system, all of which result from the processing of land-intensive and very little organic material so that soils are compaction and land often saturated with water long resulting in a process of redox reactions which led to decreased land productivity.

Cover crop is the main alternative to maintainsoil soil due to harvest or water leaching process into the soil. The actual condition indicated the decline of nutrients can be overcome by using fertilizer to support thegrowth of plants.

Minimal tillage and the use of organic material from manure reused of harvest crop, along withavailability of irrigation and drainage systems to reduce the redox reaction are the solution to these problems.

B. Bantaran Sub district

Bantaran sub district includesLegundi, Kropak, Gung Tugel, KarangAnyar and Patokan

1. LegundiVillage (RainfedRice Field)

The value of redox was low by 102.1 mV with critical threshold of less than 200 mV. This indicated continuous occurrence of flooding on the land in the absence of good drainage. This also can cause poisoning on land. fe and mn elements dominate the land.Plants can be poisoned that can cause death in plants.

Land with this characteristic can be improved by giving organic material continuously as a buffer on the land. In addition, irrigation channels and drainage needs to be madeto avoid long flooding.

2. LegundiVillage (Rice field Irrigation)

The land inLegundi village, Bantaransub districtshowedproblem on water discharge, redox and microbes level. The level of water discharge was low resulted in low nutrients intake as large quantities of nutrients lost as a result of runoff irrigation system.

This leads to soil compaction in the subsurface that will gradually lead to redox and flooding. When land is poisoned by fe and mn, roots will die and the number of microbes are disrupted especially fungi. As a result, decomposition process can be impaired.

Organic fertilizers made from manure, post-harvest hay of the harvest and minimal land cultivation needs to be carried out to avoid compaction. With irrigation system, redox level reduces and microbe can also develop to create decomposition process.

3. KropakVillage (IrrigationRice Field)

Land in this village is in critical condition with problems on redox, yet alternative solutions are very diverse and available. The land in this area is characteristically similar to that of inLegundi village with 85.0 mV redox level. Therefore, land management is almost is similar by not allowinglong floodingas it can poison the plants growing on it. Redox will be influential on the distribution pattern of the roots, yet roots will suffer poisoning and can lead to death, it will directly affect the growth of plants.

Land management solution must be maintained by crop rotation patterns and the availability of irrigation and drainage systems to avoid flooding. The use of organic materialis also advised.

4. KropakVillage (Rice Rainfed)

The rain fed rice field in Kropak Village, Bantaransub district showed problem on bulk density and redox. Bulk density was 1.50 $g/cm^{3.}$ Since sincebulk density is an indicator of organic material in the soil, the land in this area has low organic material resulting from intensive land management, this makes top layer soil lost due to organic material lost by water in post-harvest treatment. Frequent flooding will load redox with Fe and Mn in the land that hampers plants growth.

Land improvement can be performed using manure or harvest use. Planting a cover crop is also advised to avoid soil loss.Irrigation and drainage systems are useful to avoid long flooding.

Other solution to increase the organic material is by reducing intensive tillage (*minimum),* planting crops with intercropping model annual and seasonal crop that have benefits for maintaining water. Erosion can be reduced and nutrients will notbereduced in addition to plant crops according to the condition of the land. This will create nutrients from continuous post-harvest process.The use of organic pesticides is also recommended.

5. GunungTugelVillage (Moor)

GunungTugel village, Bantaran sub district faced problem with bulk density, water discharge and redox level. The bulk density was high by 1.49 g/cm^3indicating decline in organic material due to intensive land management. Such management cause the land losesorganicmaterial. It is related to lowwater dischargeodue to compaction. The condition is worsen by the composition of the low sand fraction by 6.11%, hence, without any improvement, moor area inBantaran sub district will be more compressible, organic materials will fall significantly and redox reaction increase.

The land improvement can be carried out with the use of organic fertilizer in tillage based on local wisdom of the region and returningthe residue of the harvest and utilize cow dung, chicken or goat as fertilizer. Irrigation channels and drainage are needed, patterns of crop rotation aims to maintain organic material.

6. GunungTugelVillage (Forest Production 1)

The problem of land in this area issolum thickness, water discharge and redox level.This is caused by many factors, one of which is land management that does not comply with the rules of the conservation efforts. GunungTugel village is located on the slopes that soil is easily undergo erosion, causing the top layer of soillost.Currently the land is planted with seasonal crops so that the stability of the aggregates lowers. The land will not be volatile despite heavy rain and prone to erosion. Consequently layers behind the horizon B with solid layer continuously face problem in releasing water in rainy day and the level of landredox will directly decrease.

The management model must comply with the conservation efforts of land includingcreating terraces and planting annual crops in the entire terrace border, planting crops in agroforestry, and reforest the land with the slope of more than 45^0. Organic material is recommended along with the establishment of irrigation and drainage channels.

7. GunungTugelVillage (Production Forest 2)

The problem of land in this area includes the composition of the fraction, bulk density, total porosity, the degree of water discharge and redox. The land in this area experienced severe conditions compared to that of other villages. Bulk density was high by 1.74 g / cm^3meaninglow organic material content and affects total porosity or total pores. The condition will influence the rate ofwater dischargethat will also result in redox because the pore space is hampered, water is trapped, total oxygen n the pore spaces is low that will lead to toxicity in the soil.

The model of land management must comply with the conservation efforts of land including the manufacture of terraces and planting crops in all terraces border, planting crops in agroforestry, and reforest the land with the slope of more $45^{0,}$ irrigation channels is also obliged to reduce water in certain lands. Providing counseling to the society on how important it is to keep the land fertile for human life is also suggested because landaffects all life.

8. KarangAnyar(Moor)

The moor land's problem in this village is bulk density and redox. The bulk density was is 1.61 g / $cm^{3.}$. Land conservationcan be performed by the usage of organic material such as manure or use of the remaining crop. In addition, minimum tillage is useful to reduce land compression in the subsurface as well as the reduction of the redox that can cause toxins in the soil. Land productivity can happen due tofrequent processing that will affect the density of the soil and the loss of organic material.

Organic fertilizers such as manure or hay or harvest remnants and *minimum tillage*shouldbe carried out to reduce bulk density. Irrigation channels should be also established.

9. Karang Anyar Village (Rain Fed Rice Field)

As other area, the land in this village is bulk density and redox level, the rain fed land characteristic is similar to that ofKarangAnyar moor with lower bulk density by 1.58 g / cm ^{3}. Itcan be interpreted that there was only little organic material. Intensive land cultivation and frequent flooding drainage and irrigation system is not good.

The use of organic materialmade from manure and leaves as other villages should be conducted. Tillage in deeper layer should be reduced in land clearing and the establishment of irrigation channels. The critical threshold for KarangAnyar should be paid attentionto avoid it to happen again; especially in terms of physical and chemical propertiesthat it does not decrease the quality of the land.

10. PatokanVillage

The land in this village is included in a critical condition with problems on water discharge and redox level. Patokan village land is characterized with lowdischarge due to low organic material and land preparation.Intensive land cultivation cause soil density in the subsurface that water movement is slow and the plant roots cannot grow well. Land productivity decrease and land floodingcause redox reaction.

These problems can be overcome with irrigation channels and the use of organic material from cow dung and falling leaves to increase the low water discharge. Tillage should be reduced in land clearing. Critical thresholds for rural areas need attention especially in terms of physical and chemicalproperties in the soil so to avoid decrease the quality of the land.

C. TegalSiwalan Sub district

TegalSiwalanSubdistrict includesGunungBekel, SumberBulu, SumberKledung, BuluJaranLor, BuluJaranKidul, TegalSiwalan, danBanjarSawah. The characteristics of land damage in every village are different and explained as follow:

1. GunungBekel Village (Production Forest)

Critical land in this area includes high bulk density and redox level. High bulk density indicated decline in organic material as a result of intensive land cultivation. The redox level was less than 200 mV because of water load.The organic materialwas low that porosity level is alsolow, resulting in low circulation of oxygen and eventually the water contained in the soil cannot pass the sewers and irrigation systems.

The solution to improve the land is by using organic fertilizer in land cultivation and this can be derived from the manure or crops residue. Oxidation can be improved with the irrigation channels or drainage so that no puddles around the land. Agroforestry system is recommended.

2. BuluVillage (Irrigation Rice Field)

Irrigation ice field in Bulu villageindicated problem on bulk density, water discharge level, level of redox and number of microbes. ComparedtoGunungbekel village, the bulk densitywas slightly smaller, water discharge was very small the water could not enter the ground but lost with nutrients through surface erosion.The redox level is small because the water cannot leave the ground when it is bound in the soil so that the soil tends to be acid.Fe and Mntend to be high and this may affect the microbial number. Bacteria and fungi die of Fe poisoning,this is caused byhigh amount of water in the rice field and frequent changes in cultivated land so that the land undergo loss of organic material.

The solution so that the land did not experience critical to the manufacture of irrigation systems and drainage so that the circulation of oxygen and water can run smoothly, organic fertilizer with manure or litter the rest of the post-harvest of hay or remnants of the harvest is more advisable and processing to a minimum so that the bulk density decreases and the provision of organic pesticides is preferable because in addition to increasing the number of bacteria and fungi also help the availability of organic material in the soil.

3. SumberKledungVillage

Land problem in this villageis in critical condition with bulk density problem, water discharge and redox level. The bulk density was highthat organic material is low.Organic material lost due to biomass transport in harvest, leaving only few in the upper layers that isrich in nutrients. Plants to be planted must be chosen selectively to reduce the level of soil degradation. Cover crops is the main alternative to hold the soil not to quickly lose organic material as a result of harvesting or due process of water leaching and deposition of nutrients in the soil.Redox reactions occurred due to water precipitation of small water and irrigation systems does not run smoothly. This hampers plants growth.

The low level of water discharge can cause slow water movement that nutrients will be quickly lost on the surface, this makes the plant roots grown poorly.Annual crop is better to be planted in dike or the banks of rivers or water sources. Critical threshold for SumberKledung needs attention, especially the physical and chemical properties to avoid land degradation.

Solution land management should be maintained by the provision of organic material such as manure or harvest residue. Irrigation channels and drainage need to be madealong with planting annual and seasonal crop according to land suitability. Increasing the degree of water discharge by giving land conserver materials also needs to be performed..

4 .BuluJaranLorVillage (Rice Field Irrigation)

Critical land in this village is caused bybulk density and redox level as repair solution. The physical properties that need to be considered is on bulk density of 1.58 g / cm^3 , since bulk density indicated indicators of organic material in the soil, organic material in the land of this village tends to be low. It is caused by intensive land management erasing layer of top soil organic material in post-harvest.The redox is similar to that of other village lands of flooding. Drainage and irrigation system needs attention to avoid Fe and Mnpoison.

Irrigation and drainage channels still become the solution for this problem. In addition, using manure,reusing harvest and planting cover crop are advisableto avoid soil lost and reduce bulk density.

Other solution is to increase organic material by reducingminimum Tillage and planting crops with intercropping model or exchanging between annual crops with seasonal crops that have benefits for maintaining water.Erosion can be reduced and nutrients remain.In addition, planting according to the condition of the land is good to keep nutrients from post-harvest process. The use of organic pesticides is recommended.

5. JaranBuluLorVillage(Plantation)

The problem in this village includesbulk density, water discharge and redox level.bulk density was high by 1.53 g/cm^{3}indicating decline in organic material due to intensive land management that led to easy loss of organic material. Without any improvement, the plantations in TegalSiwalansub district will be more compressible and organic materials will fall significantly. Redox will take effect aslands undergo compression process and sediment on B horizon occurs. Fe and Mn elements can poison the soil, the roots can die.

Similar solution can be taken as in other villages with the same problems such as usingorganic fertilizer continuously in everytillagebased on local wisdom of the region, harvest reuse and utilization of cow, chicken or goat dungas fertilizer.Drainage channels needs to be built that soil is not easily flooded. Conservation efforts with intercropping patterns of corn and soybeans in dry season and rice in the rainy season can be an alternative. Therefore, organic material is maintained further land will remain stable.

6. JaranBuluKidulVillage (Moor)

Bulk density and redox are problems in this village land, which is similar to that of other villages with fairly high bulk density and low organic material in the soil. This is due to intensive land preparation and compaction of soil. Redoxlevelwas compact in sub soil layer that the soil was poisoned by Fe and Mn.

*Minimum tillage*is the solution to maintain organic material.Degradation process can be reduced along with irrigation and drainage channels establishment. By this, the soil is not prone to flooding. Providing counseling to the community on the importance of soil fertility for human life because the effect on sustainable agriculture is important.

7. BuluJaranKidulVillage (Rice Irrigation)

Bulk density and redox still become the problems. Therefore, the solution is similar. The condition of the rice irrigation in this land is similar to that of in BuluJaranKidulmoor; this is caused by high processing of the land.Land management is the key factor, while other factor is almost equal to the area of other land ,

Bulk density in this village is high, indicating low organic material in the soil that it becomes solid and the rate water discharge speed that goes into the ground is little slow with impropercrop planting. Solid soilcause the smaller redox reactions, emerging the elements that poison the land.

The solution of this problem is similar to that of in otherareas which is minimum tillage and the use of organic material of manure or crop residue, as well as the establishment of irrigation and drainage channels to avoid flooding.

8.JaranBuluKidulVillage(Plantation)

The problem of the land in this area is bulk density and redox. The plantation and moor of BuluJaranKidul village were similar and therefore the factors affecting is also similar, mainly least organic material and soil processing that does not fit the pattern of the correct processing.

To avoid soil damage, organic fertilizers such as manure or post-harvest hay, along with *minimum tillage*to reduce bulk density are advisable. Irrigation channels are also important.

9. TegalSiwalanVillage (Moor)

The problems of the land in this area are water discharge and redox levels. The water discharge was very low due to low organic material and intensive land preparation causing soil density in the subsurface layers. This makes slow movement of water slowly and nutrients lost due to surface erosion.Redox reactions occurred due to small soil pore. Oxygenintake faces problem and the soil becomes slightly acid, causing plant roots grow poor and poisoned by their Fe and Mn. Consequently, the productivity of the land decreases.

Land management must be maintained, on the provision of organic material of manure and leaves to increase water discharge level, and organic material. Tillage should be reduced and the manufacture of irrigation and drainage channels where the initial land clearing to be performed. The critical threshold for TegalSiwalansangatneeds attention to avoid land quality reduction.

10. Banjar Sawah Village (Irrigation Rice Field)

Water discharge and redox in this are makes the land is in critical situation. Banjar Rice land, characteristically, is similar to that of othervillage on low water discharge due to low organic material and intensive land preparation, causing soil density in the subsurface that water movement is slow and the plant roots cannot grow well, so that the productivity of land and redox reaction occurred.

The availability of organic material made from manure is needed for overcoming small water discharge.Irrigationchannels and drainage were also applied to the village of Banjar Ricefield, Tillageshould be reduced in land clearing. The critical threshold for TegalSiwalan villageneeds attentionthat threshold does not happen again, especially in terms of physical and chemical properties in the soil so it does not decrease the quality of the land.

D. PaitonSub District

Paitonsubdistrict includesBhinor, Jabung Sisir, Alas Tengah, Kalijajar Wetan dan Plampang villages; the village has vary critical soil characteristics.

1. BhinorVillage (Plantation)

The land in this village faced redox constraints. The redox level was low by 59.0 mV or less than 200 mV that land is the in conditions of water saturated.Oxygen intake was lowthat fe and mn elements are conditioned in redox state, rooting faces obstacles in its development,

The solution to restore the land is creating irrigation channels and drainage so that oxygen can enter soil, continuoususe of organic fertilizers is preferable to increase the pore space of soil and organic material availability also increase.

2. BhinorVillage(RainfedRice Field)

Redox is the problem in the land of this village by 55.2 mv.Intensive processing and wetlands hampers oxygen intake into the soil making toxic elements influenced the development of plant roots.

Irrigation channels and drainage need to be built, organic fertilizer with manure or hay or remnants of harvest and minimal processing need to be carried outto increase pore space to avoid long flooding.

3. Village Bhinor (Production Forest)

Redox and the number of microbes are problems of land in this village.Microbial numberemerged by redox reactions that the bacteria cannot thrive well. Organic pesticide use also affects the microbial life in the soil.

Intensive tillage should be avoided because the more intensive the soil, the more compaction will occur and surface water often flooded impermeablelayer surfaces. The critical threshold for Bhinor needs attentionto avoid it happens again, especially the physical and chemical properties.

Irrigation channelsand drainage, minimum tillage, annual and seasonal intercrops adapted to the suitability of land are among the solutions.Eradicationof pests and diseases can be used by organic pesticides that bacterial decomposers still alive due to poisoning elements of pesticides. Inorganic and organic materials in addition to the provision of manure and leaves are advisable.

4. BhinorVillage(Moor)

Water discharge and redox level are the land problems. Water discharge level was is 0.20 cm / hour which is criteria for critical limit and indicated that the rate of water ingress into the ground faced obstacles, this makes many nutrients swept away by the water following the flow of the surface. The land is waterlogged or flooded, consequently the land often experience flooding due to water slowly enters the ground. The redox was low that Fe and Mn can affect plant growth.

The solution is to reduce intensive tillage with minimum processing and making drainage channels. To improve soil, organic fertilizer from cow manure can be also used to maintain nutrientsfrom ongoing harvest. The use of organic pesticides is more advisable to increase soil porosity.

5. JabungSisirVillage (IrrigationRice Field)

Water discharge and redox level were problems of the land in this area. The problem is identical from that ofBhinorvillage. Water discharge is low water bathes the surface of the land because of land have compaction. The redox was low due to less working the system of irrigation channels that plants can grow and develop well.

The solution to restore the land is irrigation channels and continuoususe of organic fertilizers in tillage, implement land conservation efforts to annual crpintercropped with annual crops.Farmers are expected to reduce the use of inorganic pesticides so the land remains sustainable.

6. AlasTengah Village

Water discharge and redox level are the constraints in the village's land, which is similar to that of JabungSisir village more water discharge level.there is change in redox due to frequent cultivation that the land undergo loss of organic material and soil becomes more compact.

The solution is by establishing irrigation channels and drainage, the use of organic fertilizer with manure or hay of harvest. Minimal process in the soil can improve redox and the provision of organic pesticides is preferable because in addition to increase the number of bacteria and fungi also help the availability of organic material in the soil.

7. KaliJajarWetanVillage

Water discharge and redox degree were also the problems in this area. The main problem is on the movement patterns of water. The level of water discharge was low that nutrients will be quickly swept away by the surface runoff. This makes roots grow poorly. Fruit trees are advisable as annual crop for this village, includingstar fruit and mango plants with some essential improvements that need the participation of the whole society. The critical threshold for KalijajarWetansangat should be avoided; especially the physicaland chemical properties.

Irrigation and land management must be maintained, byplanting annual crop according to land suitability and to reduce the level of small water discharge with organic material from cow dung and the leaves.

8. PlampangVillage(Rice Field Irrigation)

Redox and the number of microbes are the problems of land in the village. Water conductivity was low by 3.50 cm / hour, placing it at critical limits indicated in nutrients lost to runoff, with low organic material. The structure of the ground is very firm and difficult to be destroyed by bonding clay and limestone sediment.Due to high rainfall or intensive land management, the upper soil layer lost.Land improvement can be performed by planting cover crop that the soil is not easily lost ad using organic fertilizer to improve soil organic material content in the soil. For redox of 58.7 mV, Fe and Mn will dominate the land and can be toxic and therefore contributes to a very few number of microbes and bacteria cannot live optimally to function as decomposers that provide organic material into the soil.

The solution is to reduce intensive tillage and plantcover crops. Intercropping annual crops with seasonal crops with benefits are some ways for maintaining water to avoid poor nutrient erosion on the surface layer of top soil. Besides, planting according to land conditions and post-harvest treatment with reusing crops must be added the organic fertilizer from cow manure that nutrients from ongoing harvest and the use of organic pesticides are recommended. Seedbed can enable oxygen enters the soil so that the oxidation process can run.

4. CONCLUSION

Based on analysis of the nature and characteristics of the land, it can be concluded that:

Land that qualify as critical in accordance with observations suggest lower quality of land as a result of intensive land cultivation, poor post-harvest handling to soil fertility level andcontinuous land use.

The villages in the sub district of SumberAsih, bantaran, TegalSiwalan and Paiton have vary constraints according to bulk factor, the degree of waterdischarged, redox and microbes that much influence.

Establishment of irrigation and drainage channels, the use of organic fertilizer by utilizing the manure from the rest of the crop, implement crop rotation patterns and plant vegetation in accordance with the conditions of land are efforts for land conservation.

Participation of all community should existsfor sustainable land condition.

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INCREASING PRODUCTION WITH TOMATO PLANT FEEDING ORGANIC FERTILIZER VERMICOMPOST

Bambang Gunawan[1)],TatukTojibatus S.[2)],and YenniIka Pratiwi[3)]

[1)]and[3)] *Faculty of Agriculture, University of Merdeka Surabaya*
[2)] *Faculty of Agriculture, University of WijayaKusuma*
gunawanb1011@gmail.com

Abstract. This study aims to determine the growth and production of two varieties of tomato plants*(Lycopersicumesculentum)*with vermicompost fertilizer. Research conducted at the experiment station and Agribusiness Center of Ornamental Plants Urban Surabaya, with a height of approximately 5 meters above sea level. The materials used growing media as much as 10 kg of garden soil and fertilizers containing vermicompost and tomato seed varieties and varieties Permata 1 and varieties RatnaEwSelect F1.This study uses a completely randomized design (CRD), which is arranged as factorial with two factors: Factor I: fertilizer vermicompost (K) with four levels of treatment that K_0= 0 kg / polybag; K_1= 1 kg / plant; K_2= 2 kg / polybag; K_3= 3 kg / polybag and Factor II: and varieties of plants (V) with 2 levels, namely V_1= Variety Gem F_1; V_2= Variety RatnaEw Select F_1.The parameters observed were plant height, stem diameter, leaf area, leaf number, number of fruit per plant, weight of fresh fruit per plant, plant fresh weight and dry weight of plants.The results showed that of all the observed variables turns vermicompost fertilizer as much as 10-30% of the volume of growing media on tomato affect the increase in plant height, stem diameter, leaf area, leaf number, number of fruit per plant, weight of fresh fruit per plant , plant fresh weight and dry weight of plants compared to control treatment or without fertilization. Statistically that treatment K2 (2 kg / polybag or 20% of the volume of growing media) based variable crop rated better and more efficient.

Keywords: Casting, wide varieties, tomatoes

I. INTRODUCTION

Tomatoes have occupied the main sequence in the list of human foods, other than made seasoning, tomatoes also for therapeutic treatment because it contains provitamin A particularly as β carotene and lycopene. The existence of vitamin A contained in tomatoes is very good for eye health also been proven to prevent cancer because it proved effective as antioxidants. Tomato also has antipyretic properties alias fever. While the high fiber in tomatoes can overcome digestive disorders like constipation and hemorrhoids. According to Linder (1992) that of many forms of cancer is indicated closely or at least not the content of β-carotene or vitamin A. The formation of nitrosamines that can cause various spectrum of tumor / cancer can be inhibited by vitamin C in the body.

One of the many potential types of vegetables are grown in Indonesia is the tomato. According to BPS data (2011), the tomato is a commodity horticulture productivity rate ranks second after the onion, which is known tomato productivity growth reached 6.9%. Based on data from the Ministry of Agriculture (2012), to determine the level of productivity of tomato in Indonesia in 2007 and 2011 consecutively is; 12.33 tonnes / ha, 13.66 t / ha, 15.27 t / ha, 14.58 t / ha and 16.65 tons / ha. Data BPS (2014) showed the average harvested area growth, productivity and production of tomatoes from the year 2009 to 2013 respectively - are respectively - 2.452%; 3.98% and 2.8%. Large numbers of tomato production in Indonesia due to the large demand for tomatoes. This triggered farmers to maximize production of tomatoes. Tomatoes have considerable economic value in marketing but in the cultivation of these crops require intensive treatment. One attempt to increase the production of tomato plants can be done with the use of vermicompost fertilizer.

Vermicompost is dirt or feces earthworms. Other terms of casting is casting or casting and vermicast or Vermicompost. Vermicompost contains all the nutrients needed both macro and micro nutrients that are useful for plant growth. The chemical elements are absorbed by plants and is very useful for the growth and production. Besides, vermicompost contains many microbial and plant growth stimulating hormones like giberilin 2.75%, 1.05% daanauxincytokinin 3.08%. The number of microbes that much and its high activity could accelerate mineralization or release of nutrient elements from worm excrement into a form available to plants. Plant growth regulators or plant hormones are compounds synthesized (made) in one part of the plant and the other part is moved. Besides, vermicompost contains a high CEC. CEC or the cation exchange capacity is the ability of soil to give or receive cations, nutrient plants. CEC is lower than the CEC thus vermicompostvermicompost can add nutrients into the soil or vermicompost can improve soil fertility (Mulat, 2003).

Vermicompost is an organic fertilizer the original material such as dirtworms*(Lumbricusrubellus).*Nutrient content in vermicompost depend on organic matter decomposed and the type of worm, but generally vermicompost contains nutrients needed by plants such as nitrogen, phosphorus, minerals, vitamins. Quality organic fertilizer which is well marked with brownish black to black, odorless, crumb texture and ripe for the value of C / N <20 (Simanungkalit, et.al., 2006).

Kascing fertilizer is fertilizer taken from the media where the worm's life. Media can be derived from materials or organic waste such as sawdust, dung, straw and others. Fertilizer Vermi composting is the result of a process that involves macro-organisms such as earthworms. Synergic cooperation between earthworm and micro-organisms produce effects on the decomposition process of the material so it goes well (Sinha, 2009). Furthermore, according to Munroe (2003), that aid in the composting worms will be required half the time of conventional composting.

With the use of organic fertilizer or known by the term natural farming*(backtonature*farming) and biological fertilizers do to reduce reliance on the use of inorganic fertilizers and to overcome the negative impact caused by the use of inorganic fertilizer on farmland.

Table 1. The content and nutritional composition of tomato fruits per 100 grams of material (Rukmana, 1994)

Nutritional content	Varioustomatoes			
	Young fruit	ripeFruit 1	ripeFruit 2	Fruit
Energy (Kal)	23.00	20.00	19.00	15.00
Protein (g)	2.00	1.00	1.00	1.00
Fat (g)	0.70	0.30	0.20	0.20
Carbohydrates (gr)	2,30	4,20	4,10	3,50
Fiber (g)	-	-	0.80	-
Abu (g)	-	-	0.60	-
Calcium (mg)	5.00	5.00	18.00	7.00
Phosphorus (mg)	27.00	27.00	18.00	15.00
Zinc (mg)	0.50	0.50	0.80	0.40
sodium (mg)	-	-	4.0	-
Potassium (mg)	-	-	266.00	-
Vitamin A (SI)	320.00	1500.00	735.00	600.00
Vitamin B1 (mg)	0.07	0.06	0, 06	0.05
Vitamin B2 (mg)	-	-	0.04	-
Niacin (mg)	-	-	0.60	-
Vitamin C (mg)	30.00	40.00	29.00	10.00
Water (g)	93.00	94 , to 94.00		00

Source: 1). Nutrition Directorate of the MOH (1981)
2). Food and Nutrition Reserch Center Manila-Hand Book 1 (1964)

According Rukmana (1994) in Indonesia tomatoes as one of the plants recommended in Business program Family Nutrition Improvement (UPGK) planted in the yard. These plants feasible and commercially cultivated intensively on dry land and paddy fields through the planting pattern matching in an area. For the cultivation of tomato plants is important in the effort to support increased incomes, in particular, expansion of employment opportunities, development of agribusiness and agro-industry, reducing imports and increasing exports.

Given the many potential uses of tomatoes and to meet the requirements, the production of tomatoes need to be improved in quality and quantity. Implementation of fertilization in the field often becomes a problem in the cultivation of tomato plants, tomato plants nevertheless have a good response to fertilizers, both organic and artificial fertilizers / inorganic.

Plant growth and production of a plant depends on the interaction between plants and the environment in which the plant grows. The environmental conditions can be affected by factors such as climate, soil and other organisms. These factors can limit and encourage growth and crop production, so as to obtain a high production can be done by setting environmental factors as possible. One attempt to regulate this environment is by adding fertilizer to the growth of tomato plants. Kascing fertilizer use is expected to increase the growth of tomato plants, so with good plant growth will be able to increase the production of tomato plants.

This study aims to determine the growth and production of two varieties of tomato plants *(Lycopersicumesculentum)* with vermicompost fertilizer.

RESEARCH METHODS

RESULTS AND DISCUSSION

1. High

Cropsstatistical analysis on plant height showed no significant interaction between fertilizer vermicompost and varieties of tomato plants; but separately

Table 2. Average High Plant (cm) In Treatment Provision Kascing Fertilizers and Plant Variety Tomato On Various Observations.

Treatment of	Age observations (HST) 30	45	60	75
K0		38.67 a	56.42 a	62.83 a
K1	16.83 a	59.08	67.67	71.00
K2	30.00	b	b	ab
K3	b	63.58	79.00 c	84.73 c
	28.75	b	70.42	78.00
	b	60.75	bc	bc
	29.33	b		
	b			
BNT 5%	4:15	8:02	10.95	8.84

The research was conducted at the experimental garden centers Urban Ornamental Plants and Agribusiness Surabaya city, with a height of approximately 5 meters above sea level. The materials used in the form of growing media as much as 10 kg of a mixture of garden soil and manure vermicompost and tomato seed varieties and varieties Permata 1 and varieties RatnaEwSelect F1.

This study uses a completely randomized design (CRD), which is arranged as factorial with two factors: Factor I: fertilizer vermicompost (K) with four levels of treatment that K_0= 0 kg / polybag; K_1= 1 kg / plant; K_2= 2 kg / polybag; K_3= 3 kg / polybag and Factor II: and varieties of plants (V) with 2 levels, namely V_1= Variety Gem $F_{1;}V_2$= Variety RatnaEw Select $F_{1.}$Of these two factors obtained eight combinations, the treatment was repeated three times to obtain 24 treatment combinations and each combination there are two (2) samples of plants.

Implementation of research, including the preparation of seeds, planting media preparation, planting, crop maintenance, and harvest. The parameters observed were plant height, stem diameter, leaf area, leaf number, number of fruit per plant, weight of fresh fruit per plant, plant fresh weight and dry weight of plants.

Statistical analysis in this study is needed to determine the effect of each treatment by using analysis of variance F test, while the test between treatments use a combination of LSD (Least Significant Difference) with a level of 5%.

vermicompost fertilizer treatment provides significant effect on plant height at the observation 30, 45, 60 and 75 days after planting, whereas treatment varieties also provide a real influence on the variables plant height.

V1	30.42 b	63.92 b	73.54 b	77.66 b
V2	22:04 a	47.13 a	63.21 a	70.63 a
LSD 5%	2.93	5.67	7.74	6:25

Description: the figures were accompanied by the same letter show no significant difference in the LSD 5%

Table 2 it appears that at the last observation 75 days after planting fertilizer treatment kascing highest achieved by treatment of K2 by 84.73 cm, not significantly different from the treatment K3 amounted to 78.00 cm, while the treatment of varieties of gem (V1) obtained result was higher by 77.66 cm compared to varieties Ratna (V2) of 70.63 cm.

Earthworms with the help of enzymes contained in the digestive apparatus instrumental insoluble convert nutrients into a soluble form that plants need. The nutrients contained in the vermicompost, so it can be absorbed by the roots of plants to be brought to all parts of the plant.

Vermicompost

containing plant growth hormones that can stimulate the growth of plant roots in the soil, spurring budding new branches on the trunk and branches of trees, as well as spur the growth of leaves. Vermicompost also can prevent the loss of soil due to runoff. In the process of formation of vermicompost, which is when the soil goes into the digestive tract worms, the worms will also secrete a compound which Ca-humic. With the presence of the compound of soil particles bound into a single unit (aggregate) to be excreted in the form of casting. Aggregates that has the ability to bind water and soil nutrients.

2. The number of leaves

Statistical analysis on the number of leaves shows there is no interaction between treatment with vermicompost fertilizer varieties of tomatoes. Separately dosage of fertilizer vermicompost or varieties of tomatoes each providing a real impact on the number of leaves.

Table 3. Average number of leaves KascingIn Treatment Fertilizer and Plant Variety Tomato At Different Age observation.

Treatment of	Age observations (HST)			
	30	45	60	75
K0	6:08 a	9:25 a	10:50 a	11.75 a
K1	9:08 c	13:18 b	14:33 b	15:33 b
K2	8.75 c	15:25 bc	16.83 bc	18:25 c
K3	8.67 b	16:17 c	17.83 c	18.67 c
BNT 5%	1:19	2.85	2.63	2.72
V1	8:42 a	14:55 b	16:21 b	17:42 b
V2	7.88 a	12:38 a	13:54 a	14:58 a
BNT 5%	0.84	2:01	1.86	1.93

Description: the figures were accompanied by the same letter show no significant difference in the LSD 5%

Table 3 seen that vermicompost fertilizer treatment on a variable number of the highest leaf achieved by treatment of the K3 is 18.67 which is not significantly different from K2 at 18:25. While tomato varieties gem treatments (V1) of 17:42 gives the number of leaves is higher than varieties Ratna (V2) at 14:58.

The vegetative growth phase includes the growth of roots, stems and leaves. In this phase the plant requires a lot of food reserves (carbohydrates) which will be changed into energy for growth. At first, these carbohydrates come from pieces of seed, when growth starts since germination. Carbohydrates subsequently formed from the process of photosynthesis after leafy plants. So carbohydrates besides formed also overhauled for plant growth. (Ashari, 1995)

3.Diameter

Statistical analysisof stem diameter showed no significant interaction between treatment vermicompost fertilizer and tomato varieties. But separately vermicompost fertilizer treatment provides significant effect on stem diameter at the age of 30, 45, 60 and 75 days after planting; whereas treatment of tomato varieties no real effect on the 30, 45, 60 and 75 days after planting.

Table 4. Average Diameter (cm) On Casting and Treatment Fertilizer Plant Variety Tomato At Different Age observation.

Treat ment of	Age observations (HST) 30	45	60	75
K0	12:19 a	12:40	0:43 a	1:14 a
K1	12:45 b	a	0.72 b	1.80 b
K2	12:45 b	0.68 b	0.95 b	1.99 b
K3	12:45 b	0.87 b	0.78 b	1.93 b
		0.69 b		
BNT 5%	12:18	0:21	0:26	0:22
V1	0.34			
V2	0.65			0.43
	0.66			
	0.71			
	0.69			
	1.73			
	1.70			
LSD 5%	tn	tn	tn	tn

Description: the figures were accompanied by the same letter show no significant difference in the LSD 5%

Table 4 shows that the treatment K2 provides the highest stem diameter of 1.99 cm are not significantly different from the K1 and K3 by 1.80 cm by 1.93 cm; whereas varieties (V1) tend to give higher diameter of 1.73 cm compared to varieties Ratna (V2) of 1.70 cm on the observation of 75 days after planting.

Plant growth in general is strongly influenced by the availability of water and nutrients in the soil. According Harijadi (1991), further said that the extension occurs in cell enlargement - new cells, a process which requires the delivery of water, the formation of carbohydrates and certain hormones during the growing period will allow the cell wall stretched because of the rise of metabolic processes of plants.

4. Leaf Area

statistical analysis result on leaf area did not show any significant interaction between treatment vermicompost fertilizer and tomato varieties. But separately vermicompost fertilizer treatment as well as a wide variety of each significant effect at all ages observations.

Table 5. Mean leaf area (cm²) In the treatment dose and the Kascing Fertilizer Plant Variety Tomato At Different Age observation.

Tre atm ent of	Age observations (HST) 30	45	60	75
K0	91.46 a	128.68	140.10	158.85
K1	148.27	a	a	a
K2	b	264.73	303.34	328.49
K3	183.12	b	b	b
	b	279.94	307.39	376.54
	179.59	b	b	b
	b	272.37	304.52	342.21
		b	b	b
BN T 5%	37.29	42.73 48.21		45.05
V1	167.44	252.84	279.40	328.58
V2	b	b	b	b
	133.78	220.01	248.28	274.47
	a	a	a	a
BN T 5%	31.86			26.37
	30.22			
	34.09			

Description: the figures were accompanied by the same letter show no significant difference in the LSD 5%

Table 5 above it appears that vermicompost fertilizer treatment to the highest leaf area was achieved by treatment K2 is 376.54 cm² which is not significantly different from the treatment of 328.49 cm² K1 and K3 treatment amounted to 342.21

cm². at 75 days after planting. As for the treatment appears that the varieties of gem varieties (V1) to produce leaf area was higher by 328.58 cm² compared varieties Ratna (K2) of 274.47 cm².

According to Gardner and Brent (1991), mineral nutrients and water availability affect the growth segments, particularly by expansion of cells, such as the vegetative organs or organ of conception. The length, width and leaf area generally increases gradually in ontogeny up to a point, then the species, these parameters decreased slowly so that the largest leaf is located close to the center of the plant. The cause of the downsizing of the upper leaf is not yet known, but suspected their nutrient competition with flowering organs.

5. Amount of Fruits

Statistical analysis on the number of fruit did not show any significant interaction between treatment vermicompost fertilizer and tomato varieties. But separately vermicompost fertilizer treatment provides significant effect on the amount of fruit at 75 days after planting, whereas treatment of tomato varieties also give real effect.

Table 6. Average Number of Fruit In Treatment Fertilizer Plant Variety Tomato Kascing and at the age of 75 days.

Treatment of	Age observations (HST)
	75
K0	10.67 a
K1	18:25 b
K2	22.67 c
K3	23:58 c
BNT 5%	2:26
V1	20:08 b
V2	17:50 A
BNT 5%	1.60

Description: The figures were accompanied by the same letter show no significant difference in test BNT 5%

Table 6 it appears that vermicompost fertilizer treatment to the highest number achieved by treatment of the fruit that is equal to 23:58 K3 is not significantly different from the treatment of 18:25 K1 and K2 at 22.67. As for the treatment of variety show that gem varieties (V1) to produce the amount of fruit were higher at 20:08 than the varieties Ratna (V2) at 17:50.

According to Hedy et al., (1994), that basically there are three factors that affect the low fruit formation, is less or no pollination, lack of fertilization and abortion abscission of fruits and young fruit*(fruitlet)*.Furthermore, according to Mulat (2003), that with the use of organic fertilizers or known by the term natural farming is done to reduce reliance on the use of inorganic fertilizers and to overcome the negative impact caused by the use of inorganic fertilizers at high risk for physical soil; and one organic fertilizer that is widely used as a fertilizer vermicompost.

6. Weight per Fruit

Cropsstatistical analysis on the weight of fruit per plant did not show any significant interaction between treatment vermicompost fertilizer and tomato varieties. Separately vermicompost fertilizer treatment give real effect, while treatment of tomato varieties no real effect on the weight of the fruit at the age of 75 days after planting.

Table 7. Average Fruit Weight (g) In the treatment dose and the Kascing Fertilizer Plant Variety Tomato.

Treatment of	Age observations (HST)
	75
K0	91.48 a
K1	247.81 b
K2	309.13 b
K3	337.20 b
BNT 5%	97.82
V1	219.37
V2	273.44
BNT 5%	tn

Description: The figures were accompanied by the same letter show no significant difference in the LSD 5 %

Table 7 it appears that vermicompost fertilizer treatment to the highest fruit weight was achieved by treatment K3 is equal to 337.20 grams which is not significantly different from the treatment amounted to 247.81 grams K1 and K2 of 309.13 grams. As for the treatment appears that the varieties of gem varieties (V1) produced higher fruit weight of 273.44 grams compared to varieties Ratna (V2) of 219.37 grams.

Vermicompost is dirt or feces earthworms that live on organic media. Vermicompost contains all the nutrients needed both macro nutrients and micro nutrients, where nutrients are absorbed by plants and is very useful for the growth and production. According Mulat (2003), that vermicompost contains many microbial and plant growth stimulating hormones like giberilin 2.75%, 1.05% cytokinin and auxin 3.08%. The number of microbes that much and its high activity can accelerate the mineralization or the release of nutrients from worm excrement into a form available to plants.

7. Fresh Weight and Dry Weight

Cropsstatistical analysis on a fresh weight per plant did not show any significant interaction between treatment vermicompost fertilizer and tomato varieties. Separately vermicompost fertilizer treatment give real effect, while the wide varieties showed no real influence on the fresh weight and dry weight of plants.

Table 8. Average Plant Fresh Weight (g) and Dry Weight On Treatment Plant Fertilizers dose Kascing and Tomato Plant Variety.

Treatment of	Age Pengamtan (75 HST)	
	Weight Fresh Plant	Dry Weight Plants
K0	43.80 a	19:18 a
K1	210.85 b	37.25 b
K2	223.53 b	37.71 b
K3	272.25 b	39.23 b
BNT 5%	66.72	10:14
V1	181.96	
V2	34.27	193.26
	32.42	
BNT 5%	tn	tn

Description : the figures were accompanied by the same letter show no significant difference in the LSD 5%

In table 8 it appears that the treatment of vermicompost fertilizer on plant fresh weight and dry weight of plants the highest achieved by treatment K3 is equal to 272.25 grams and 39.23 gram which is not significantly different from the treatment amounted to 210.85 grams K1 and K2 37.25 grams and the treatment of 223.53 grams and 37.71 grams. For the treatment of tomato varieties turns gem varieties (V1) give higher values of 193.26 grams and 34.27 grams compared to varieties Ratna (V2) of 181.96 grams and 32.42 grams of variable plant fresh weight and dry weight of plants.

Of all the variables mentioned above was observed that the provision of fertilizer vermicompost as much as 10-30% of the volume of growing media on tomato affect the increase in plant height, stem diameter, leaf area, leaf number, number of fruit per plant, weight of fresh fruit per plant, plant fresh weight and dry weight of plants compared to control treatment or without fertilization. Therefore, the outcome depends on all the treatment plant crops are grown throughout the period of plant growth.

CONCLUSION

Based on the results of the research can be drawn some conclusions as follows:

a. There were no significant interactions between treatment vermicompostfertilizer and varieties of tomato plants in all the variables studied observations.

b. Fertilizer treatment kascing generally significant effect of all the variables observation studied were plant height, leaf number, stem diameter, leaf area, number of fruit, fruit weight, fresh weight of plants, and plant dry weight

c. treatment of a wide variety of effect is not real on the variable diameter, weight of fruit per plant, plant fresh weight and dry weight of plants; but overall that gem varieties (V1) tend to do better than the varieties Ratna (V2).

d. Treatment K3 ievermicompost fertilizer as much as 3 kg / polybag provide higher average results compared with other treatments; but statistics that treatment outcome variables assessed based K2 better and more efficient because no significant with K3.

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CONCEPT OF WELFARE STATE IN THE COMMUNITY FARMERS

Suciati

Faculty Law and Civics Law for lecture
Kanjuruhan University of Malang
sucidesy@unikama.ac.id

Abstract. Farmers community in rural area is basically in a weak position both from economy aspect and from the judicial aspect, especially the area of degraded land that is that relies on rain-fed. It is because they will only be productive in agriculture during the rainy season only. The condition makes the position of farmers marginalized both economically and socially. Therefore it is necessary to get legal protection both preventive and repressive. Preventive legal protection is a legal protection that is both preventive and repressive protection that serves to complete the event of a dispute. *UURI* No. 41 year 2009 has determined the protection of food agricultural land and a sustainable by *UURI* No.19 year 2013 on the Protection and Empowerment of Farmers. The research method used was sociological juridical approach paired with a normative study so study law in books and law in action appeared. Not all farmers in the countryside have land. They are only as seasonal farm workers. If they have the land, they only belong to small farmers or they only have land an average of 0.2 ha. Socio-economic condition of farmers community in rural area becomes the target of the investors or legal entity engaged in the effort to develop the capital. Robert Chambers says there are elements of poverty; those are a) unfixed income b) having no savings and social insurance c) weak bargaining position. They do not have access to economic and politic d) vulnerable to illness because of lack of nutrition d) being isolated not only geographically but socially and for the information access. If there is an offer from other parties or the capital owner, they are easy to influence. With the offer of seeds, fertilizers or loan assistance of agricultural equipment, they immediately agree. However, the other party or the capital owner in the name of limited incorporation asks for the binding reward. They ask that the harvest must be sold to them at a price determined by the limited incorporation. In spite of this is outlined in the agreement, but in practice, the farmers do not know the content of the agreement. Even the head of the farmers group that should be as a representative of the farmers acts as if he were the coordinator of the limited incorporation. Therefore, how the state comes in

response to the welfare state is in accordance with the mandate of preamble *UUD* 45 and Article 33 of *UUD* 45.

Keywords: Protection, farmers, welfare state

I. INTRODUCTION

Farmers in rural communities basically are in a weak position both from economic aspect and from the judicial aspect, especially in the area of degraded land that is that rely on rain-fed irrigation because they will only be productive in agriculture during the rainy season only. The condition makes the position of farmers marginalized both economically and socially. Therefore it is necessary to get law protection both preventively and repressively. Preventive law protection is a law protection that is both preventive and repressive protection served to complete the event of a dispute. The legislation has been determined by *UURI* No. 41 of 2009 (year) on the Protection of Sustainable Food Agricultural Land and *UURI* No.19 of 2013 (year) on the Protection and Empowerment of Farmers.

However, in practice the social and economic condition of farmers who are vulnerable makes them helpless in a weak bargaining position, so the farmers often lose and are played by the middlemen, collectors or target of capital owners to earn higher profits. Indonesia is a law country. Therefore law must present to help the weak people to solve the problem that twist poor rural farmers or as farm laborers with narrow rice field.

Referring to the concept of welfare state, then a) the state should guarantee the individual and the family to earn a minimum income to meet their needs b) the state should provide protection if individuals and families in a vulnerable situation, c) all citizens must be guaranteed to obtain access to basic social services such as education, nutrition, sanitation and clean water. The Indonesia Rate as a failed welfare state is not just to be a mere anxiety but how to cope with it all of the downstream to the upstream, especially farmers and farm workers and their families who are vulnerable in economy, health, sanitation and other social services. Therefore, in the preamble of Law No. 19 Year 2013 on the protection and empowerment of farmers, it is stated that the increasing trend of climate change, vulnerability to the natural disasters and business risk, globalization and the global economic downturn, as well as the market system does not favor the farmers so that the farmers need protection and empowerment.

II. Method

The method in this research is descriptive qualitative developed in three forms namely: survey studies, correlation studies and development studies. Normative and sociological studies need to be compared so the study law in books and law in action will appear. Basically contract or agreement begins from the difference or dissimilarity interests between the parties. The formulation of contractual relations is generally preceded by a process of negotiation between the parties. The negotiations of the parties try to create the agreement forms to bring something to be desired (interests) through the bargaining process. Through contracts / agreements such differences are accommodated and then framed with the law and thus they bind on the parties.

Toa answer the research problem juridical empirical approach was used to evaluate the relationship of the normative aspects and qualitative analysis. In implementing the agreement farmers did not know the content of the agreement because it was represented by the chief of farmer groups who also acted as the agent who received wages from Inc., Ltd. The model of cooperation agreement made between farmers and Inc., Ltd had not been able to provide law protection because a) it was carried out underhanded only and was not done with the real memorandum that had the strength of authentic evidence b) available draft was made unilaterally by Inc., Ltd c) agreement material still put farmers in a weak position in the bargaining power d) the farmers, represented by the coordinator had dual status, who was also as the agent from Inc., Ltd.

III. Results and Discussion

Concept of Welfare State

The welfare state is a development model where the state plays an active role or is present in all aspects of life to protect people from the threat of poverty, stupidity, backwardness and a healthy lifestyle. The state should be responsible for poverty, hunger, underdevelopment and the old age guarantee for all citizens. The distribution of social services and social protection which is selective is a state denial on the philosophy and identity of the founders where the founders agree to establish a state that aims to reach fair and prosperous society.

Borrowing a phrase of Adam Smith who states that the duty of the state should fulfill: first the state is obliged to provide security against any threat in any kind to all citizens. Second, the state will encourage and create economic prosperity for all the citizens. (Lutfi J Kurniawan et al, 2013: 12) Smith's view is inversely proportional to the conditions experienced by Indonesian citizens. There are still many children who drop out of school, in terms of kids got a basic right, namely the proper education, as has been affirmed by 1945 constitution.

In accordance with the existence of poor derelict people who are unable to take care of their health and their family, the Minister of Health has launched Poor Health Insurance Card (*Askeskin*) so that the citizens can be treated smoothly. This card then was replaced with a Community Health Insurance card (*Jam kesmas*). However, not all residents get this card because the areas they live are not covered by healthcare facilities and because of less socializing.

There is no any logic that is justified that the welfare, poverty and underdevelopment are the individual sin that must be held by themselves. (Lutfi J. Kurniawan, 2013)

The conception that poverty is caused more by the work ethic and society culture that do not have an achievement philosophically-politically and state ideology is the sole sponsor in the welfare of the people. It begins from the idea that poverty is caused by the work ethic and culture of the society who do not have achievement ideas philosophically-politically and state ideology as a basis to improve the welfare of the people.

Croslan stated that the welfare state is a community with kindness and exceptional quality when it is viewed from historical standards and compared with pre-war capitalism. Poverty and insecurity are in the process of destruction. Standard of living is emerging rapidly. A worry of unemployment weakens and young workers have a hope for the future that never come their fathers' minds. (Edi Suharto, 2007)

State has unlimited authority, so the state should be able to manage, distribute income and natural resources for the prosperity of the people. The state has the authority to regulate, not being set to improve people's welfare.

Conception of the welfare state (welfare state) basically provides protection on the basis of the self-interest of the citizens. The ideology of welfare state for Indonesia should be able to be operated properly. It means that the position of state ideology should be a guide for the implementation of the government because the state has the function to a) protect the entire Indonesian nation and the entire country of

Indonesia, not only a threat from outside the State but also the threat from within, for example epidemics, poverty, natural disasters, etc. b) promote the general welfare namely about food security, health improvement of the population c) develop the mentality of life nation namely organizing public services for the people without discrimination d) to create world peace for all mankind e) to create social justice for all Indonesian people.

Public services cannot be separated from the selection of political ideas about the state. In determining the policy product, the state cannot do it based on its own desire but there must be participation space so that each policy product gets social legitimacy besides juridical and political legitimacy. Public services in the context of realizing good governance are through three strategic actions (Dwiyanto, 2005: 20-270): First, the interaction between the state (which is represented by the government) and the citizens, including the various groups or institutions outside the Government in public service. The interaction has forced the government as a service provider to provide quality service for the daily life depending on what is provided by the government to the people. Second, public service is the realm where good governance principles are implemented directly, so the values of good governance, namely, effectiveness, efficiency, fairness, accountability and non-discrimination can be realized within the public service. Third, public services involve all interests inside the state. Government, society and market mechanisms have an interest in public service better. In the climate of political openness and the system of the leader election that are direct current, people can make the choice and support to a regime that is able to provide the best service for the community. Legitimacy of power today is determined on the concern of the government to the people directly.

The issue of public services in Indonesia can be grouped into three things: (Prasajo, Infallible and Kurniawan, 2006):

1. The paradigm of public service and the mentality of the apparatus.

Rules and regulations available now have actually been confirmed the responsibility of the state in providing services, but ironically many cases that represent poor public services in Indonesia are found. Besides, attitudes and paradigm of government officials in service delivery are still rules-driven or based on command and superiors suggestion, not the satisfaction of the people. Each officer should understand the essence of the duties performance to the community.

2. Service Quality is inadequate and discriminatory.

Guarantee on the fulfillment of the community basic rights without discrimination has not been provided with adequate quality. Moreover, public services provided are generally limited, in terms of the number, quality personnel, facilities and infrastructure are inadequate and unfair. Generally it is because of limited human resources and inadequate budget allocations in *APBD*. In some areas, the budget (*APBD)* is spent more on routine activities than development activities.

3. There is no adequate regulation.

Existing regulations have not been able to ensure that the state's obligation should be accompanied by the ability to provide the best service to the citizens. In addition, public participation in the process of service delivery is not optimal although there are devices that can support that effort. (Lutfi J.Kurniawan (ed), 2008)

In general, a state can be classified as a welfare state if it has four main pillars, namely; 1) social citizen-ship; 2) full democracy; 3) modern industrial relations system; 4) rights to education and the expansion of modern mass education system. (Esping-Andersen, 999).

The welfare state wherewith implements all four pillars above can liberate their citizens from the grip of the market because it has the resilience to cope with globalization. The welfare state would give constitutional rights of the people through social policies which are measurable and transparent, in accordance with the level of need in the community. Therefore the people welfare is a form of responsibility and obligation of the state and the right of people ranging from the protection, fulfillment and respect for the people basic rights that must be met by the state.

Law Reformation, Policy And Public Services

The concept of the welfare state has an obligation to serve all citizens and residents in order to meet their basic needs. Adequacy of public services is mandated by the Constitution of 1945. Therefore it is necessary to build public confidence in the public service performed by government agencies as providers of public services.

Policy setting and implementation of public service normatively should be based on Pancasila and the Constitution of 1945, followed by setting the underlying legislation. Therefore, theoretically the policy settings of public services according to the paradigm of the new public service are that the public service should be responsive to the interests and values that exist and is maintained in public life. It should be non descriptive and democratic that ensure equality among citizens, without discrimination against ethnic, racial, ethnic, religion and class backgrounds.

The government's task is to negotiate and elaborate a variety of interests between citizens and community groups. Because the nature of society is dynamic, the character of the public service must also be constantly changed to follow the development of society.

It means that every citizen is treated equally when dealing with the public bureaucracy to accept service as long as the conditions required are met. Impersonal value that is free from nepotism and primordial is then provided the inspiration for the government in regulating the implementation of public service policy.

Issues concerning the implementation of the policy and the factors that influence the policy is not merely a mechanism but about the goal-purpose discretion, routine procedures and techniques, resources, relationship between organizational units, up to a certain political groups who might not approve of the policy already set.

Thus, if the government wants to satisfy people, then the important thing to do is to change the view that it is the government that acts as a servant to serve the community that acts as the employer. Besides, the government must act quickly and responsive to the needs required by society. If this condition occurs, the disease of bureaucracy, such as extortion, brokers or bribery bureaucracy, colossi, nepotism can be overcome.

Protection on Farmers / and Farm Workers

Indonesia is an agrarian country that most people earn money from agriculture and live in rural areas. As farmers they have rice fields and there are also farm workers who only work on farms owned by others.

To realize equitable and prosperous society and to fulfill rights and the basic needs of citizens, the state organizes the protection and empowerment of communities, especially farmers in a planned, purposeful and sustainable way. (UURI No. 19 Year 2013 about Farmers' Protection and empowerment).

the protection and empowerment of farmer aims to realize the sovereignty and independence of the farmer in order to improve the welfare, quality and a better life. The influence of the modern economy today has given birth and developed conglomerates that in various ways they seek to gain and control over the agriculture land. It is done not only for the need of productive business activities but also for the object of investment and even less likely for speculation object. National agrarian law must realize the embodiment of Pancasila as the spirituality principle of State and the ideal of the state as stated in the preamble of the Constitution. *UUPA* has created Pancasila Democracy, while the customary law is used as the basis of national land law, in accordance with the personality of our state because customary law is our original law.

Indeed socio-economic conditions of people living in rural areas are generally still far behind compared to those living in urban areas. This is the consequence of the change of the economic structure and the process of industrialization both economic investment by private and economic investment by government, so that the infrastructure and institutions tend to be concentrated in urban areas. Besides many economic activities in urban areas are still not synergistic with economic activities that are developed in rural areas. As a result, the city's role which is expected to encourage rural development precisely gives adverse impact on rural growth.

Based on the third RPJM (2015-2019) the competitiveness of the economy is getting stronger and more competitive with its integrated manufacturing industry of agriculture, marine and other natural resources in a sustainable manner, the fulfillment of infrastructure supported by solid cooperation between the government and the business world, more harmonic development of education, science and technology and industry as well as the implementation of economic institutional arrangements to promote the increase of efficiency, productivity, control and application of technology by the people in economic activities.

One of the principles of farmers' protection and empowerment is the openness namely providing protection and empowerment of farmers that should be implemented by giving attention on the aspirations of farmers and other stakeholders supported by information services that can be accessed by the people. Even farmers never reckon the workers when they do not have the bargaining power to overcome the loss when the crops prices fall (researcher observation based on interviews with respondents, April 24th, 2016).

Because farmers in rural areas tend to be conventional and are covered by the tradition law such as there is a ceremony of "*metik* (picking)" in harvest time, *bersih desa* and so forth. Actually there is an investor (Inc., Ltd) that offers cooperation how to invest money to get profit. They provide corn seeds or crops to be planted with the pattern specified by the investor / Inc., Ltd namely when harvest comes later, it must sold at a price determined by the Inc., Ltd. Besides, the Inc., Ltd also lends money to farmers, which will be refunded at harvest time. Farmers in rural community are in a weak position both economically and from the judicial aspect, so they are easy to be influenced. With the offer of seeds, fertilizers or loan of agricultural equipment, they immediately agree.

The bargaining position of one party towards another party has an impact on the bargaining power possessed. Therefore, the law relationship is in the field of "treasures" that contains economic value which is identical to the business. As a law relationship, it means it will lead to law consequences. Then the promise which is not fulfilled by one party by force must be upheld. For the purpose, any engagement which is created from the agreement must be in the constellation law. To make the engagement accepted as a constellation of law, then the source that creates such engagement namely the agreement must be valid. (Article 1320 BW) Agreement or as a business frame which is actually the principles underlying is very flexible.

One principle of contract law which provides a flexible basis is the principle of freedom in making contract. (Article 1338 BW) However, the principle of freedom in making contract is not independent but parallel to other principles based on the balanced proportion, so the agreement or healthy contract will be realized. There are also important principles namely "pacta sunt servanda" (which is basically a promise binding), the principle of the equality, principle of good faith and the principle of consensus among parties to make agreements.

It needs government to provide protection to the farmers with the facilities in the village, for example by utilizing cooperative or soft loans from banking institutions. An active role of the village official and the staffs are needed to protect farmers and farm workers from the attack of inc., ltd and investors who want to invest for profit. Here the government or the village chief and his staff could make the protection of the citizens, namely farmers and farm workers by selecting through licenses issued when the agreement offered is burdensome for farmers.

Law protection can be done in two ways, namely preventive and repressive law protection. Preventive law protection is a law protection that is precautionary. Protection provides the opportunity for people to propose an objection on the opinion before the government decision receives a definitive shape. Repressive law protection serves to overcome a dispute. The legislation has specified the forms of protection provided to the public on the arbitrariness of others, either ruler, businessmen or people who have a better economy than the victim, for example child protection, labor, domestic violence, injustice and neglect.

Law No.19 year 2013 on the Protection and Empowerment of Farmers, article 12 Jo article 7 paragraph 2 states that the farmer protection strategies can be done through:

a. infrastructure and means of agricultural production;
b. business certainty;
c. agricultural commodity prices;
d. the elimination of high-cost economy practice;
e. compensation of crop failure due to an extraordinary event;
f. early warning systems and the impact of climate change; and
g. agricultural insurance.

According to article 20 of Law No.19 year 2013, it is stated that besides government and regional governments, business agents can provide the means of agriculture production such as, seeds, seedlings, feeder cattle, fertilizer, pesticides, animals feed, animal drugs in accordance with quality standards. Therefore, the entry of the investor / Inc., ltd to perform a cooperation agreement does not rule out the possibility that could harm to farmers, while the investor / Inc., ltd thinks how to get profit. It needs to be escorted by the local authority through the village chief and his staff namely the existing farmer groups.

CONCLUSION

The welfare state of a country is where the state government is responsible to guarantee the welfare standards of minimum living for every citizen. Therefore the condition of farmers and farm workers in the countryside should be protected. Because farmers in rural areas tend to be conventional and covered by the common law tradition such as time of harvest there is the ceremony of "*metik* (picking)", *bersih desa* and so forth. However, there is an investor party (an Inc., ltd) which offers cooperation how to invest money for profit. Farmers in rural communities are in a weak position both economically and from the judicial aspect, so they are easy to be influenced.

The bargaining position of one party against the other party has an impact on the bargaining power possessed. Therefore, the legal relationship in the field of "treasures" has identical economic value to the business. As a law relationship, it means it will lead to law consequences, the promise which is not fulfilled by one party by force must be upheld. For the purpose, any engagement which is created from the agreement must be in law constellation. To make the engagement is accepted as a constellation of law, the source that creates such engagement namely the agreement must be valid (Article 1320 BW). Agreement or a business frame is actually the principle underlying which is very flexible.

One of the principles of contract law which provides a flexible basis is the principle of freedom in making contract (Article 1338 BW). However, the principle of freedom in making contract is not independent but parallel to other principles based on the balanced proportion, so agreement or healthy contract can be realized. There are also important principles namely "*pacta sunt servanda*" (which is basically a promise is binding); the principle of the equality, the principle of good faith, and the principle of consensus among parties to make agreements.

They need the government to provide protection to the farmers with the existing facilities in the village, for example by utilizing cooperative or soft loans from banking institutions. An active role of village official and his staff is needed to protect farmers and farm workers from attack of Inc., ltd or investors who want to invest for profit. Here the government or the village chief and his staff could make the protection of the citizens, namely farmers and farm workers by selecting the license issued when the agreement offered is burdensome the farmers.

RECOMMENDATION

To realize the welfare state, regional apparatus or rural areas must be more responsive to protect the citizens, especially protection to the weak party, namely farmers and farm workers who have minimum knowledge especially law and economically weak. The big responsibility of a country on the people welfare needs to be balanced with the legal awareness of citizens and good morality of law enforcement and government officials.

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TOTAL QUALITY MANAGEMENT & FLEXIBILITY

EstikHariPrastiwi ,IrmayantiHasan

Doktoral Student in Management at Faculty of Economics and Business at University Brawijaya, Lecturer Faculty of Economics Univercity 17 Agustus 1945 Surabaya
Email :estikhariprastiwi@yahoo.co.id

Doktoral Student in Management at Faculty of Economics and Business at University Brawijaya, Lecturer Faculty of Economic UIN Malang
Email :Irma.hasan@gmail.com

Abstract. In the era of globalization, the quality of a product is one of the important factor to survive and compete. In the era of MEA(Asian Economic Community) and CAFTA (China Asean Free Trade Agreement) competitors are not only from domestic but also from other countries in the Asian region. This paper aims to find out the application of the Flexibility in Total Quality Management at the company's goods and services. The method used is the literature review. Flexibility is the application of research results in the Total Quality management and would improve the quality of the products and services.

Key Word :Flexibility, Total Quality Management

INTRODUCTION

In globalization the quality of a product be one of the most potential company that can still survive and can still compete with other companies .Indonesia has enter the market the community of the asean economic mea) , competitors company not only between domestic firms but also with companies other countries in asean .With the agreement in april 2012 , namely china-asean free trade area , more and more chinese products entered indonesia.Pricing strategies set by china is pricing low , this be an attraction for those to purchase products china in spite of a quality point of view is not so good in no meaning perishable or easily broken .A few years ago motor produced b china many entering indonesia with dozens of brands , so as to affect motorcycle sales of japan honda , yamaha , suzuki . Since motorcycle china prices will half from motorcycles japan.Even honda make a motorcycle owns the legend to rival motorcycle china where owns the legend made honda motor for a low price.But a given price motorcycle china in accordance with the quality, where discharging not until a year is damaged and difficulty looking for the reserve.See that consumers finally not to buy motor china again, and may now owns the motorcycle china that there are still only have a little who survives.

When we talked the quality , of our minds only to the durable and understanding the quality of according to jay heizer is the ability of goods or services in meet the needs of customers .Goods or services said quality kalu according to the specifications given .For example led light , when we buy , around the led light tetulis the discharging .If the discharging lights equal to stated in packaging so led light had the quality of being splendid .But the paradigm that emerged in the community , if lights owns the philips is lights of a fine quality , and if we bought a lamp owns the philips the price is more expensive and of more durable .This is in accordance with specification stamped on packaging .And when viewed production costs lights philips with the lights cheaper the price of different , lights philips have the cost of production higher . But not all consumers capable of bought a lamp owns the philips , so that bought a lamp owns the other cheaper .Should consumers realized spent for bought a lamp the according to the specifications received , where the discharging the lights less than owns the philips .The ability a product or service said quality when in accordance with consumer advocacy but consumers also worth noting that the good quality if according to the specificaTo produce a product quality , not only the role of production line but all the people involved in these organisations to be memhasilkan products satisfy consumers .Because the production must also cooperate with the marketing that can understand what has been consumer advocacy and how therein these products in accordance with consumer advocacy tions set company .

To produce a quality product , the role not only of production but part of the whole person involved in the organisation is to be able to produce products that can satisfy consumers .Because the part of the production of must also cooperate with the marketing to be able to understand what consumers become desire and how meciptakan of these products in accordance with the wishes of consumers. Besides finance division also should be ready to provide funds in accordance with the time it takes and do buy raw materials at the time of the production process done , because if there are delays one raw material or raw material not in accordance with specifications hence the results of the product not in accordance with planned.

Total quality management (tqm according to jay heizer in 2001; 70) is management of a whole organization that superior in all aspects of goods and services companies is important.So that in implementing tqm all employees and the management involved in carrying out a job in accordance to the task each but there must be cooperation between all parts as to create a good relationship in order to make a product to fit as desired.To be able to compete with a company at home or abroad required a process production flexibel which the processes of production flexibel can follow all the development of quickly and in accordance with consumer advocacy.To create production process that flexibel it takes technologies information that supports the production . Because in progress information technology at the moment progress is very fast , where no time wasted to perform information and make its order .The order came when sewaktu-waktu , where within seconds the information can reach the company hence companies should quick the orders.

Research purposes

This research aims to understand the application of total quality management to companies goods and services.

Review the theory

Definition management the quality

According to gazpers (1997 , the quality of management can be said as all activities of the management function overall wisdom who determine the quality , purpose and responsibility to implement it through as well as management tools the quality , quality as planning , quality control , quality assurance , and improving the quality .

Understanding the total quality management (tqm) is a management system the quality of being focus on pelanggan (customer focused) by involving all levels an employee in done the or its repairs sustainable (in persistent).Total quality management or tqm use strategy, data and communication that effective to integrate the quality of into the culture and activities company.In short, total quality management (tqm) is the approach management to achieve success long-term by customer satisfaction (customer satisfaction).

Tqm (total quality management) , all members organization or employees of a company should participate actively involved in increase the process , products , services and culture where they work so yields the best quality in the product and services will eventually its customer satisfaction .

A main element tqm

There are 8 a main element in management system tqm(total quality management) .The eighth a main element of them are:

1 .Focus on pelanggan (customer focussed) customers were the ones who determine whether quality products and services produced the company meet the needs or tiers the quality of being he wants .Anything done by an organization / companies like training employees , repair processes , the use of machine sophisticated or adoption newest technology that in the end pelangganlah that determines whether the efforts being made by the beneficial or not.

2 .The involvement of employees as a whole (total employee involvement) employees is a source of power company that important in achieving its objectives that he was planning .Hence , the involvement of employees as a whole be able to support firm in done the processes and the quality of being sustainable which then produce products and the best service for its clients .In the empowerment employees , required training and the increase in employees against skill in working on his job.

3. A focus on process (process-centered) attention on improving the process of constituting the basic foundation management system tqm.The process is a series of measures that began in revenue input of supplier (internal and external) and transform be an output that will be sent to pelanggan (internal and external).

4 .Integrated system (integrated system) although there are much skill and scope of work in a company form departementalisasi vertically and horizontally .It requires a integrated system well so vision , mission , strategy , policy , the objectives and targets of companies can be communicated well and clear to all employees .

5 .Approach strategy and systematic (strategy and systematic approach) one of the essential part in the management of quality is approach strategy and systematic in achieving vision , the mission and the purpose company .The process normally referred to perencanan strategy or management strategy do the formulation and planning strategy in integrating the concept of quality to in the strategy company as a whole.

6 .An increase of sustainable (continual improvement) an increase in sustainable encourage company to do analysis and created ways more compete with and effective in achieving its objectives companies and meet the expectations of all interested parties .

7. A decision based on the fact (fact-based decision making) to understand the extent of a performance company, data are necessary to measure.Tqm require

company seemed to collect data and analysis sustainably that decision or policy benar-benar accurate and appropriate.With the data, we can draw conclusions based on events or previous results .

8. Communication (communications in daily operation, company will changed good change in the strategy, policy, and a method of the implementation of the schedule.Change it should be communicated with good to all employees concerned.Good communication it will produce motivation and working spirit in achieving its objectives his company.

A. Brief history of the Total Quality Management

Evolution movement quality began in a period of study time and motion by mr scientific management fredericktaylor in 1920. The most fundamental philosophies board of the scientific are the separation between planning and implementation .Due to improving volume and complexity pemanufakturan , the quality of also become more complicated .Volume and complexity the emergence of quality engineering in 1920 and reliability engineering in 1950-an .Engineering own quality the emergence usage method of method statistic control quality , whose end leads to the concept of control chart and statistical process control .Two recent concept is the fundamentals of the total quality management .

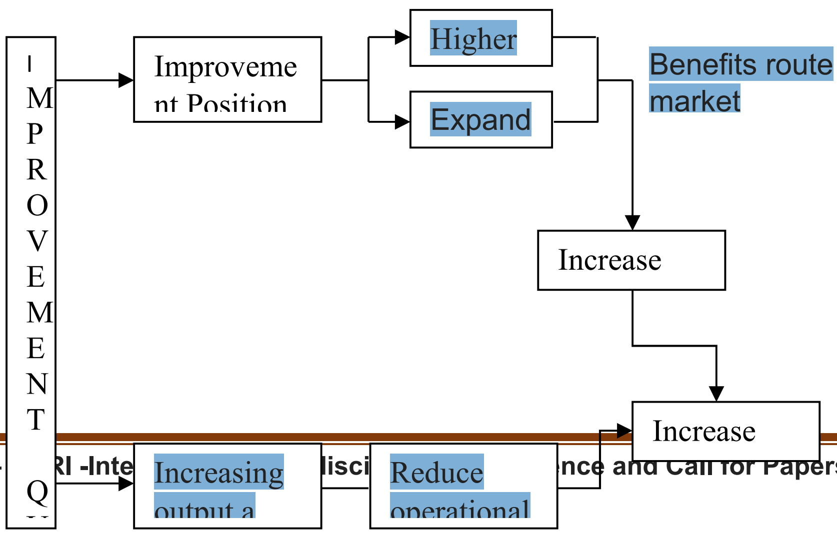
B .Argues that the need for Total Quality Management

The best way to compete and excel in global competition is to produce the best quality .To produce quality of the best efforts are required of sustainable improvement in the ability of humans , the process , and the environment .The best way in order to improve the ability of components of the components were a sustainable is by applying TQM.

The application of tqm in the company can increaseprofit through two routes (figure 1) .

- The first , are market .Company can fix position persaingannya so share was getting bigger and the price jualnya can even be higher .Second that leads to the increase in income so that the profit obtained also the bigger
- Route second , company can increasing output free from damage effort improved .This menyebakan the company operating profit reduced thus obtained will increase

Figure 1 Benefitt TQM



Source : Pall in Tunggal. A.W. (1993), Integrated quality management.

FLEXIBILITY AND OPERATION FLEXIBILITY

Galther and frazier(2002) the factors that proposed affect management of operation is reality global competition and the quality of customer service cost challenges the expansion that quickly than advanced technology andgrowth continuation of the services sector scarcity of resources operation and finally social responsibility .Tqm also has factor that influences same have a tremendous impact in which TQM played a major role in operational management .Thus the relationship betweentqm and operational management strong and positive .If there is weakness or application the wrong of tqm there will be negative reaction in the management of organizationsand operational including qualitylevels both internally and externally. The main purpose of tqm is a high degree of customer satisfaction and when we connects it is with strong ties and positive between management operational and tqm we also found that the main purpose of operational management is customer satisfaction internal and external .The researchers showed a positive relationship between tqm and satisfaction customers via operational management reach highest level customer satisfaction .

Chan (2004) proposed that manufacturing flexibility system covers the spectrum of manufacturing activity that covers the engine assembly welding and fabrication of a number of other applications .From this definition shows flexibility includes all aspects of manufacturing of raw material suppliers for service of purna selling.

Changes in market competition and customer desire on efficient needs of good quality and production very flexible and services. Flexibility is important to meet many unexpected changes in consumer needs. Flexibility able to manage rapid change in a way that efficient and effective .This strategy is based on the reduction of the number of workers increase the use of a machine operation improve control and reduce either the work in a stock the process and supplies the final product .Flexibility all strategy havingpositiveness in all stages of production but reduce the number of workers will create a social issue by increasing the number of unemployed that deals is not well in the community.

Correa and gianesia(1994 adopted two an important way for versatility associated with strategy manufacturing organization .The first is a response to an increase in a rocky environment .Second flexibility can be very percolate and may affect performance criteria completiveanother organization as speed delivery and dependable .The the same author definedflexibility as can varies and adopt operation good because the needs of customers change or because of a change in production process or maybe because of a change in the delivery of resources .

So flexibilityinclude all theprocess of the organization of especially when changes it is associated withcustomers.

The goal is to meet all the changes have an effect on the customer satisfaction . The purpose of flexibility ability to handle effectively with the effects through a an unplanned method control as the filter work so as to limit the number of effect system change. Emphasis on the flexibility operation to handle an impact an unplanned after they have been happened in the study same writer have proposed several dimension for control a filter; as monitoring forecasting standardisasi, maintain reservations line and promote replace delegate and subcontractors focus and coordination and integration. If any change an unplanned for some reason get through control filter flexibility operations have to deal with a kind of operation service

There are seven an operation of kind of flexibility :

1 .Design flexibility ability to introduce new service .

2 .Package flexibility ability to offer services varying in a certain period .

3 .The delivery service ability to offer services in many places .

4.The shipping period flexibility the ability to anticipate delivery service to the needs

5.Volume flexibility the ability to change services output level.

6.Flexibility security system the ability to operate effectively despite changes that affects the input and the process

7. Customers flexibility recovery the ability to restore customers after a couple of things wrong .The influence of a change that does not planned walk by means of hind that affects organization itself and affect all of the market.

The Implematation of TQM

1. TQM in Hospital

   Research aims to clarify a direct relationship between management the quality of total and satisfaction patients relationships are directly between tqm and satisfaction patients through flexibility operational and the impact of flexibility operational in satisfaction patients.This study will work to identify failure and weakness points in the implementation of the principles quality management plan total and the effectiveness of flexibility operational in the hospital. To stimulate the production and improve patient satisfaction researchers will determine default or an omission in the application of the principles total quality management and strategies operational flexibility. Researchers will propose recommendations for increase productivity hospital and patients ' satisfaction these recommendations to be depended on the results of a study.Idea research derived from the importance of tqm in patients ' satisfaction and the impact of the center of flexibility operational in satisfaction patients. Researchers proposed to increase productivity hospital and patients ' satisfaction there any need for measuring and increase plan flexibility operational and practice TQM in all kinds of organization .Integration and cooperation between the principles TQM and flexibility operation is a solution to any organization successful .

2. TQM in MustikaRatu

   PT MustikaRatu have applied TQM (total quality management) dealing with iso 9002, to make a case study in assessing productivity company with count QPR (quality product ratio).The difference can be seen from the application of TQM before and after the application of tqm, with the indications increasing production, reduced of a defective product, and reduced rework resulting from defective production of various types of products spend by the PT MustikaRatu, sample the most products, namely herbs, with production levels 388.782.000 unit . The results it was after the application of TQM , can be concluded that qpr before tqm increased by 1 % (1,64 % -1,63 %) , although costs of raw material and wrapping herbs increased .But increased costs can reduce of a defective product .The increase in productivity PT MustikaRatu is very encouraging because is clear evidence that the department of production have managed to improve its productivity .

3. TQM in Hotel

Total Quality Management (TQM) and corporate social responsibility (CSR) relevant in the hotel to produce sustainable competitive advantage .This paper discuss how implementation of both TQM and CSR influence the outcome of satisfaction stakeholders in ' business performance .Empirical studies of samples from 141 hotel spain from the andalusia shows that adoption of this approach capacity hotel for stakeholders them and this result has positive effects on performance hotel. The research also give evidence complementary of both the philosophy of management as TQM to expand CSR.

Conclusion

1 .Good quality of a product in terms of how these products able to meet customers need both in terms of price , quality products in meaning according to the specifications a company and there in times of need .Tqm is management of the whole organization start suppliers to customers , tqm emphasis on commitment by management to having constantly excellence toward in all aspects of goods and services important for consumers .

2 .Flexibility is essential to meet a lot of changes unforeseen in the needs of consumers .Flexibility able to manage rapid change in a way that efficient and effective .This strategy is based on the reduction of the number of workers , increase the use of a machine , improve control of the operation and reduce either the work in a stock the process and supplies the final product

3 .The implementation of tqm to products and services can increase productivity

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MARRIAGE REGISTRATION MECHANISM

FOR NON-MUSLIM CITIZENS OF INDONESIA

Dr. M. Zamroni, SH, M. Hum.

Faculty of Law, UniversitasMaarifHasyim Latif (UMAHA).

Email: zamronilawoffice@gmail.com

Abstract. Registration of marriage is very important, because it has implications juridical in various aspects as a result of marriage.but, in Indonesia there are several factors mainly related to cultural values and religion or belief, which constrain the implementation of the registration of marriages. Therefore, the role of the sociology of law as a discipline of science are particularly relevant to analyze the relationship between the rules of positive law governing the registration of marriages liabilities with the values that live and thrive in Indonesian society.For those who do marriage according to Islam, the registration of marriages performed in the District Religious Affairs Office, while those Christians (Catholic and Protestant), Buddhist and Hindu paint of do in the Civil Registry Office.

Keywords:Marriage Registration, District Religious Affairs Office, Civil Registry Office.

1. INTRODUCTION.

The institution of marriage is the juridical basis which entitles a man and woman to live together in a household. Therefore, in accordance with the legislation in force in Indonesia, then every marriage must be recorded in the state administration. For those who do marriage according to Islam, the registration of marriages performed in the District Religious Affairs Office, while those Christians (Catholic and Protestant), Buddhist and Hindu paint of do in the Civil Registry Office.

Against marriages performed by adherents of belief in God Almighty, until now there is no clear government policy and firm regarding the registration of marriages. This raises the ambivalence in government policy to require registration of every marriage in the state administration. As a fact it can be argued that even though the Supreme Court of the Republic of Indonesia in its decision No. 178K / TUN / 1997 on Marriage *Kong Hu Cu,* and the State Administrative Court (Administrative Court) verdict Jakarta in case Number: 024 / G.TUN / 1997 / PTUN. Jkt. stated that the Civil Registry Office is not authorized to refuse registration of marriages faiths, but the fact that to date the Civil Registry Office is not willing to submit to the decision and did not refuse registration of marriages performed by followers of cult.

Registration of marriage is very important, because it has implications juridical in various aspects as a result of marriage.but, in Indonesia there are several factors mainly related to cultural values and religion or belief, which constrain the implementation of the registration of marriages. Therefore, the role of the sociology of law as a discipline of science are particularly relevant to analyze the relationship between the rules of positive law governing the registration of marriages liabilities with the values that live and thrive in Indonesian society.

The fact juridical *(das sollen)* and the fact the real *(das sein)* that became the foundation and also as the basis of thinking *(basic of thinking)* to discuss the sociological phenomenon of the problem of registration of marriages in Indonesia, are:

1. Facts Juridical *(dassollen),*which includes Article 2 paragraph (2) of Law No. 1 of 1974 About marriage (Act No. 1 of 1974 About marriage), which states: "every marriage is recorded according to the laws - laws that apply". Furthermore, in Article 13 of Government Regulation No. 9 of 1975 on Implementation Act - Act No. 1 of 1974 About Marriage (PP No. 9 of 1975) which states: (1) *"Deed*marriage made in duplicate 2 (two), the first strands Employees kept by the Registrar, the second page is stored in the Clerk within the civil registry office was located." (2) *"To*the husband and wife were each given official copies of marriage". Furthermore, in Article 5 and Article 6 Compilation of Islamic Law in Indonesia, also stated that: To be assured order for Muslims every marriage must be recorded. The registration of marriages in paragraph (1), conducted by the Employee Registrar of Marriage as stipulated in Law No. 22 Year 1946 jo Law No. 32 Year 1954.Ketentuan article 6, which reads, in order to meet the provisions of Article 5,

every marriage should held in the presence and under the Employees Registrar Nikah.Perkawinan carried out surveillance Employees Nikah Registrar does not have the force of law.

2. Real Facts *(dassein),*which is difficult to expect the legal awareness of some communities in Indonesia to have an awareness to carry out the registration of marriages that have been performed.

Based on the description of the background of the above problems, the formulation of the problem in this paper is:

1. What is the procedure for the registration of marriages for non-muslim citizens of Indonesia?
2. How do the characteristics of registration of marriages registered by the Civil Registration Officer?

B. Discussion.

In December 2006 has been set Indonesian Act Number 23 of 2006 concerning Population Administration (Law on Civil Registration) which govern the procedures and governance recording important events or civil registration experienced by every citizen of the Republic of Indonesia. Definition of key events in the legislation, contained in Article 1 paragraph 17, namely: the events experienced by a person includes births, deaths, stillbirths, marriages, divorces, recognition of children, legalization of children, adoption, change of name and change of citizenship ,

The marriage registration of citizens who are Muslims, governed by Article 8 of Law Administration that determines that the obligation of implementing agencies for registration of marriage, divorce, divorce, and refer to the Moslem population at district level is done by the District Religious Affairs Office. The provisions of Article 34 of the Indonesian Act of the Population Administration stipulates that:

(1) Marriage is legal according to the legislation must be reported by the resident to the institution of marriage occurrence of conduct in place no later than 60 (sixty) days from the date of marriage;

(2) Based on the report referred to in paragraph (1), the Registrar of Civil recorded at the register a marriage certificate and publish kutipatAkata marriage;

(3) Excerpts marriage certificate as referred to in paragraph (2) respectively awarded to husband and wife;

(4) Reporting as referred to in paragraph (1) for the Moslem population conducted in the District Office of Religious Affairs;

(5) Data from the records referred to in paragraph (4) and in Article 8 paragraph (2) shall be submitted by the District KUA to the Executing Agency no later than 10 (ten) days after the registration of marriages performed;

(6) Results of recording data as referred to in aat (5) does not require the issuance of official copies of civil registration;

(7) At the district level report referred to in paragraph (1) conducted at UPTD implementing agencies.

Elucidation of Article 34 Paragraph (1) explains that the definition of marriage is an inner and outer bond between a man and a woman as husband and wife in accordance with the statutory provisions. This may imply that the marriage is valid for the citizen of Islamic religion is a marriage conducted according to Islamic religious law as defined in Article 2 (1) of the Marriage Law. The next explanation is marriage for muslim population recorded by the District Religious Affairs Office in accordance with the legislation. This means that the provisions of Article 2 paragraph (2) of the Marriage Law is executing contained in PP 9 In 1975, still in force. In Article 2 (1) PP 9 In 1975 determines that registration of marriage for a Muslim marriage registrar by an employee as defined in the Act No. 22 Year 1946 *jo.*UU no. 32 Year 1954, so that the two regulations are still in effect to this day.

Elucidation of Article 34 Paragraph (2) also stated that the issuance of a marriage certificate to the Muslim population conducted by the Ministry of Religion. Because the marriage certificate for the citizen is Muslim has been issued by the District Religious Affairs Office, the data received by the institution of marriage need not conduct a marriage certificate issued citations.

Marriage is an important event experienced by a person, so that the Civil Registration interested to note in the register at the Civil Registration Implementing Agency. Thus Article 34 paragraph (1) requires valid marriage events to be reported to the Implementing Agency at the scene of the marriage later than 60 (sixty) days from the date of marriage.

According to the report, officials noted at the Civil Registration Act of Marriage Register and published two (2) Quote marriage certificates, each of which is given to the husband and wife.

This reporting obligation also applies to the Muslim population, but the implementation is done by District Religious Affairs Office To the Executing Agency no later than 10 (ten) days setela h registration of marriages conducted.

Before the marriage took place, as the Indonesian Government Regulation No. 9 of 1975 on the implementation of Indonesian Act Number 1 of 1974 on Marriage (PP No. 9 of 1975), determine the things that need to be done, namely:

1. Notification of the will to mate to Employees Marriage registrar;
2. The employee examined whether the terms of the marriage has been met, and if there are no obstacles according to the law;
3. Similarly, examining the papers required, namely:

1) Quote birth certificate or birth recognition letter bride. In the absence of a birth certificate or birth recognition letter, can be used letter stating the age and origin of the bride is given by the village chief or the equivalent with it;
2) Information about the name, religion / belief, occupation and place of residence of parents the bride;
3) Written permission / permission Both Parents, if one of the prospective bride or both have not reached the age of 21 (twenty-one) years;
4) The court permission in case the bride is the husband who still had a wife;
5) Marriage is only permitted if the man has reached the age of 19 (nineteen) years and the woman has reached the age of sixteen (16) years. Deviations this provision can be done through the courts or other official keuda parents ditunjuik by the man or the woman;
6) The death certificate former wife or husband in the case of divorce or certificate of divorce, the marriage for the second time or more;
7) Written permission of the officials appointed by the Minister of Defense

and Security / Commander, if salathseorngan bride or both members of the armed forces;

8) Authentic power of attorney or under the hand that was passed by Employees Pencata, when one of the prospective bride or both can not present itself as an important reason, so delegate to others.

4. If it turns out the results of research that there is obstruction of marriage or have not met the necessary requirements, then the state immediately notified to the bride or to keuda parents or his representative;

5. After fulfillment of the above matters and there is no obstacle seseuatu marriage, then the employee Registrars provide a written statement and announcement about pemberitahukan will organize into marriage.

As is the Court in Marriage is a religious court for those who are Muslims, whereas for the non-Islamic religion is the General Court.

Marriage took place after the tenth day since the announcement of the will of the marriage by the Registrar Employees with the procedures of marriage according to the law of each religion and belief it.

In Article 10 paragraph (3) contains a provision secularistic enough to give an opportunity to the parties to heed the procedures according to their religion or belief, by way of marriage conducted in the presence of the Registrar Officer and attended by two witnesses. However, this provision was not contained explanations and more detailed implementing rules.

Shortly after the marriage took place, the bride and groom sign the marriage certificate which had been prepared by the Registrar employee, who subsequently signed by two witnesses and the Registrar Employees who attend the wedding, and the marriage took place according to Islam, then signed by the male guardians or representatives.

With the signing of the marriage certificate, the marriage officially recorded. Deed made in 2 (two) pieces, the first saved by Employees Registrar, while the second page is stored on the territory of the Registrar of court in the Marriage Registration Office is located. Then the husband and wife were each given citations marriage certificate.

C. Conclusion

From the foregoing, it can be concluded as follows: *First,* before the marriage took place, as the Indonesian Government Regulation No. 9 of 1975 on the implementation of Indonesian Act Number 1 of 1974 on Marriage, determines matters things need to be done, namely:

1. Notification of Employee's will into marriage to the marriage Registrar;
2. The employee examined whether the terms of the marriage has been met, and if there are no obstacles according to the law;
3. Similarly, examining the papers required, namely:
    a. Quote birth certificate or birth recognition letter bride. In the absence of a birth certificate or birth recognition letter, can be used letter stating the age and origin of the bride is given by the village chief or the equivalent with it;
    b. Information about the name, religion / belief, occupation and place of residence of parents the bride;
    c. Written permission / permission Both Parents, if one of the prospective bride or both have not reached the age of 21 (twenty-one) years;
    d. The court permission in case the bride is the husband who still had a wife;
    e. Marriage is only permitted if the man has reached the age of 19 (nineteen) years and the woman has reached the age of sixteen (16) years. Deviations this provision can be done through the courts or other official keuda parents ditunjuik by the man or the woman;
    f. The death certificate former wife or husband in the case of divorce or certificate of divorce, the marriage for the second time or more;
    g. Written permission of the officials appointed by the Minister of Defense and Security / Commander, if salathseorngan bride or both members of the armed forces;
    h. Authentic power of attorney or under the hand that was passed by Employees Pencata, when one of the prospective bride or both can not present itself as an important reason, so delegate to others.
4. If it turns out the results of research that there is obstruction of marriage or have not met the necessary requirements, then the state immediately notified to the bride or to

keuda parents or his representative;

5. After fulfillment of the above matters and there is no obstacle seseuatu marriage, then the employee Registrars provide a written statement and announcement about pemberitahukan will organize into marriage.

The above procedure must be carried out by Indonesian citizens who carry out the marriage, whether Muslim or non-Muslims, but for the Muslim population there are some special distinction, especially in the civil registry and dispute resolution in the courts.

Second, Characteristics of marriage for people who are not Muslims can be seen in the provisions of Article 34 of the Indonesian Act of the Population Administration stipulates that:

1. Marriage is legal according to the legislation must be reported by the resident to the agency conduct of the place of occurrence of marriage later than 60 (sixty) days from the date marriage;
2. Based on the report referred to in paragraph (1), the Registrar of Civil recorded at the register a marriage certificate and publish kutipatAkata marriage;
3. Excerpts marriage certificate as referred to in paragraph (2) respectively awarded to husband and wife;
4. Reporting as referred to in paragraph (1) for the Moslem population conducted in the District Office of Religious Affairs;
5. Data from the records referred to in paragraph (4) and in Article 8 paragraph (2) shall be submitted by the District Religious Affairs Office to the Executing Agency no later than 10 (ten) days after the registration of marriages performed;
6. Results of recording data as referred to in aat (5) does not require the issuance of official copies of civil registration;
7. At the district level report referred to in paragraph (1) conducted at UPTD implementing agencies.

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CURRICULUM MODELS OF TEACHER PROFESSIONAL EDUCATION BASED ON THE INDONESIAN QUALIFICATIONS FRAMEWORK (KKNI)

J. Priyanto Widodo

STKIP PGRI Sidoarjo
Jl. Kemiri, Sidoarjo, East Java, Indonesia
priwidodo@gmail.com.

Abstract. This article reviews the curriculum models of teacher professional education (PPG) based on the Indonesian Qualifications Framework (KKNI) as a regulation product related to the responsibility of education institutions for educators (LPTK). Education institutions for educators serve as institutions which produce professional teachers who have adequate knowledge and skills to meet the future demand. The role and responsibility of teachers in complex, especially with regard to the development of technology. They are also dynamic as there are dynamic phenomena happening in the society and in education in general. The economic phenomenon which tends to be materialistic and capitalistic will generate an individualistically independent society. Students do not have to learn from teachers; they can also learn from other sources of information through the communication technology. Therefore, both state and private education institutions for educators need to adapt their systems and curriculum.

Keywords: curriculum models, education, teachers, professional, Indonesian qualification framework

INDONESIAN QUALIFICATION FRAMEWORK

Indonesian Qualification Framework (called as KKNI) is a legal product in the field of education which was developed based on President Decree No.8, 2012. Issued before the establishment of Law No.12, 2012 on higher education, KKNI became a powerful regulation which become a trending topic in the social media of higher education institutions.

KKNI is a qualification framework which classifies Indonesian human resources, comparing and integrating education sector with the sector of training and experience in a scheme recognizing work skills adjusted to structures in various sectors. KKNI is the realization of the quality and identity of Indonesia in relation to its national education system, the national work training system, and the national assesment system of learning outcomes, which are used to produce high quality and productive human resources for the national program of the 2045 Golden Indonesia.

President Decree No.8, 2012 mentions that KKNI consists of 9 levels/classifications of productive Indonesian human resources. The description of qualification in each level considers the learning outcomes, produced by formal and non-formal education processes, as well as experience in conducting quality work processes. The description is also suited to the development of knowledge, technology, art, and sectors supporting the economy and welfare of the nation, such as farming, health, law, and other related aspects.

Learning outcomes also include aspects building the nation identity as reflected in Pancasila, the 1945 Constitution, and *Bhinneka Tunggal Ika* – which enacts the implementation of the fifth principle of *Pancasila* (the nation five principles) and law; they are committed to recognizing and respecting the diverse religions, ethnicities, cultures, languages, and arts in Indonesia.

KKNI is used as a neutral reference in the process of recognizing learning outcomes obtained from various education systems/processes in the National Education System and work competencies obtained from experience or trainings. KKNI can be used as a reference for stakeholders related to and concerned about the development of human resources in their workplaces and the community.

The formal education sector in higher education can employ KKNI as a reference to plan learning processes which aim to produce graduates whose knowledge and skills meet the qualification standard in the KKNI and the career level. Therefore, KKNI is intended to (1) determine the qualification of learning outcomes obtained from formal and non-formal education, as well as work experience; (2) determine the recognition scheme or learning outcomes obtained from formal and non-formal education, as well as work experience; (3) recognize the qualification of learning outcomes obtained from formal and non-formal education, as well as work experience; (4) develop the recognition system and method of the qualification of human resources from other countries who work in Indonesia.

For the future and long-term objective/planning of Indonesia, the implementation of KKNI will: (1) increase the number of qualified human resources with international competitiveness so that the improvement of accesibility of Indonesian human resources to national and international work opportunities can be ensured; (2) increase the contribution of learning outcomes obtained from formal and non-formal education, as well as work experience in the national economic growth; (3) increase academic mobility to achieve mutual understanding, solidarity, and networking of higher education institutions in various countries; (4) increase the recognition of other countries in regional and international levels without putting aside the characterictics and identity of Indonesia.

TEACHERS' FUTURE CHALLENGES

The roles and responsibilities of teachers in the future are complex and dynamic due to the phenomena in the economy and education in Indonesia. The economic phenomenon which trends to be materialistic and capitalistic will generate an individualistically independent society. Students do not have to learn from teachers; they can also learn from other sources of information through the communication technology. The world has become 'a global village' in which individuals are no longer limited by physical barriers. Since 2015 in the ASEAN Community, commodities and workers from other countries have been able to enter Indonesia. The next period will allow neighbouring countries in Asia and Pacific (AFTA) to enter the country. Are our teachers able to prepare themselves and their students to face the global competition?

In his book 'the future', Al Gore mentioned that in the 21st century, there will be geopolitical and economic shifts, from the west to the east. Jacques described that "China is more a cultural-state rather than a nation state" and South Korea as imitating the strategy of Japan in its resistance against America which had bombed Hirosima and Nagasaki; Al Gore used this as evidence that Asian countries, including Indonesia, will control the world.

In terms of population and geographical area, Indonesia has been predicted to be one of developed countries. In 2014 (the golden Indonesia), it will have a demographic bonus; 50% of Indonesian people will be in the productive afe with per capita income of US $5000. Therefore, Indonesia will belong to the high-income group. One of the keys is the ability of teachers to drive students' potential in order to find/build their identity with nationalism and culture as well as confidence as a big nation.

TEACHERS AS ORGANIC INTELLECTUALS

Antonio Gramsci mentioned teachers as organic intellectuals having a particular strength in educating humans through the evolution process. Teachers as '*pamong*' (java*)* have important roles as drivers and facilitators of students' learning and potential. Teachers has a responsibility to create democratic citizens through evolution, not revolution. The ability of students will develop gradually and intensively through examples and guidance of teachers. The task of future teachers is as a *pamong* – that is a living example for students, democratic and skilful. Therefore, a civil society will be created, in which citizens are virtous, skillful, and have a feeling of responsibility toward the nation. The future Indonesian teachers are organic intellectuals, not bureaucrats or bureaucratic labours. The main responsibility of the teachers is to educate students and free them from indoctrination, so that a knowledge based society can be created. The main task of teachers is not a political task influenced by politics and political power.

TEACHERS AND CURRICULUM

Since the Indonesian independence, curriculum changes has occured 11 times; yet, the changes do not seem to improve the quality of education and teachers. Ideally, curriculum changes should be done based on the bottom-up principle, not top-down. In education, curriculum changes should be done through stages and trial involving samples or small-to-big groups; a curriculum can be applied nationally if it has been tested/evaluated, which requires a long period of time. Yet, improving the quality of teachers through three-day trainings seems impossible to do, particularly when the trainings are not accompanied with evaluations. Teachers are the key of the succesful implementation of a curriculum.

REFORMATION OF LPTK

Education institutions for educators (LPTK) which have a task to generate teachers need to change their curriculum and education system. Based on the current regulation, the teaching profession cannot be dominated by those having bachelor of education, it should include those having general bachelors (non-education). The 'old' curriculum of PTK has been recognized as having weaknesses in creating teachers. The input and output standards are not based on outcomes needed by users of graduates. Even most private LPTK do not have an input standard. Under the National Law No.14, 2005 on teachers and lecturers, LPTK experience a booming; yet, the number of LPTK students will decrease.

In the Indonesian Qualification Framework (KKNI), the curriculum of teacher education is no longer on level six, but on level seven. It is equal to doctors, judges, accountants, etc. Regulations dealing with professional teacher education (PPG) should be limited; LPTK require creative alternatives and solutions which need to be diversified in the system.

H.A.R Tilaar mentioned that LPTK should do reformation in order to produce creative and innovative Indonesians for the process of collaborative learning. The curriculum of LPTK should be able to produce teachers who are: (1) nasionalists, (2) having knowledge, (3) *pamong* able to develop thinking capacity and ethics, and (4) professional.

THE TEACHER EDUCATION CURRICULUM MODEL BASED ON KKNI AND PPG

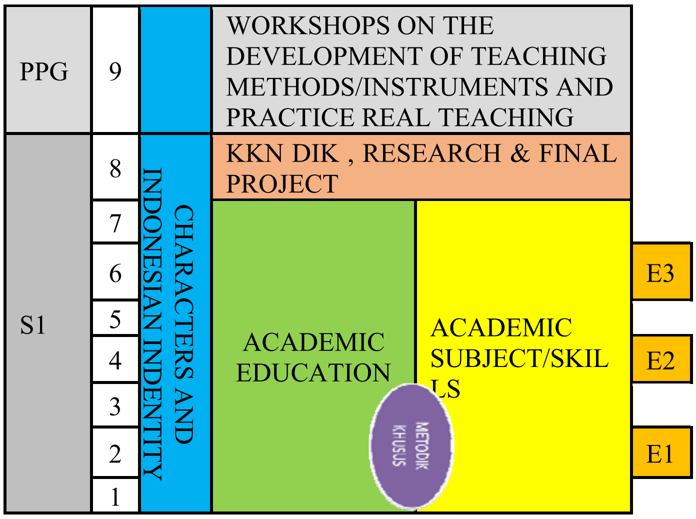
According to the guidebook of the directorate of educators and education staffs, directorate generale of the Indonesian Ministry of Education, teacher professional education requires two stages: (1) teacher academic education, and (2) teacher professional education (after bachelor, certification of teachers). The development of LPTK curriculum is done based on the following principles: (1) First, the integrity of academic and professional education; the academic education of teachers should be inseparable from the professional education. The integration should include the recruitment, the education process, and graduation. This is an important principle as the Education Minister Decree No.8, 2009 on the pre-teaching teacher professional education does not regulate the academic education. (2) Second, the relationship of teaching and learning; this principle suggests that the way teachers teach students should be based on an understanding of the way students learn in their environment. Therefore, theories, methods, and teaching strategies given to teachers should consider such an aspect. The way teachers know and respond to the behaviours of students is important as this will construct the nature of teaching and learning (Loughram, 2010).

Therefore, the structure of curriculum of academic education for future teachers should emphasize on the early exposure, giving early experience to the future teachers through internship. With regard to this context, pedagogy should be understood as a concept which is related to two learning aspects: (1) what students learn and the way they learn, (b) how teachers learn the way to learn and construct their professionalism, (3) the coherence of curriculum content; this includes unity, connectedness, and relevance.

The coherence of curriculum contents of teacher education indicates that there is a close relationship of content knowledge, general pedagogical knowledge, content specific pedagogical knowledge, curricular knowledge, assessment and evaluation, knowledge of educational context, and information and communication technology. The coherence of contents can produce learning results suiting the learning outcomes which have been formulated in the education program.

Besides the internal coherence, the curriculum for teacher education should consider the relationship of contents, which have been mentioned previously. The following curriculum models can be developed/employed in LPTK.

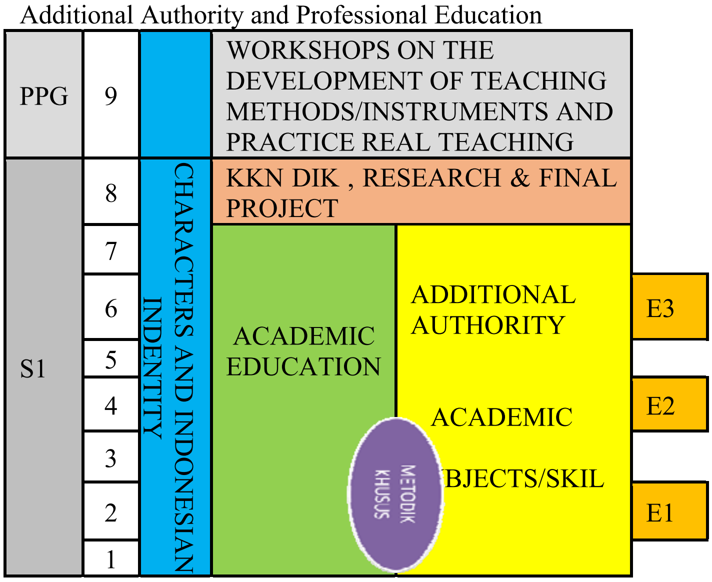
1. Integrated academic and professional education



In this model, the LPTK curriculum is integrating the academic education program in 8 semesters and professional teacher education in which there are workshops for the development of teaching methods/instruments and practices of micro-macro teaching, followed with one semester field practice for PGSD and PGAUD (elementary school and pre-school teachers).

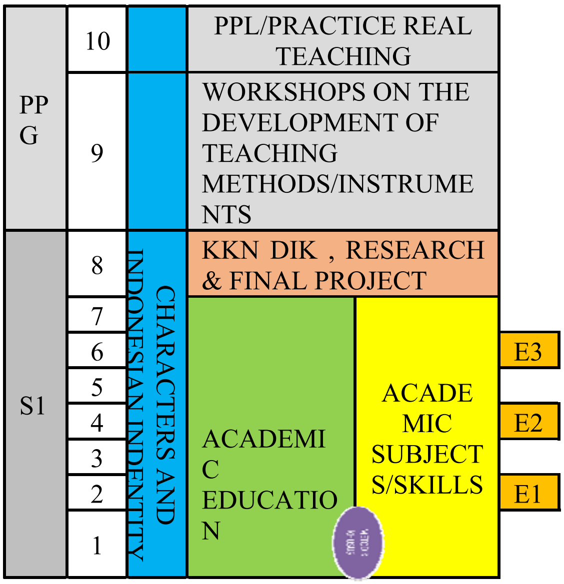
For three semesters (2, 4 and 6), internship program is done to give future teachers early exposure to schools. In semester 9, PPG is done, consisting of the development of subject specific pedagogy and practices (PPL) for class teachers.

2. Integrated Model of Academic Education with Additional Authority and Professional Education



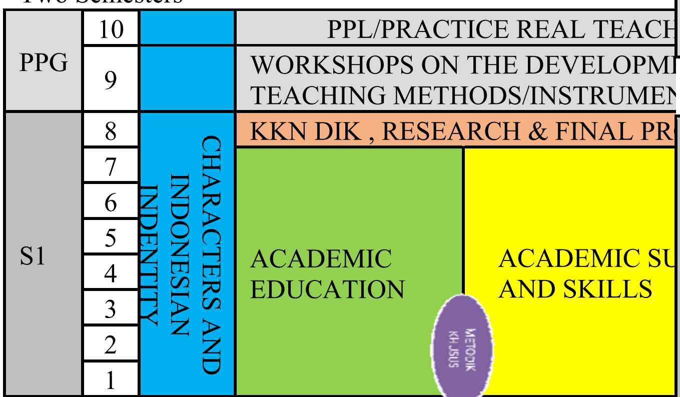
In this model, the curriculum is integrated in academic education within 8 semesters, including the main competence and additional authority/competence with teacher professional education, in which there are SSP and PPL for one semester for future class teachers. The internship is done for three semester for early exposure. The additional competence/authority is only for related subjects. In semester 9, PPG is conducted, consisting of SSP and PPL for future class teachers.

3. Integrated Model of Academic and Professional Education – Two Semester



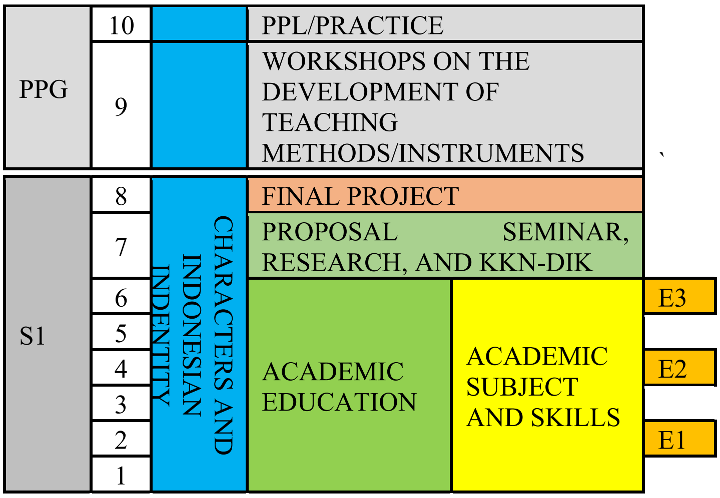
In this model, LPTK curriculum is implemented by integrating the academic education in 8 semesters and professional education in which there are SSP and PPL workshops for 2 semester for future subject teachers. In semester 2, 4, and 6, internship is done for early exposure. In semester 9, PPF is implemented, consisting of SSP and PPL in semester 10 for future subject teachers.

4. Integrated Model of Academic Education with Additonal Authority and Professional Education – Two Semesters



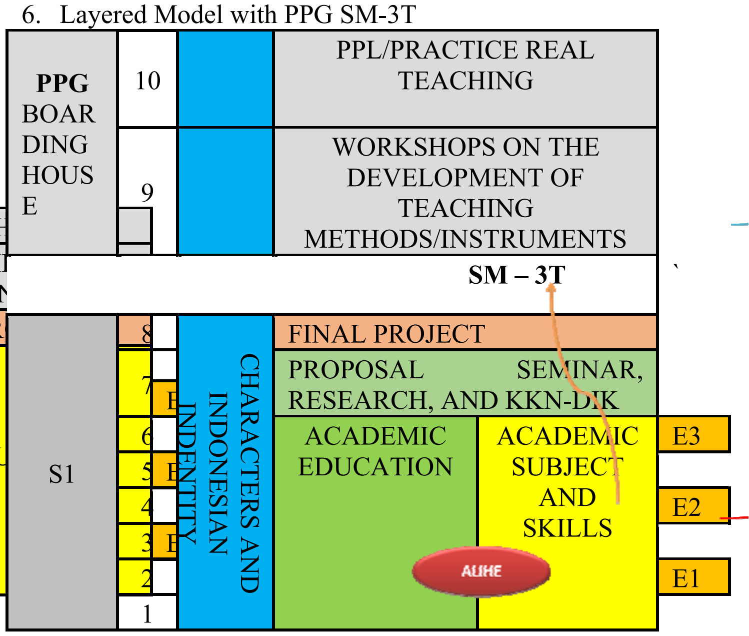
In this mosel, LPTK curriculum is implemented by integrating academic education program in eight semesters for the main and additional authorities with teacher professional education in which there are SSP and PPL for two semesters for future subject teachers. The internship is done for three semesters for early exposure to schools. The additional authority program, 24 sks, is done in semester 7, which is limited to related subjects. The SSP is based on strong subject specific knowledge (SSK), in terms of materials, concepts, and way of thinking supporting the subjects (Decree of the Indonesian Ministry of Education, No. 16, 2007), meeting the KKNI line 1 and 3 implemented through workshops.

5. Layered Model of Academic Education and Two Semester Professional Education



This model employs layered LPTK, meaning that the academic program isseparated from the PPG. The academic program is implemented for 8 semesters, covering elements mentioned in the above table. PPG is done for 2 semesters. The total program consists of 10 semesters.

6. Layered Model with PPG SM-3T



This model is claimed to be the most ideal model, preparing professional teachers through systematic stages, started with academic education. Through a tight recruitment process, future teachers meet the requirements to teach in 3T areas (front, outside, and left). After teaching in the 3T areas, they take the teacher professional education program.

7. Integrated Collaborative Model of Academic Education and Professional Education – Two Semesters

This model is an integrated collaborative model, combining academic education and professional education, which is academic programs whose subjects/study programs are not provided by LPTK. The academic program is implemented for 8 semesters in non-LPTK higher education institutions, followed by matriculation program for improving academic competence in LPTK. The curriculum elements consist of character and Indonesian identity, subject academic, KKN/practice element, final thesis/project, and assessment of the final thesis/project, followed by improvements of academic education and specific methodics. The PPG program is implemented for 2 semesters. The internship is done for 3 semesters as early exposure for future teachers.

CONCLUSIONS

To produce professional teachers in order to prepare for the 2045 Golden Indonesia, an appropriate professional teacher education model is required. The Indonesian Qualification Framework (KKNI) has classified the teacher education on level seven as professional education. A new generation of teachers is expected to emerge, which could generate professional teachers and teachers-researchers with adequate knowledge; they could become role models for students in maintaining the national cultural values, making students more creative, innovative, and having the Indonesian identity.

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Biodata

J. Priyanto Widodo is lecturer of STKIP PGRI Sidoarjo. He is alumnus doctoral degree of State University of Malang in Instructional Technology. His major interests cover Research Methodology and Teaching Learnig. His email addres: priwidodo@gmail.com.

EFFECTIVENESS OF COMICS MEDIA AND COOPERATIVE LEARNING MODEL OF GROUP INVESTIGATION TYPE TOWARD STUDENTS PREPAREDNESS ABOUT EARTHQUAKE DISASTER AT X SMA NEGERI 1 WEDI, KLATEN

Fajar Wulandari[1], Prof. Dr. Sigit Santoso, M. Pd[2] , Dr.Sarwono, M. Pd[2]

STKIP Singkawang

E-mail: Fajarwulandari3@gmail.com

UniversitasSebelasMaret, Kentingan, Surakarta, Indonesia

Abstract: Fajar Wulandari. Effectiveness of Comics Media and Cooperative Learning Model of Group Investigation Type toward Students Preparedness about Earthquake

Disaster at X SMA Negeri 1 Wedi, Klaten.

This study aims to determine: 1) Differences of students preparedness about earthquake disaster in the implementation of comics media and GI model, GI and conventional model at X SMA Negeri 1 Wedi; 2) Students preparedness about earthquake disaster in the implementation of comics media and GI model that is more effective than conventional model at X SMA Negeri 1 Wedi; 3) Students preparedness about earthquake disaster in the implementation of GI model that is more effective than conventional model at X SMA Negeri 1 Wedi.The study is a quasi experimental research. Population of the study is: students of X SMA Negeri 1Wedi, Klaten. Sample of the study covers three classes which are XB, XF and XC with the total of 69 students. Sampling technique uses simple random sampling, with research plan design posttest only.Data collection employs questionnaire, test, and documentation. Data analysis technique used is ANOVA and a further test Anova. Prerequisite test used are normality and homogenity tests.Results of the study conclude that: 1) There are differences of students preparedness about earthquake disaster in the implementation of comics media and GI model, GI and conventional model at X SMA Negeri 1 Wedi; 2) The implementation of comics media and GI model is more effective than conventional model in the students preparedness about earthquake disaster at X SMA Negeri 1 Wedi; 3) The implementation of GI model is more effective than conventional model in the students preparedness about earthquake disaster at X SMA Negeri 1 Wedi.

Keywords: Comics Learning Media, Group Investigation Learning Model,Earthquake Disaster Preparedness.

I. INTRODUCTION

Tectonic earthquake with5,9 ritchter scale, hit region of Yogyakarta, Klatenandseveral region of center java at saturday, 27 Mei 2006. Earthquake occurred during 57 second. Earthquake has cause impact of materials causing losses and victim.Klaten regency is the areaprone of earthquake, especially in the district of Wedi therefore necessary preparedness about earthquake disaster, can be through disaster education to students.

Education is one supporting factors are important for humans.Law No. 20 year 2003 on National Education System, education is effort of conscious and deliberate to create ambience of learning and learning process for student make actively developing the potential for him to have the spiritual power of region, self-control, personality, intellegence, character and skill needed him, the community the national and teh state.

Learning process in class should be right because give the influence of value. Comics media and learning model Group Investigation will be able to attract the attention and motivate students to learn. In (NanaSudjana and Ahmad Rivai, 2010:2).

Preparedness of earthquake in school be required to give knowledge for preparing of earthquake, action that is knowledge and attitude of disaster risk, rescue plan, disaster warning, resource mobilization (LIPI_UNESCO/ISDR,2006). Students are expected to be ready in the face of disaster that may occur in the area prone of earthquake.

Researchers used comics media in this study by utilizing the ability to manually by reference material on yeh geography lessons to students of SMAN 1 Wedi class X to determine the preparedness of student in the face of the earthquake is used benchmark of LIPI also used in previous research, expect comics media that is a cartoon that contains lerning material, in this study relates to the subject matter of geography on disaster preparedness students can be well and easily understood.

II. RESEARCH METHODOLOGY

The study uses a quantitative approach, the method used in this study is quasi experimental reseach with two group and three class that is group experiment 1, group experiment 2and group control.Research design using factorial experiment3 x 1.

Location of this research in senior high school 1 Wedi at class XB, XC and XFsosial science majorsyear 2015/2016. Researchers are not allowed to divide student into new class so that thee samples were taken by simple random sampling technique and using design posttest only (Sigit Santoso, 2011:43). Instrument used to collect the data in the study of preparedness is a multiple choice test were analyzed using formula point biserial with the help of excel to see the level of validity, level of difficulty, and reliability on the test. While the normality test using methods liliefors, and test one way ANOVA.

III. RESEARCH RESULT

Results of research in the classroom using the comics media and GI model, GI model and model conventional as control, data description following :

A. Score result preparedness students in the implementation of comics mediaand GI model.

Class XC given comics media and cooperatife learning GI model, known from result of data analysis that modus value is 27, median 25 and highest score on test preparedness is 30. As lowest score is 17 with an average of 25,04 and total score of 576. Variance of the variabel preparedness is 7,86 with a standart deviation is 2,80. following distribution table below.

Tabel 1
Distribution score of earthquake preparedness on implementation of comics media with cooperative learning model GI

No	Interval Class	Boundary	Frequency	Percentage (%)
1	17-19	16,5-19,5	1	4,35
2	20-22	19,5-22,5	3	13,04
3	23-25	22,5-25,5	8	34,78
4	26-28	25,5-28,5	9	39,13
5	29-31	28,5-31,5	2	8,70
Jumlah			23	100,00

Resources: primary data, 2016

Table 1 it can be seen class interval highest frequency interval 26-28 and boundary 25,5-28,5 is 9 students with percentage of 39,13%. As for the class interval 17-19 has a frequency of at least 1 student and percentage of 4,35%.

B. Score result preparedness students in the implementation cooperative learning group investigation model.

Class XF given implementation cooperative learning group investigation model without comic media. Result of data analysis shows the highest score on the test preparedness owned is 29 and lowest score is 15 with an average 23 and total score 529. Variance preparedness variable overall score is 15,36 with standard deviation of 3,92. Frequency distribution table:

Tabel 2
Distributionscore preparedness of earthquake on implementation of cooperative larning model group investigation (GI)

No	Interval Class	Boundary	Frequency	Percentage (%)
1	15-17	14,5-17,5	2	8,70
2	18-20	17,5-20,5	6	26,09
3	21-23	20,5-23,5	2	8,70
4	24-26	23,5-26,5	9	39,13
5	27-29	26,5-29,5	4	17,39
Jumlah			23	100,00

Resources: primary data, 2016

Table 2 above can be seen that the class interval 24-26 with boundary 23,5-26,5 had teh highest frequency taht is 9 students with a percentage of 39,13% while for the class interval 15-17 and 21-23 have the same freqeuency is 22 students the percentage 8,70%.

C. Score result preparedness students in the implementation conventional model.

Class XB that is the last in study, the learning process with a model of conventional without giving media. It can be seen that the research data shows an average 18,48 and total score 425. Median is 19, value of the mode 21 for highs and lows are 23 and 6, while the variance of the overall score of the variable preparedness is 17,53 with a standart deviation 4,19.

Following will be presented frequency distribution table:

Tabel 3
Distribution scorepreparedness of earthquake on implementation on conventional model

No	Interval Class	Boundary	Frequency	Percentage (%)
1	6-8	5,5-8,5	1	4,35
2	9-11	8,5-11,5	1	4,35
3	12-14	11,5-14,5	1	4,35
4	15-17	14,5-17,5	3	13,04
5	18-20	17,5-20,5	8	34,78
6	21-23	20,5-23,5	9	39,13
Jumlah			23	100

Resources: primary data, 2016

Table 3 above explains that the class interval 6-8, 9-11and 12-14 have the same frequency that is one student with a percentage of 4,35%. Highest interval class for the number of frequency is 21-23 with boundary is 20,5 – 23,5 which is 9 students with a percentage 39,13%.

D. Normality test data

This study uses test normality with liliefors method for sample data is less than 30, with a sidnificance level of 5%.
This study uses a normality test on variabel student preparedness of earthquake for experiment class and control class.

Test normality in this study can be seen in the table below:

Tabel 4
Result of test normality

No	preparedness variable	Lo	L-Table	Conclusion
1	class comics media and GI model	0,156	0,179	Normal
2	class GI model	0,126	0,179	Normal
3	class control	0,101	0,179	Normal

Resources: primary data, 2016

Result of test normality in the above table 4 can ve seen that for a result $Lo<L_{Tabel}$sample come from populations with normal distribution both for variable preparedness experiment class and control class.

E. Homogenity test

Homogenity tes in this study uses a method Barlett with significance level of 5%. Variable preparedness of earthquake to determine the variance is homogeneous same or not.

Result of calculation, it displayedas a homogeneity tes result, the following:

Tabel 5
Result of test homogenity

Variable	χ^2_{hitung}	χ^2_{tabel}	Decision	Conclusion
preparedness of earthquake	3,339	5,991	H_0accepted	Homogen

Resources: primary data, 2016

Table 5 homogeneity test above can seen$\chi^2_{\text{hitung}}<\chi^2_{\text{tabel}}$the conclusion of this study came from distributed population homogeneous or equal.

F. Hypothesis

After being tested for normality test and homogeneity of variance obtained data normally and homogeneous. Then proceed to test one way ANOVA (One Way) with significance level of 5% for knows have differences between the use of media comics and cooperative learning group investigation model that has been applied to different class.

Result of ANOVA test analysis as follows:

Tabel 6
Anova test preparedness

source of variation	sum of squares	dk	mean Dk	F_{Count}	F_{table}
1. inter group	519,22	2	259,61	19,10	3,14
2. error	896,70	66	13,59		
Total	1415,92	68			

Resources: primary data, 2016

Table 6 test anova one way with significance level 5% obtainable $F_{hitung}$for variable preparedness 19,10 and F_{tabel} 3,14 and then Ho rejected, which mean there is a significant differences ditolak yang artinya terdapat perbedaan in variable of preparedness earthquake between experiment class and control class that uses the convenntiional model.
Result of anava test has explain:
Preparedness earthquake: $F_{Count}> F_{Table}$is Ho Rejected.

G. *Post –Hoc Tes* (Tukey test)

Post Hoc Tes in this study, to determine the effectiveness of the use of instructional media comics, cooperative learning group investigation model and the conventional model in different class. Following completion of the tukey test:

By comparing the value HSD showed two contrasting value greater than the critical value in the experiment class 1 is 6,5 given the media of comics ang GI model, the experiment class 2 is 4,5 which given the treatment of GI model.

The explanation states taht use of comic and model GI media effective in improving preparedness students in senior high school 1 Wedi, Klaten. As for the class control applied conventional model has a lower value than the critical value is 2.

IV. DISCUSSION

Research data obtained by the diffference in value of preparedness of students in teh face of the earthquake class X in senior high school 1 Wedi, Klaten. Analysis of data on three class use in the study by providing different teatment so that there is a difference in the results of preparedness.

Experiment class 1 have sum 576, average 25, median 25, modus 27, highest score is 30 and lowest value is 17.

As for the experimental class 2 has the sum 529 with an average of 23, median is 24, modus 24, highest score 29 and lowest score 15 and for control class have sum 425 with average 18,5 for median 19, modus 21, highest 23 and lowest value is 6.

Hypothesis :

H_o : there are different of preparedness students for face earthquake in the implementation comics media, cooperative learning GI model, and convensional model of student class X senior high school 1 Wedi, Klaten.

H_i : there are't different of preparedness students for face earthquake in the implementation comics media, cooperative learning GI model, and convensional model of student class X senior high school 1 Wedi, Klaten.

Hypothesis Hi accepted because there are different result test of preparedness student in face earthquake in class X senior high school 1 Wedi, Klaten.

Preparedness variabel of earthquake shows value contras > value critis for exsperiment class 1 in the implementation learning with comics media and cooperative learning GI model is 6,5 > 2,61.

Result above can explaine implementation of comic media and GI model have value contras highest than value critis, meanwhile implementation comic media and GI model morethan efective for increase preparedness earthquake for students class X senior haig school 1 Wedi, Klaten.

Efectiviness using GI model for convensional model shows preparedness variabel of earthquake value contras > value critis for exsperiment class 2 in the implementation learning with cooperative learning GI model is 4,5 > 2,61.

Result of implementation GI model in X class senior high school 1 Wedi, Klaten have of value contras highest than value critis, until preparedness student raising in face of earthquake in X class senior high schoool 1 Wedi, klaten.

V. CONCLUSION

Result of test hypothesis and discussionfor explain before can be conclusion, following this:

1. Result of this study known analysis data total three class with implementation is experiment class 1 have sum 576 and average 25 this obtain after given comics media and GI model. Experiment class 2 in the implementation learning GI model have sum 529 with average 23 and for control class with using convensional model have sum 425 while average 18,5. It's mean there are different preparedness students in face earthquake with using comics media, GI model, and convensional model in class X senior high school 1 Wedi, Klaten.
2. Comics media and cooperative learning group investigation model more efective using in class for kown preparedness students in face earthquake in X class senior high school 1 Wedi, Klaten. Preparedness variabel of earthquake shows value contras > value critis for exsperiment class 1 in the implementation learning with comics media and cooperative learning GI model is 6,5 > 2,61.

   Result above can explaine implementation of comic media and GI model have value contras highest than value critis, meanwhile implementation comic media and GI model morethan efective for increase preparedness earthquake for students class X senior haig school 1 Wedi, Klaten.
3. Group investigation model more efectiviness using in learning for known preparedness students in face earthquake for class X senior high school 1 Wedi, Klaten.

   Post-hoc tes known value contras 4,5 and value critis 2,61 that can explainvalue contras highesttah value critis and using GI modelefective for convensional model increase preparedness student in face earthquake in class X senior high school 1 Wedi, Klaten.

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ROLE OF PARENTS TO PROVIDE INCENTIVES FOR LOVE CHILD EDUCATION

Frahasini
Social Education Science Study Program, STKIP Singkawang
Jl. STKIP Kel. Naram. Kec. Singkawang Utara. 79125 Kalimantan Barat
Telp. 089694111302Email:frahasini_isin@yahoo.co.id

Abstract. This study aimed to describe the caring attitudes of the parents to ward children's education, self-sacrifice attitudes of the parents for children's education, and the parent' attention to ward children's education in Semata Village, Subdistrict of Tangaran at Sambas District. The method used is descriptive with techniques and tools of data collection are interview, observation, and documentary study. This study used10 participants, consist of 5 parents who have drop out children and 5 drop out children. From the results of the research conducted, the role of parents in encouraging love for children's education (Dropout children Case inthe Semata Village Subdistrict of Tangaran at Sambas District) is still not good enough, in other word still yet to support the children in the process of acquiring education. This resulted from the attitude ofthe parentsin this study mostly hand over the process of obtaining their child's education to the school, so that the parents pay less attention toward the attitudeto be done for their children's education.

Keywords: The role of Parents**,** Encouragement of Love**,** Child's Education**,** Dropout Children

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INTRODUCTION

In improving the civilization of Indonesia, is required based development with high quality of education. A sharedresponsibility between parents, community, and government in building a human being who can receive education up to higher education level according to the demands of the times and the world market today. Education in a very broad sense, the venue for education is not limited to one particular type of environment in the form of schools, but it takes place in every human environment (Syukri and Marmawi, 2010: 22). Gunawan (2010: 57) states "All human education can take place in the Tri Education Center, which was at home in the family or informal educational institutions, in schools or formal education institutions, and in public or non-formal educational institutions. The three institutions were interconnected with each other and also the site of an education as well as factors affecting the education itself.

One of the problems of education today is to drop out of school (drop out). Gunawan (2010: 71) states "Dropping out is a title given to former students who are not able to complete an

education, and they can't continue their studies to the next education level".

In Semata no school-age children who are not able to complete his school education in the sense of leaving school before graduation or prematurely called dropouts. According to Shinto (in Santrock, 2003: 265) "The students who drop out of school due to various factors, including factors relating to schools, economic factors, family factors, factors peers, and personal issues". Regarding family factors parents should pay more attention to the child, love, support to children, and provide good examples for children. Parents should be able to function well one of them is to give impetus of love that is the attitude of caring, self-sacrifice, and the attitude of concern for children's education. Encouragement, love is the important role of parents in the education of their children. The love given parents will create an atmosphere of warmth and comfort for the child, it is in accordance with the opinion of Hasbullah (2011: 44) states that "The affection of parents who are sincere and pure will can foster an attitude and actions willing to accept responsibility to sacrifice his life and provide relief to children".

So the role of parents in education can't be ignored. Instead of the parents are the most important because it is the first and primary educators for children's education to the educational success. This is in accordance with the opinion of Ihsan (2010: 57) states "The family is the institution that first and foremost in society, because within families that humans are born, develop into adults". Based on the description above with preliminary studies were obtained in the field, researchers analyzed the Parent's Role in Providing Encouragement Love For Children's Education (Case At School Children Alone In the village of the District Tangaran Sambas district).

Method

Forms of research used in this study is a qualitative study and a retrospective descriptive research methods. In this study, data collection techniques by researchers is by observation, interview techniques, and documentation study techniques Satori (2011: 105-149), which researchers directly observed the problems in research and in-depth interviews make direct contact with parents who have school dropouts and dropouts who later included data documents education of the population, and supported by reference literature relevant to the subject matter. Data collection tool used in this study is the first one (a) Free observation, the form data is loaded with the type of symptoms to be observed related issues, (b) An interview guide containing questions used as guidelines for communicating verbally to parents who have school dropouts and dropout. (c) Documentation in the form of document data of education of the population in 2013/2014 and books relevant literature, the use of cameras as documentation that can support data authenticity.

Results and Discussion

Research result

Based on observations and interviews conducted by the researchers, it is known that parents in performing their role is still not good. It can be seen from the lack of parents' role in providing impetus love for education of children whose parents handed mostly to the school when their children are out of school was still in school first.

a. Mother's Family Patina, Based on observations and interviews found among other things, in everyday life Patina mothers often work outside the home from morning until late afternoon or in other words the day's work in gardens and fields to meet the needs and necessities of life day-to day. When the child is still in school mom Patina husband and rarely give any punishment, in giving a gift is also good in the form of money or goods to the child while the child is still in school because, according to Ms. Patina enough to eat a day alone is thank God the child's mother Patina also understand it so that's why Patina mothers of children also help their parents work to provide for daily life.
b. Family IbuEndang Emilia, Based on observations and interviews that have been done can be seen in the role of parents in providing impetus love for the child's education, mother Endang husband and rarely get to the children in the home as children are more often outside the home, in daily child's parents handed over to a child about what you will and she was doing .. Once a child from the mother Emilia Endang's top 10 Endang mother Emilia and her husband used to give praise as a reflection of their enjoyment of achievement obtained a son, husband and mother Emilia Endang never give a gift, just with praise like that ever parents do. Time to gather with children at home is less because in the daytime Endang mother Emilia and her husband often worked in the fields, and children are also more likely to play outside the house along with his friends.
c. Mother's Family Rita, in giving impetus love for the children's education, parents rarely get together with children in the home as children are more often outside the home because of the time more children in the home of his grandfather, compared to being home alone, parents give entrust to a child about what to do in a child's everyday child because the parents here do not want to set a child's everyday for fear that would later had risen and do things that are not desirable.
d. Family Mr. Muhammad Aini, based on observations and interviews about the role of parents in providing impetus love for children who do circle time parents with children at home, here parents teach children to live independently, parents submit to children to do what she wants to do, the father of Muhammad Aini this rarely being at home as well as loads of children who still have given their living too much so that sometimes cause trouble on the old man. According to Mr. Muhammad Aini during this time he was already doing the maximum to support their children's education, although parents rarely gather in homes with children does not diminish my concern to my own children. But in everyday life there are things that hinder especially Mr. Muhammad graced just an old man himself because his wife is no longer living with them. Sometimes also obstacle in meeting the daily life of my son with the number of children as much as 6 not to mention the child number 3 which sometimes I still give money to the needs and purposes of life.
e. Family Erna, Based on observations and interviews conducted on the role of parents in providing impetus of love when the child is still in school parents ever accompany their children to learn to write when the child is still in school, yesterday also when the child is still in school the parents are willing to work slam bone to meet the everyday lives of their children's school fees including because, according to Ms. Erna is something that today many farmers' income alhamdulilllah much, but if more disadvantaged expected to tolerate only so hopefully they can meet their daily needs such as eating and drinking.

DISCUSSION

1. The attitude of parents caring for children's education

Based on interviews and observations conducted on parents who have children out of school and their children in the village Solely the District Tangaran Sambas district regarding the caring attitude of parents for children's education is still not good in the sense not so supportive of this can be seen from most parents who rarely gathered at the home, parents rarely pay attention to children's learning activities in the home so that the child was this attitude that is rarely studied and only play so that the spirit of a child's learning less. Actually, parents of children here are very caring to children, parents who do not care where their children live alone because their parents pedulilahMangkanya parents are willing to work and rarely being home to live on the family and children. However, only in the education of children, especially caring attitude of parents towards the child's school is not yet supported. This is due to lack of knowledge among parents of the importance of caring attitude of parents towards the education of children such as requiring that children learn at home, take the time to gather with children at home, talking about school children, accompany the child to learn when children learn, always inquire of achievement children not only asked time after receipt of the report card is not so well known by the parents. If seen from the answers dropouts also stated that their daily play more often than studying at home, there is also often learned in the home at the instigation of itself to learn instead of encouragement parents.

2. The attitude of sacrifice for children's education

From interviews and observations made self-sacrifice of parents in terms of the material that constitutes the hard work of parents to children is good enough. It can be seen from the attitude of parents who are willing to laboriously by-sufficient children's school fees. Only in terms of nonmaterial as willing to take the time for a child that has not been so supportive so that children feel less attention, the parents are also more likely to cede majority to school in the sense that if it meets the cost of school is enough, but to show enthusiastic parents in the achievement of acquisition children's education also needs to be done to a child for consideration by the children themselves. Again, this could happen only because of a lack of knowledge of the parents will these things. Thus the self-sacrifice of parents for the education of children in the village of the District SemataTangaran Sambas district has not been good in the sense that less support in the process of acquiring education by children.

3. The attention of parents towards the child's education

From interviews and observations with parents who have children out of school as well as school dropouts in the village Semata District of Tangaran Sambas, parental supervision of their children's education is still not good in the sense of not being so supportive for the interviews obtained here are the parents rarely accompany children learn even some that never completely accompany the child to learn and let the housecircumstancesnoisier when children learn that do not support learning activities when the child is still in school so discourages the child to learn even eliminate child spirit with a noisy home state. Supervision of children such as controlling the activities children are also less noticed by the parents so that the children do things based on what he wants without the control of the parents when control of the parents is very important because the age of elementary, junior high school, let alone high school is the situation of children still unstable and need supervision from parents.

CONCLUSIONS

a. The attitude of caring parents for the education of children in the village Solely the District Tangaran Sambas district still do not support because of busy working parents to make a living coupled with lack of knowledge about the importance of caring attitude of parents for the education of children like to take the time to gather as a form a caring attitude from parents to children, pay attention to a child's everyday after school in order to know the good and bad that has been done of children, and listen to the complaints or the child's experience at school when the child is still in school time so most of the parents are handed over responsibility for education in the schools. This is supported also by the attitude of children who are less eager to go to school and become involved in the school dropout problem.

b. The attitude of sacrifice of parents for the education of children in the village Solely the District Tangaran Sambas district in terms of compliance with school materials children can be categorized as good enough because here parents willingly worked hard work to meet the needs and requirements of school children despite the time at home with their children become less. From morning until evening the parents work outside the home in order to meet the children's school fees even to be willing to ask for help ketetangga near the house. Only in terms of willing to take the time to make an approach to the child as a way of showing enthusiastic parents in the education of children when the child was in school is still not good for the parents in this study with sufficient school fees is sufficient when the willingness of parents to take the time to engage with the children also need to be performed and shown to the child.

c. The attention of parents towards the education of children in the village of the District Semataangaran Sambas district is still lacking support. Said to be less supportive for the child is still in school when parents rarely accompany children learn at home, send children learn only rarely, there is also a learning atmosphere in the house is not quiet so the spirit or the child's desire to learn also lacking. Parents are also less to supervise their children as control activities performed everyday kids.

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LOCAL WISDOM REPRESENTATION IN *BABADTULUNGAGUNG*

Yasip
State University of Malang / STKIP PGRI Tulungagung, Indonesia
E-mail: yasipgautama@gmail.com

Abstract.The focus in this research were (1) the representation of local knowledge systems, (2) the local value systems, (3) a system of local decision-making mechanism, and (4) a system of local solidarity groups in*Babad Tulungagung*. This study is a qualitative research that uses folklore studies. The research data on the representation local knowledge in*Babad Tulungagung* are verbal data from the following data sources: (1) the text transcription of *kentrung*recording playing *Babad Tulungagung* and field notes; (2) the text transcription ofan interview with cultural stakeholders; (3) the text transcription VCD showing Siswo Budoyo Ketoprak performance playing*Babad Tulungagung*. The results of data analysis includes three levels of analysis,namely the analysis of form, meaning and function of each focus of the investigation. The final result of this research is the representation of local wisdom found in the *Babad Tulungagung*which are in the form of local knowledge systems, local value systems, systems of local decision-making mechanism, and solidarity system of the local group. This research is meaningfulparticularly to improve the understanding and beliefs on the importance of local wisdom in social life and family. It also serves as a learning medium to inculcate attitudes and behaviorof Tulungagungcommunity taken from local wisdom contained in *Babad Tulungagung*.

Keywords:the representation of local wisdom, *BabadTulungagung*, folklore study.

INTRODUCTION

This research is inspired by the reality showing that local wisdom is understood as the ability of the local culture to face the foreign culture when those two meet. Local wisdom is understood as the ability of the local culture to face the foreign culture when those two meet. (Dewi, 2013:67). Meanwhile Wibowo(2012: 1064) explained that in general local wisdom can be interpreted as the truth that has becomea tradition, or steadily embedded in an area. Similarly, Sudikan (2013: 7) argued that local knowledge can generally be attributed to the pattern of life of the communityin having a relationship between the individual and himself, the individual with other people as social beings, the individual with nature, and the individual with his God as well.

Observing the various explanations of the experts are and paying attention to the phenomenon of social life and folklore in many areas today, especially in Tulungagung, where folklore, such as the *BabadTulungagung*can be regarded as a literary genre having an essence of local wisdom. The *BabadTulungagung* is a folklore that live in the midst tradition of Tulungagung society who are dealing with the surge in global cultural influences. The storiespresented in the *BabadTulungagung* become a truth that has been firmly embedded in the culture on the Tulungagung society. The stories in the *BabadTulungagung*can be associated with a pattern of community life, social life and good patterns and interaction with the environment and the religion life.

The *BabadTulungagung* is an inherited folklore which is transmittedfrom generation to the next generation by way of word of mouth or orally delivered. The *BabadTulungagung*contains the origin story of how Tulungagung town was created. The story occurred since the prehistoric times, when it was still called as Ngrowo or Bonorowo regency, which was later eventually named as Tulungagung regency.

The*BabadTulungagung* as a folklore was also delivered through *kethoprak* performance. The *kethoprak*groupwhich is highly meritorious in keepingthe *BabadTulungagung* is *SiswoBudoyo*Kethoprakled by Ki Siswondo HS. This *Kethoprak*group is very famous in East Java even in Indonesia. In the eighties this group always performed the *BabadTulungagung* and other stories as well. Thus, Tulungagungpeople at that time was very well familiar with the *BabadTulungagung*as the indigiousculture of Tulungagung.

The *BabadTulungagung*beomesa source of local wisdom because it is considered very valuable and has its own benefits in the lives of its people.The source of local wisdom with various developed systems occurs because of the need to live up to maintain and perpetuate life in accordance with the circumstances, conditions, abilities, and values that the community lived in Tulungagung (Permana, 2010: 3). In other words, such wisdom then becomes part of the way of life they face. The Tulungagung people were so grateful on the existence of the *BabadTulungagung* because it helped them to survive and they even develops themselves in a variety of sectors on an ongoing basis until now.

Local wisdom is born and developed from generation to generation as if it survives and thrives on its own (Permana, 2010: 3). Similarly, what is happening in Tulungagung society, all developes naturally, as if there is no process of social engineering designed to deliberately push it.

Meanwhile, the *BabadTulungagung*as a folklore is also a part of the culture, which is spread generally through speech or oral, that is why some called it as oral tradition. However, the *BabadTulungagung* is not just an oral tradition, it is more appropriate if it is called as oral literature (Danandjaja, 1986: 5).

Further development of the life of folklore in Indonesia as described by Danandjaja (1986: 13) shows in the activity of todayspeople in recent years at central and regional levels who feel enthusiastic in collecting Indonesia folklore in order to find the identity of a nation and tribes in Indonesia. This is in line with what ia done by Tulungagung Regional Offcicewhich has documented the *BabadTulungagung* in 1971 into a book with the aim of documenting and preserving Tulungagungfolklore. The*BabadTulungagung*although it has been studied and recorded, but its distribution is still as an oral tradition which is performedthrough traditional arts, and written through local magazines. The storyof the *BabadTulungagung*is so familiar to its people as a legend.

The*BabadTulungagung* is believed to contain local wisdom which serves as an identity for Tulungagungcommunity which contain noble values that have long grown and developed in Tulungagung society that can be digged up and preserved. The representation of Tulungagunglocal wisdom can be found in the *BabadTulungagung*. These ancestral traditions cause Tulungagungdevelops intoarea of education, industry, agriculture, fisheries, tourism, and which get various areas of excellent achievement today is actually the real impact of local wisdom existed long ago. Therefore, based on that frame of thinking , the research entitled "Local Wisdom Representation in the *BabadTulungagung*" wasconducted.

This research aimed to describe local wisdom representation in *BabadTulungagung*. Furthermore, in accordance with the purpose of research, the research focus is local knowledge that is represented in the form of verbal spoken in the *BabadTulungagung*which can be broken down into several subfokus as follow: 1) The representation of local knowledge systems in the *BabadTulungagung*; 2) the representation of local value systems in the *BabadTulungagung*; 3) the representation on system of local decision-making mechanism in the*BabadTulungagung*; 4) The representation system of local solidarity groups in the *BabadTulungagung*.

The representation or literary form of local wisdom which include: local knowledge systems, local value systems, systems of local decision-making mechanism, and the system of local solidarity groups, all of which is studied based on form, meaning and function.

A. Representation Theory

This theory was evolved from the thought of realist philosophers in their efforts to formulate a true proposition about the matter. They turned out to be successful in formulating the material to the extent of empirical proposition that is dependent (contingent). That is only to the extent that the material exists, while the true a priori proposition is necessary has a deadlock.

With limited thinking of those realist philosophers, McTeggart, a modern philosopher of Cambride (in AC Ewing 2003: 249) argued that all events have character of “past tense” (has stopped to exist), "contemporary" (real), and "futurity "(may not yet exist). To things that have stopped to exist and the possibility of making the realist philosophers have difficulty in saying it. They can only say "I saw yesterday".

Due to these limitations, the realists philosophers do recognize the analogy which states that people can not be a disciple without a teacher, as well as physical objects do not become the object without the existence of a subject. But they are still trying to show that the analogy still have an empty space, because the physical objects are still exist without a subject, as well as those people are still exist without teachers.

Ewing (2003: 103) described that on the following understanding. Nothing is more obvious, at least to the outside of the field of philosophy, namely the existence of physical objects. However, most philosophers would be of the view that in fact we do not notice it directly, and certainly there are weighty arguments supporting such conclusion as follows.

Because (1) the empirical evidence strongly supports the view that what we perceive, at least its properties, among them depends on our sense organs. To be able to see the stars we do not have to look to the sky in the darkness of night, but it is enough to take a hit on our heads.

(2) What we perceive directly seems to be perceived as it the way it is. However, we generally do not perceive it as the way it is if it deals with physical objects. It seemed to prove the fact of illusion. Furthermore, two different people who look at the same object at the same time from different spatial positions may see it differently for example, it has a different shape. Such argumentlead to the formation of a general theory known as representativetheory on perception.

Marcel Danesi (2009, in Nurzakiah: 25) defined the notion of representation as the recording process, knowledge, or physical message. More precisely it can be defined as the use of 'signs' (image, voice, etc.) to display the things that are absorbed, sensed, imagined, or perceived in a physical form.

Judy Giles and Tim Middleton (1999, in Nurzakiah, 2009: 12) divided the three definitions of representation of the word 'to represent', as follow.

1. To stand in for. This can be exemplified in the case of a flag of a country which, if flown in a sporting event, then the flag indicates the presence of the country in the event.
2. To speak or act on behalf of. For example a Pope becomes the one who speak and act on behalf of Catholics.
3. To re-present. In this case for example is writing history or biography to bring back events in the past.

In practice, those three meanings of this representation may overlap. Therefore, to gain further insight on the meaning of representation and how to operate in culture society, theory of Hall below will be helpful.

According to Hall (2003) the representation is usually understood as something that is accurate or distorted reality. Representation does not only mean "to present", "to image", or "to depict". Both political picture presents to represent to us. Both of these ideas stand together to explain the notion of representation. "Representation" is a way in which to make sense of what was given to the objects depicted. The old concept of the representation is based on the premise that there is a gap of representation that explain the difference between the meaning given by the representation and meaning real objects depicted.

According to Hall (2003: 15) in his book entitled “Representation: Culture representation and signifying Practices, it is stated that "Representation connects meaning and language to culture ..... Representation is an essential part of the process by the which meaning is produced and exchanged between members of culture. "Through representation, a meaning is produced and exchanged among the community members. Therefore, we can say that, representation is one way to produce meaning.

According to Hall (2003), there are two processes of representation. First, mental representation, which is the concept of 'something' in our own heads (conceptual maps), a mental representation is still something abstract. Second, it is the 'language' which plays an important role in the process of construction of meaning. Abstract concept in our heads should be translated in a 'language' that is prevalent, so that we can connect concepts and our ideas about something with a sign of certain symbols.

According to Hall (2003), the process of production and meaning exchange between humans or between cultures that use images, symbols and language is called representation. Culture is most often used in the production and meaning exchange is the language through experiences that exist in society.

The culture concept has a central role in the process of representation. Culture itself is a system of representation. Culture is a very broad concept, involving the culture of 'sharing experience'. Someone is said to have the same culture if the humans who live there share the same experiences, share the same culture code , speak the same 'language' and share the same concepts.

Local wisdom is the ability of the local culture in facing the influence of foreign cultural when the two cultures meet (the Goddess, 2013: 67). Meanwhile Wibowo (2012: 1064) explained that in general local wisdom can be interpreted as the truth that has been a tradition, or steadily embedded in an area.

In java society and culture ,Sutarto (2006: 68) explained that java local wisdom is Javanese cultural products that are believed to contribute to the creation of a peaceful and serene life. In addition, in the context of Indonesia, Java local wisdom can be a mental virus that triggers the spirit of appreciation of diversity, national reconciliation and national unity.

The problem of local wisdom has been long possessed by our society, namely traditional societies or local communities. Local wisdom grows and developswith the rowth of generation to generation. Actually, humans create culture, including local wisdom and their social environment as a form of adaptation to the physical and biological environment in the form of habits, customs, social practices, and so forth. K. (2008, in Permana, 2010:3)

Local wisdom in dictionary definition consists of two words: wisdom and local. Local means local or indigenous, whereas wisdom means wisdom (Echols and Syadily, 2010). While in general the local wisdom can be understood as local ideas that are thoughtful, full of wisdom, good value, embedded and followed by members of the community. Local knowledge in the discipline of anthropology known as the local genius. Local genius is a first term that was first introduced by Quaritch Wales. (Sartini, 2004: 111)

Local wisdom can also be interpreted as a way of life and knowledge as well as various life strategies in the form of intangible activities undertaken by local communities in addressing the various problems in the fulfillment of their needs. Their fulfillment system includes all the elements of life, Koentjaraningrat called it as elements of universal culture.

Referring to the expressions and life motto *bejo-bejanewongkanglali,isihbejowongkangelinglanWaspodo*(How lucky people who forget things, it is still lucky, those who always remember and be careful.. It can also be found in Javanese culture, a slogan says “*urip guyub rukun lan gotong royong* (live in harmony and cooperation) in the local wisdom that made the slogan Tulungagungwhich then made up as Tulungagung motto of Tulungagung regency.

In its development, the notion of wisdom should follow the changes. This is due to a variety of research and findings on local wisdom. In this research, the researcher found many local wisdom that is the opposite of good things namely things that are bad, for example *nungkak krama(be polite), apus krama (be honest), bela pati* (fight until die). Therefore, local knowledge does not only consist of wisdom that must be obeyed by its community but it is also in the form of bad things that should be avoided by the public.

The forms of local wisdom is a literary form that contains every item of local wisdom that can be found in a variety of cultural activitiesbelonging to its indigineouscommunity. Further, Sutarto (2006: 71) gave examples of forms of local wisdom namely the expressions, like "”desamawacara, negaramawatata”, atau “sejesilit, sejeanggit. Those examples become a reference the growing discourse tolerance and diversity, both in the governance of thought and customs, which ultimately boils down to the unity and integrity. In the cultural heritage, those expressions are also found in some Indonesian proverb which is known by Indonesianpeople, like, *lain ladang lain belalang, lain lubuk lain ikannya*, (different farm has different grasshoppers, different pond has different fish) or *di manabumidipijak, di situ langitdijunjung* (the place where you live in is the place where you have to respect its norms) (Sutarto, 2006:71).

The dimensions of local wisdom according to Ife (2006: 242-260) in principle has six shape or dimension as follow.

1. Local Knowledge Dimension of. Every society regardless its place alwayshas local knowledge related to the environment. Local knowledge is related to the experience of the community, about the needs and its problems, strengths and advantages and its unique characteristics.

2. Local Values Dimension. To regulate coexistence among citizens, every society has rules or local values adhered to and agreed by all the members. These values usually set up the relationship between man and God, man and man, and man and nature.
3. Local Skills Dimension. Local skills for every society is used as a survival (survival). Local skills can be in the form of the simplest activity such as hunting, gathering, farming to make the domestic industry.
4. Local Resources Dimension. Local resources in general are natural resourcesincluding renewable and renewable resources.
5. Local Decision Making Mechanism Dimension. Every society basically has its own local government or the so-called tribal government. Each community has different decision-making mechanism. There are people who do it in a democratic way by sitting together on equal terms. There are also people who do hierarchical, multilevel or tiered.
6. Solidarity Local Group Dimension. Peopleare usually united by communal bonding to form a local solidarity. Every community has a media to bind its citizens and it can be done through a religious ritual or ceremony and other ceremonies

Folklore as one of the disciplines or branches of science that stands alone in Indonesia, is recently developed. The word *folklor* is the Indonesian term for the word folklore in English. The word is a compound word, which comes from two root words folk and lore. Folk is the same as collective word. According to Alan Dundes (in Danandjaya, 1986), folk is a group of people who have identifiable physical, social, and culturalcharacteristics so that it can be distinguished from other groups. The identity characteristics can be in the form of : the same skin color, the same hair form, the same livelihood, the same language, the same educational level, and the same religion. But more important is that they already have a tradition, the culture they have inherited for generations, at least two generationswhich they can recognize as their collective belongings.

The definition of folklore as a whole is folklore is part of acollective culture which is inherited among other collective beliefs traditionally in different versions, either verbally or exemplary accompanied by gesture or mnemonic device (Danandjaja, 1986: 2). Further Danandjaja (1986: 2) explained the definition of folklore as follows.

Thus, the main feature of the definition of folklore in this explanation is the definition of folklorein broader sense because people categorized into folk are the only collective members. Therefore, they consist of both village farmers, and farm workers. The word folk is understood as "a group of people, who have the physical and cultural identity characteristics. Therefore,it can be distinguished from other groups," . Consequently, the object of folklore study in Indonesia becomes widespread (Danandjaja, 1986:2).

In order to distinguish between folklore with other cultures, we must know the characteristics of the primary identifierof folklore in general as described by Danandjaja (1986: 3-4) as follow.

1. The distribution and inheritance of folklore is usually done orally or the speech spread through word of mouth from one generation to the next generation
2. Traditional Folklore is distributed in the form of relatively fixed or in standard form.
3. Folklore exists in various different versions as it is spread by word of mouth (orally).
4. Folklore is anonymous which means that the name of its creator is not known
5. Folklor is usually inthe patterned form. Folklore, for example, always use cliches like "In fourteen days" to describe the beauty of a girl and "like a convoluted caterpillar " to describe a person's anger, and so on.
6. Folklore has usefulness (function) in a collective communal life. Folklore for example has a utility as an educational tool, solace, social protest, and the hidden desire projections.
7. Folklore is prelogical, which has its own logic that does not comply with the general logic. Feature recognition is especially true for oral and partly oral folklore.
8. Folklore a collective belonging as the first creator is not known yet, so that every member of the collective society feel that they own it.
9. Folklore are generally innocent and naive, so it often seems harsh and too spontaneous. This is understandable when considering that a lot of folklore is a projection of the most honest human emotions manifestations.

Furthermore, a folklore does not stop to be a folklore when it has been published in printed or recorded. Afolklore will still have its identity of its folklore characteristics as long as we know that it comes from the oral circulation. This provision is especially applicable if for example, a form of folklore which has been published is merely a form of folktales transcription taken from oral circulation.

Javanese folklore is basically a part of Javanese culture that spread down through generation. The history on the existence of Javanese culture shows “adiluhung” (valuable value); however, some of them are profane. Therefore Javanese culture consists of both *budayapriyayi*(noble culture) belonging to the haves and grassroots culture (the have not). This type of folklore also indirectly illustrates the segments of society (Endraswara, 2010: 4). Further Endraswara (2010: 4) describes that the Javanese folklore is very rich. Javanese folklore evolved broadly in line with the development of the Javanese. To that end, Danandjaya (1971: 29) had suggested Javanese further explored, especially those that have been collected in a book of the people (chapbook), like a horoscope. In this connection it should be stated that Javanese horoscope (*primbon)* is a Javanese folklore documentation that contains a variety of problems.

From the aforementioned explanation, it can be argued that Javanese folklore means any traditional work that has been passed down and useful for its supporters. Javanese folklore also has different variations from one region to another. As a work, Javanese folklores are categorized as collective belongings of Javanese.

B. The *BabadTulungagung* as a Folklore

1. Theory of Culture

Culture can be defined in a variety of contexts of meaning. Within the framework of culture studies, it can simply be seen that the culture is concerned the same meanings in a social group. These meanings are produced and exchanged in a particular group of people through the medium of 'language'. Language here has a broad meaning, not only the language in oral and written forms, but also in the forms of signs and symbols that can be interpreted and represented, so that they could also form an image, sound, movement. In addition, objects and specific events conception of culture has a central role in the process of representation.

Culture itself is a representation system. Culture is a very broad concept, involving the culture 'sharing experience'. Someone is said to toi have the same culture if the humans who live there share the same experiences, share the same cultural codes,, speak the same 'language' and share the same concepts.

Kleden (1987: xix) describes culture as a common reference that allowsthe other members member of a society to understand, predict, and accept the behavior of members of a social group. It is a culture that transforms a chaos into cosmos, andisorder into a regularity, and a meaningless condition into meaningful networks. Further Kleden (1987: xxvii) explained that culture is not only concerned with the mental and cognitive basis, but it is also strongly affected by the social and the material basis of the culture.

2.The definition of Chronicle

Etymologically the word *babad(chronicle)* comes from Javanese word which means "open new land" or "cut trees / clear forest". According to Indonesian dictionary **Babad/ba-bad/** *n* **1** ***Sas*** means the narratives in Javanese, Sundanese, Balinese, Sasak, and Madura, which contains historical events, historical stories; 2 historal events, history, legend; saga: - of Java.

According to I GustiNgurahKtutthe word chronicle (*Babad*) is defined as nets and fishing nets, which implies a tangle of descent and family ties and descriptions of historical setting. While Poerwodarminto interpret the word chronicle as a historical narrative, which means a story of events that have occurred and as a kind of literary historical terms. TEEUW (1985) described the chronicle as a literary work so it must meet the aesthetic element and also the imagination, and it also contains elements of history, as a special distinguishing feature with other genre.

According toSartonoKartodirjo (1987), a chronicle is a traditional historical writing or traditional historygraphicwhich is a form of a culture that extend a history, where the nature and culture levels affect or even determine the shape so historygraphicalways reflects the culture that created it. The opinion of the experts said that in this research, the word chronicle is understood as a form of discourse in the form of story delivered orally.

Babad as one of the original forms of discourse that could shape the story told by generations by oral means, because of certain interests, for example, for the sake of a research, the existence of the Chronicle can change into written form.

Babad also can be in the form of written text since there is an effortto collect scattered folktales which are then transcribed intofolklore books. However, it is still orally delivered and hereditary and there is no modification on the story. It fits Danandjaja's opinion (1986: 5) which stated that the problems will arise if folklore is further processed and modified , as Sangkuriang of West Java, which is processed by a writer named ajiprosidi into literary essay entitled Sangkuriang oversleep (1961).

The *BabadTulungagung* is an inherited folklore which is transmitted from generation to the next generation by way of word of mouth or orally delivered. The *BabadTulungagung* contains the origin story of how Tulungagung town was created. The story occurred since the prehistoric times, when it was still called as Ngrowo or Bonorowo regency, which was later eventually named as Tulungagung regency.

The *BabadTulungagung* is based on the historical factswhich generally occur in the archipelago. However, during its development, it is also based on folklore submitted by generations through mediaof fairy tales or stories from mouth to mouth. *BabadTulungagung*turned out to contain the values of local wisdom that needs to be researched, developed, and ultimately it aims at making Tulungagung people understand that they have local wisdom which containing *adiluhung*(noble culture) of Tulungagung society.

BabadTulungagung which contains local wisdom as a form of local culture is a form of prose discourse. It is called as non-discursive discourse because the way to say, discuss, or express a variety of events, experiences, certain realities of life and the life in it is influenced and determined by the subjectivity of the authors or speakers.The writer's subjectivity in a prose discourse, certainly is also reflected by the speaker of *BabadTulungagung* in their efforts to create or build a model of the life-world that are represented in the local wisdom.

C. The Analysis of Folklore Study

The analysis of form is based on the framework of thinking proposed byDanandjaya (1986: 21-22) . It is stated that the oral folklore can be in the form of : (a) the language of the people such as accent, nicknames, traditional rank and title of nobility; (B) the traditional expressions such as proverbs, sayings and byword; (C) the traditional question, like a puzzle; (D) the folk poetry, such as rhyme, couplets and poems; (E) the prose stories of the people, such as myths, legends, and fairy tales; and folk songs. In this folklore study, Tulungagung chronicle includes folk prose story that has many traditional expressions. Therefore, the form of local wisdom in the *BabadTulungagung*can take the form of traditional expressions with a variety of specific form.

The analysis of the meaning of local wisdom in the *BabadTulungagung*adapts Endraswara's frame of thinking

(2003: 156-157) who stated that that oral literature belonging to the work that is open to interpretation. Commentaries may be free, which is essentially able to uncover what lies behind the work, mainly symbolic meaning. Because *BabadTulungagung*uses Javanese, it is then translated into Indonesian. Then it is analyzed as a model of folklore study like what is done by Dunder (Danandjaja, 1986: 15), including a cultural context, interpretations, and opinions of informants.

Furthermore, the analysis of function of local wisdom in the *Babad Tulungagung*adapts William R. Bascom (Danandjaja, 1986: 19) including the functionality of folklore: (a) as a projection system, e.g as a means of collective delusion mirrorization; (B) as a validation tool on the cultural institutions; (C) as a means of educating children; and (d) as a means of coercion and supervisors so that norms will always be obeyed by the members of collective groups. Danadjaja (1986: 19) added that functions can also serve to deliver people's opinion. Further , Danandjaja (1986: 20) explained that in addition to the multiple functions of folklore, of course, there are still other functions. Thus, This analysis on this function will depend on each folklores forms.

RESEARCH METHODS

This section discusses (1) the approach and the type of research, (2) the presence of researchers and research instruments, (3) research location, (4) data and data sources, (5) data collection techniques, (6) data analysis, (7) checking the validity of the reseach, and (8) the stages of research.

A. The Approach and Types of Research

This study used a qualitative approach using folklore study. The characteristic of qualitative research is addressed to this study by seeing the characteristics of data and data sources, data collection techniques, data analysis techniques, interpretation and explanation of the meaning of the data. Meanwhile, the study of folklore characteristic of this research can be seen on the theories and models used in the analysis and interpretation of data concerning the meaning of local wisdom in the *BabadTulungagung*.

The research also is descriptive because the data collected are in the form of words or images. Therefore, the results of this research report has excerpts of the data to illustrate and support on what was presented. The data in qualitative research may include interview transcripts, field notes, photographs, tape recordings, video recordings, and other official records.

Another hallmark of this research is to analyze the data inductively, meaning that the researchers did not start the study by reading literature, then formulating hypotheses and collecting the data, but he started everything by collecting data by seeing *kentrung*performance presenting the*BabadTulungagung*, interviewing figures of art and culture, collecting books or magazines , *kethoprak*cassettes containingthe *BabadTulungagung* then conducting the data analysis . On the basis of results of this analysis, the researcher in turn made the design of the research.

In addition to the above characteristics, this research is also characterized by meaning which becomes a major concern in qualitative research. This research was conducted to gain an accurate perception of the subject under the research. For this reason, this research tried to find out the indigenous representation of the*BabadTulungagung*. In addition, it lso aims at knowing the form and function as well as to uncover the hidden meaning behind the local wisdom of the*BabadTulungagung* .

After looking at the above description, this research has characteristics as proposed by Bogdan and Biklen (1990: 32-36), namely: (1) the data are taken in a natural setting, (2) descriptive, (3) more of them than the process results, (4) the data analysis is done inductively, (5) the meaning becomes a major concern.

B. The presence of Researchers and Research Instruments

In accordance with the type of researchwhich is qualitative research, the presence of the researcher in the research site was an absolute as a key or main instrument of a research. The presence of researcher in the field is not limited by the number of attendance, as long as the data has not been fulfilled, the researcheris still present in the field to complete the missing data . As the main instrument, the researcher explored, gatheredthe data by interviewing, recording, making field notes, and conducting the documentation, then explaining, informing in detail matters related to the research focus. The researcherserves asthe key instrument both in data collection, data analysis, and interpretation of the data analysis.

C. Research Location

This research focuses on the representation of the subject matter of his research that is investigating the local wisdom presented in the *BabadTulungagung*. The location of this research is in the area Tulungagungof East Java Province. Tulungagung area has a variety of places as mentioned in the *BabadTulungagung*. There are many various places or areas associated with the legend called as the *BabadTulungagung* namely: (1) Gleduk area, Bonorowo is the place of Padepokan (the school) Kyai Pacet; (2) Tunggul Sari village is the place of padepokan Kasan Besari; (3) Betak village is the place of regency and many others.

The research locations were concern with the places related to the *BabadTulungagung*. There are several local cultural stakeholders asked as informants as they are the ones who really know about the *BabadTulungagung*. For example: NyaiGimah, + 60-years-old is a woman who plays *kentrung*puppeteer, a traditional art which is often performed in the*BabadTulungagung*. She lives in Batangsaren village; Mr. Kamiran, a man aged 50 years old. He is a Java artexpert living in the village near the village of Bono Gesikanwhich is the former of Bonorawa regency. Tulungagung is an area where local tradition becomes a part of its society so it is in line with the local wisdom presented in the *BabadTulungagung*.

D. Data and Data Source Research

The research data on the representation local knowledge in*Babad Tulungagung* are verbal data from the following data sources: (1) the text transcription of *kentrung*recording playing *Babad Tulungagung* and field notes; (2) the text transcription of an interview with cultural stakeholders; (3) the text transcription VCD showing Siswo Budoyo Ketoprak performance playing*Babad Tulungagung*. ; (4) The History book and the *Babad Tulungagung* which is a research report conducted by Tulungagung Research Team in 1971, 2004, 2007; and (5) the serialize clipping text on *Babad Tulungagung* entitled Ontran-ontran Brang Kidul from Magazine Joyo Boyo of 2002 edition.

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E. Data Collection Techniques

Based on the type of data and data sources as described above, research data collection is done through the documents study, observation and recording, and interviews with cultural stakeholders.

To facilitate data collection and data analysis, researchers equip themselves with tools or instruments namely: (1) Free Compilation Source Data, (2) Interview Guide, (3) Free Observations and Field Notes, (4) an audio visual recorder, (5) Encoding guidelines of data corpus , and (6) the guidelines of Data Analysis.

1.Document Analysis

A number of written and electronic documents was collected. Electronic documents collected are VCD of *Ketoprak* Siswo Budoyo presenting the*Babad Tulungagung*. Several written documents collected are: (1)The History book and the *Babad Tulungagung* which is a research report conducted by Tulungagung Research Team in 1971, 2004, 2007; and (2) the serialize clipping text on *Babad Tulungagung* entitled *Ontran-ontran Brang Kidul* from Joyo Boyo Magazine of 2002 edition.

2. Observation and Recording

Data collection was done by observation techniques using manual observation and field record sheets (field note) (attached). Observations were made at the time of taking the data on*kentrung*performance presented *BabadTulungagung*Tulungagung. The results of observations were recorded in the field record sheet is staging various records about the context, the situation, the audience, and the story. To obtain a complete data on*kentrung*performance, the writer recorded it from the original theater until it finished. Furthermore, the recording was transcribed and regarded as a primary data source in this research.

3. Interview

Thein-depth interview was also conducted which aims at asking a number of aspects related to the *BabadTulungagung*to delve deeply into the experience and views of resource persons associated with the researcher's focus on this. There were profound questions submitted by building familiarity and openness between the interviewer and the resource person. In this interview, the interviewer established a good atmosphere of dialogue with those having cultural profession such as those playing a role as cultural actors. The dialogues involve the discussion with those people having a big concern on culture and local wisdom. Lifting the various forms of local wisdom in the *BabadTulungagung* is a topic that is really urgent and actual to be discussed. This interview was done using Interview Guide (attached).

F. Data Analysis

The data analysis on a research investigating Local Wisdompresented in the *BabadTulungagung* adapts the model of folklore study proposed by Alan Dunder (Danandjaja, 1986: 15), ie for every folklore collected, it should be accompanied by the explanation on the cultural context and its interpretation and also informant opinions on the forms of folklore given. According to the folklore studies conducted in this research,there are three levels of analysis for each item of local wisdom in theTulungangung chronicle namely the level of analysis of form, meaning, and function.

G. Checking the Validity of Data

To obtain validresults and to assure the result of this research so that it can actually be accounted for in every way, it is necessary to check the validity of the data. To check the validity of the data in this research namely the corpus acquisition representating data on local wisdom in the *BabadTulungagung*, there are three ways done (1) observation perseverance, (2) peer checking, and (3) reference adequacy

RESULTS AND DISCUSSION

A. The Research Finding on the Local Knowledge Systems

Research findings in local knowledge systems is one of the elements of local wisdom in the *BabadTulungagung*. Itis presented as follows:

The findings form of representation of local wisdom in the *Babad Tulungagung*on local knowledge systems can be said that local knowledge systems include: (a) the needs and problems in local knowledge systems; (b) the strengths and advantages in local knowledge; and (c) characteristics in local knowledge systems. The representation of local knowledge systems through the needs and problems include(1) *janturan,* (2) *sesumbar,* (3) *bebasan,* (4) *prasetya,* (5) *pemut,* (6) *panglipur,* (7) *panantang,* dan (8) *seda*. The representation of local knowledge systems through the power and advantages include (1) *janturan* dan *antawencana*, (2) *seda* dan *ila-ila*, (3) *panuwun* dan *pasumelang*. The representation of local knowledge systems through the special characteristics include (1) *janturan negara* dan *janturan ganti crita,* (2) *suba sita* dan *nungkak kromo,* (3) *pandakwa,* dan (4) *piwulang.*

The meaning of local knowledge covered in local knowledge systems in *Babad Tulungagung* in general is about learning the virtues of living in society.

Meanwhile, the function of local wisdom covered in local knowledge systems in the *Babad Tulungagung*serves as a tool for communities to educate and teach the virtues of the daily life of society, nation and the state

B. The Research Finding on the Local Value Systems

The findings and analysis of the local value system as one of the elements of local wisdom in *BabadTulungagung* can be seen as follow:

The findings form of representation of local wisdom in the *Babad Tulungagung*on local value systems can be said that local value systems include: (a) a local value system that govern human relations with God; (B) a local value system that governs the relationship between humans; and (c) a local value system that govern human relations with the nature. The representation of local value systems that govern human relations with God; include (1) believe, (2) worship, and (3) request. In the case believe, there are three local moral values, namely (a) asserting God as creator; (B) believing in God as the loving and compassionate giver,; and (c) believing in God as the giver of good and bad replies. Worship to God include (a) worship in general, and (b) specifical worship. Furthermore, requesting God includes: (a) try and (b) pray. The representation of local value systems that govern the relationship between humans include: (a) the value of cooperation and (b) the value of disassociation. The values of cooperation include the forms of relatives bonding, bage-binage, wewarah, and pamundhi. Furthermore, the opposite values include: the forms of *apus kromoand bela pati. The r*epresentation of local value systems that govern human relations with nature include: (1) the relationship of man with flora; (2) The relationship between human and fauna; and (3) the human relationship with the natural phenomena.

The meaning of local wisdom covered in the local value systems in the representation of local wisdom presented in the *BabadTulungagung*in general is learning about belief and faith in God Almighty.

While the function of local knowledge covered in the local value systems in the representation of local wisdom in the Chronicle of Tulungagung is a media pemebelaran for the community to increase confidence and faith in God Almighty

C. The Research Finding on the Local Decision Making Mechanism System

The findings and analysis in the form of a system of local decision-making mechanisms in the *BabadTulungagung* can be presented as follows:

The findings form of representation of local wisdom in the *Babad Tulungagung*on local decision-making mechanism include (a) system of democratic decision-making mechanism or sit together on equal terms; and (b) the system of decision-making mechanism in hierarchical, multilevel or tiered way. The representation of local decision-making mechanism of the system of democratic decision-making mechanism or sit together, on equal terms include (1) nyawiji, (2) andumgawe, (3) ngenerbareng and (4) paseduluran. While the representation of decision-making mechanismin hierarchical, multilevel or tiered way include (1) golekdinabecik, (2) pangrimuk, (3) jumbuhkarep, (4) rudhapeksa, and (5) pamrayoga.

The meaning of local wisdomwhich is included in the system of local decision-making mechanisms in the *BabadTulungagung* in general is about learning to live in a democratic society.

While the function of local knowledge which is included in the system of local decision-making mechanisms in the *BabadTulungagung* serves as a tool for communities to educate and learn about how the live of a democracy.

D. The Research Finding on the system of local solidarity groups

The findings and analysis in the form of system of local solidarity groups in the *BabadTulungagung* can be presented as follows:

The findings form of representation of local wisdom in the *Babad Tulungagung* on system of local solidarity groups include (a) a system of communal bonding to form a local solidarity; and (b) a system of religious ritual or ceremony and other ceremonies.The representation on system of local solidarity groups in terms of communal bonding system to form local solidarity include (1) manutmiturut, (2) pangajab, (3) belapati, and (4) belanagara. While The representationsystem of local solidarity groupsconcerning religious ritual or ceremony and other ceremonies include (1) medhar sabda, (2) becik ketitik ala ketara, (3) mituhu, (4) wewaler, (5) adigang adigung adiguna, and (6) wewarah.

The meaning of local knowledge which is included in the solidarity system of local groups in the *BabadTulungagung* in general is about learning to live in mutual respect by respecting other people in society.

While the function of local knowledge which is included in the solidarity system of local groups in the Chronicle of Tulungagung in general is as a tool for communities to education and learning about the life that always prioritizes harmony, mutual respect, and mutual acceptance.

The findings of the analysis of the above forms are in accordance with the idea proposed byDanandjaya (1986: 21-22) stating that the oral folklore can be in the form of : (a) the language of the people (folk speech) such as accent, nicknames, traditional rank and title of nobility; (B) the traditional expressions such as proverbs, sayings and byword; (C) the traditional question, like a puzzle; (D) the folk poetry, such as rhyme, couplets and poems; (E) the prose stories of the people, such as myths, legends, and fairy tales; and folk songs. In this folklore study, the*BabadTulungagung* includes the story of folk prose that has many traditional expressions. Therefore, the form of local wisdom in the Chronicle of Tulungagung can be in the form of traditional expressions with its specific variety.

Furthermore, the findings of the analysis of the function of local wisdom in the *Babad Tulungagung*mentioned above are in accordance with the opinion of William R. Bascom (Danandjaja, 1986: 19) stating that he functionality of folklore includes the floklore function : (a) as a projection system, e.g as a means of collective delusion mirrorization; (B) as a validation tool on the cultural institutions; (C) as a means of educating children; and (d) as a means of coercion and supervisors so that norms will always be obeyed by the members of collective groups.. Danadjaja (1986: 19) added that functions can also serve to deliver people's opinion. Further , Danandjaja (1986: 20) explained that in addition to the multiple functions of folklore, of course, there are still other functions. Thus, This analysis on this function will depend on each folklores forms

CONCLUSION

Based on the afore mentioned explanation, data analysis, and discussion, the research come up to the following conclusion:

First, the results of the analysis in terms of form, meaning and function regarding local wisdom representation in the Chronicle of Tulungagung on local knowledge systems can be concluded that local knowledge systems include: (a) the needs and problems in local knowledge systems; (b) the strengths and advantages in local knowledge; and (c) characteristics in local knowledge systems. The representation of local knowledge systems through the needs and problems include(1) *janturan,* (2) *sesumbar,* (3) *bebasan,* (4) *prasetya,* (5) *pemut,* (6) *panglipur,* (7) *panantang,* dan (8) *seda*. The representation of local knowledge systems through the power and advantages include (1) *janturan* dan *antawencana*, (2) *seda* dan *ila-ila*, (3) *panuwun* dan *pasumelang*. The representation of local knowledge systems through the special characteristics include (1) *janturan negara* dan *janturan ganti crita,* (2) *suba sita* dan *nungkak kromo,* (3) *pandakwa,* dan (4) *piwulang.*

Second, the results of the analysis in terms of form, meaning and function regarding local wisdom representation in the Chronicle of Tulungagung on local value systems can be concluded that local value systems include: (a) local value system that govern human relations with God; (B) a local value system that governs the relationship between humans; and (c) a local value system that govern human relations with the nature. The representation of local value systems that govern human relations with God; include (1) believe, (2) worship / , and (3) request. In the case believe, there are three local moral values, namely (a) asserting God as creator; (B) believing in God as the loving and compassionate giver,; and (c) believing in God as the giver of good and bad replies. Worship to God include (a) worship in general, and (b) specifical worship. Furthermore, requesting God includes: (a) try and (b) pray. The representation of local value systems that govern the relationship between humans include: (a) the value of cooperation and (b) the value of disassociation. The values of cooperation include the forms of relatives bonding, bage -binage, wewarah , and pamundhi. Furthermore, the opposite values include: the forms of *apus kromoand bela pati. The r*epresentation of local value systems that govern human relations with nature include: (1) the relationship of man with flora; (2) The relationship between human and fauna; and (3) the human relationship with the natural phenomena.

Third, the results of the analysis in terms of form, meaning and function regarding local wisdom representation in the Chronicle of Tulungagung on local decision-making mechanism can include (a) system of democratic decision-making mechanism or sit together on equal terms; and (b) the system of decision-making mechanism in hierarchical, multilevel or tiered way. The representation of local decision-making mechanism of the system of democratic decision-making mechanism or sit together, on equal terms include (1) nyawiji, (2) andumgawe, (3) ngenerbareng and (4) paseduluran. While the representation of decision-making mechanism in hierarchical, multilevel or tiered way include (1) golekdinabecik (good days), (2) *pangrimuk*, (3) *jumbuhkarep*, (4) *rudhapeksa*, and (5) *pamrayoga.*

Fourth, the results of the analysis of form, meaning and function of local wisdom in the *BabadTulungagung* about solidarity system of local groups can be concluded to have(a) a system of communal bonding to form a local solidarity; and (b) a system of religious ritual or ceremony and other ceremonies. The representation on system of local solidarity groups in terms of communal bonding system to form local solidarity include (1) manutmiturut, (2) pangajab, (3) belapati, and (4) belanagara . While The representation system of local solidarity groups concerning religious ritual or ceremony and other ceremonies include (1) medhar sabda, (2) becik ketitik ala ketara, (3) mituhu, (4) wewaler, (5) adigang adigung adiguna, and (6) wewarah.

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THE EFFECTIVENESS OF TWO STAY TWO STRAY STRATEGY IN TEACHING READING COMPREHENSION AS OBSERVED FROM STUDENTS WITH DIFFERENT LEARNING STYLES

Rasyidah Nur Aisyah
State Junior High School 1 Tongas, Probolinggo, East Java, Indonesia
Email address: ocicyah@yahoo.co.id

Abstract. Teaching reading is a crucial skill for both English as a Second Languange (ESL) and English as a Foreign Language (EFL) students. To develop the students' reading ability, Two Stay Two Stray strategy becomes an alternative solution to be used in teaching. This research is aimed at investigating the effectiveness of the Two Stay Two Stray Strategy in teaching reading comprehension and the interaction between the Two Stay Two Stray Stray Strategy and students' learning styles. This research is quasi-factorial design with posttest-only design. The population in this research is 334 second semester of eight grades at SMP Negeri 1 Tongas Probolinggo East Java. The sample of this research is class F consisting 43 students, as the experimental group, and class E consisting of 41 students, as the control group. The students' reading comprehension achievement is obtained from a reading comprehension test while students' learning style is identified using learning style questionnaires.The data analysis used in this research in non-parametric statistics, Mann-Whitney and ANOVA. This is because one of statistical assumptions is not fulfilled, normality assumption. In this research, the purpose of employing ANOVA is to investigate the interaction between students' reading achievement and learning styles. The result of Mann-Whitney test demonstrates that p-value is greater than the level of significance α = 0.05 (0.158 > 0.05) which means that Ho_1 cannot be rejected. In other words, there is no difference in reading comprehension achievement between students taught by using the Two Stay Two Stray Strategy and those taught by using Pair Wok Strategy.

Keywords: the Two Stay Two Stray Strategy, Pair work Strategy, reading comprehension, students learning style

Contextual teaching and learning (CTL) is an approach to teaching in which the materials and the activities are based on the students' prior knowledge. It engages the students in significant activities that help them connect academic studies to their context in real-life situations. By making these connections, the students see meaning in schoolwork. When the students formulate projects or identify interesting problems, when they make choices and accept responsibility, search out information and reach conclusion, when they actively choose, order, organize, touch, plan, investigate, question, and make decisions to reach objectives, they connect academic content to the context of life's situation, and in this way, they discover meaning. The discovery of meaning is the central characteristic of CTL (Johnson, 2002:3-4).

On this ground, the researcher thinks that it is necessary to conduct a research to get a true picture of another method in teaching and learning process. And CTL has actually been promoted by educational experts since the competency-based curriculum was first implemented. CTL is an approach, the learning which includes in CTL are Direct Instructions, Cooperative learning, Problem based Instruction. Cooperative learning is one of characteristic of CTL which is learning community. There are many kinds of methods in cooperative learning. The researcher chooses two stay two stray strategy in her research.

Teaching reading comprehension by means of Cooperative Learning Strategy requires students to *talk and share* the information in the text with the members of their groups. It also provides the students with *analyzing, synthesizing, and evaluating* the written text by making referential questions, such as; "how do you know" or "why do you think so" questions. These questions stimulate the students to think critically, to share their ideas, or to agree or disagree. As a result, verbal summaries can be carried out by letting the students perform or report what they have done at the end of class.

Respecting to Two Stay Two Stray Strategy, it is one of cooperative learning strategy which has been investigated its effects on students' learning achievement. Empirically, Tow Stay Two Stray is a modified form from *One Stays Two Stray,* as well as *One Stays Three Stray,* and so on. *One Stays Three Stray* is recommended by some expert to be employed in teaching process, as Crawford et al. (2005:64) stated that *One Stays Three Stray* can be fun for the students, because it has the students move around, and exposes them to other faces. Students enjoy being interviewed, and they also enjoy telling their table mates what they have learned when they visit the other groups. If the procedure is set up properly, students can learn to move around quickly to their new places. Jacobs et al. (1996) proposed *One Stay Two Stray* as the optional of group form.

Regardless of its formulation, *Stay and Stray* offers a low-threat forum where students can exchange ideas and build social skills such as asking probing questions. It also offers students the opportunity to learn by teaching. It gives a description that learning also can occur within the community, not just with instructor (Jacobs et.al, 1996).

Moreover, employing Two Stay Two Stray Strategy in teaching Reading, the teacher assigned an integrated teaching and learning activity with four English skills namely reading, speaking, listening, and writing. The four skills require the students to do much reading, speaking, listening, and writing activities in one meeting. The students accomplish the four skills through four practices specifically **Group Discussion, Group Exchanging, Group Work, and Individual Work.** In Group Discussion, the students are divided into groups which consisted of 4 students. Each group is given different subtopic/paragraph. Every student in group read the subtopic/paragraph given then discusses the content of the text to the members of her/his group.

METHOD

The objective of this research was aimed at investigating the effectiveness of Two Stay Two Stray strategy in teaching reading comprehension. In other words, the objectives of the research were: (1) to analyze whether there is a difference in the students' reading comprehension taught by the Two Stay Two Stray strategy and the Pair Work strategy. (2) to analyze whether there is a difference of students' reading comprehension with different learning styles. (3) to analyze whether there is an interaction between the *Two Stay Two Stray* strategy and students with different learning styles.

This research is quasi-factorial design with posttest-only design. The population in this research is 334 second semester of eight grades at SMP Negeri 1 Tongas Probolinggo East Java. The sample of this research is class F consisting 43 students, as the experimental group, and class E consisting of 41 students, as the control group. The students' reading comprehension achievement is obtained from a reading comprehension test while students' learning style is identified using learning style questionnaires.

The variable in this research consisted of dependent and independent variables. The dependent variable in this research was students' reading comprehension achievement. The independent variables consist of instructional methods and learning styles. The instructional methods were divided into the *Two Stay Two Stray strategy* and the *Pair Work strategy* while learning styles were categorized into three: auditory, visual and kinesthetic. Further, the researcher embedded attributes variables into this research by assigning subjects to groups based on such existing variables. The independent variables of either type were known as factors.

There were three instruments used in this research. The instrument that is used in this study is reading comprehension test and two sets of questionnaires. The first instrument, a reading comprehension test, was constructed to investigate normality, homogeneity, and students' reading comprehension after treatment.

The second instrument, students' learning style, was adapted from Cohen's (2002) Learning Style Survey due to the appropriateness of the content, easier calculation and practicability, and was aimed at classifying students into different learning style: the auditory learning style, the visual learning style, the kinesthetic learning style. The third instrument, attitude questionnaire, was constructed to find out students' attitude towards the Two Stay Two Stray strategy. Table 3.3 shows the function of each instrument.

Table 1. Research Instruments and Variables to Measure

No.	Instruments	Variables to Measure	Function
1	Posttest	Students' reading skill after Treatment	To test the assumptions and statistical hypotheses
2	Questionnaire for the Students' learning style	Students' learning style	To classify students' learning style
3	Questionnaire for the Students attitude	Students' attitude towards TSTS strategy	As the follow up activities to support the result of the study

In order to support the data, two questionnaires were employed to the students. The first questionnaire was used to investigate students' learning styles. The second questionnaire was used to identify students' attitude towards the TSTS strategy. The questionnaire for students' learning styles was distributed to both treatment and control groups, while the questionnaire for students' attitude was distributed only to the experimental group.

Data analysis was aimed at testing the research hypothesis. The data were obtained from student's reading comprehension test, posttest, consisted of 20 items. The scoring was dichotomous, in which a student's correct answer was scored 1 and a student's wrong answer was scored 0. The scoring procedure was students' correct answers were divided by the total items times 100 equal to students' total score.

In this research, the data gained from posttest was organized and summarized by using descriptive statistics. After that, the data was statistically computed by using inferential statistics to test the hypothesis. Further, the data gained from the learning style questionnaire was analyzed and interpreted by using Cohen's et al. (2005) scoring procedure, while the data gained from the attitude questionnaire was analyzed by interpreting students' total scores in answering each item.

RESULTS

The posttest results of the experimental group and the control group were the main data in this research. The posttest results were in the form of score obtained from the reading comprehension test which was assigned to both the experimental group and the control group. The test was administered after the experimental group accomplished the treatment and the control group had the same meetings as the experimental group.

Table 2. Posttest Score Summary of the Experimental Group and the Control Group

	Experimental Group	Control Group
N	43	41
Mean	60	57.8
Std. Deviation	8.151	7.804
Minimum (score)	45	40
Maximum (score)	80	75

Table 2 demonstrated that among 43 students of the experimental group, the maximum score was 80 and the minimum score was 45, while among 32 students of the control group, the maximum score was 75 and the minimum score was 40. Further, the result of the computation demonstrated that the mean score of the experimental group was 60, while the mean score of the control group was 57.68. In this case, the experimental group and the control group were different in terms of its maximum score, its minimum score, and its mean.

Further, Figure 1 showed the distribution frequency of the posttest score of the experimental group.

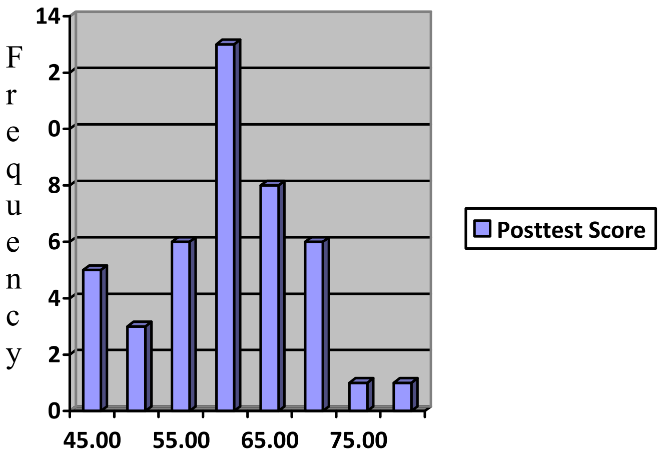

Figure 1 The Distribution Frequency Of The Posttest Score Of The Experimental Group

The data obtained from posttest of the control group also was organized in the table of distribution frequency. The aim was to find out the three indexes in statistics: mean, median, and mode.

Table 3 The Result Of The Computation For Statistical Index Of Control Group

Statistics	
N	41
Mean	57.68
Median	57.3810[2]
Mode	55.00

Table 3 showed the result of the computation for statistical index by using SPSS v20. Based on the calculation of measure central tendency, the mean was 57, the median was 57, and the mode was 55. It can be inferred that the average of these differences would give some measure of how closely the data values cluster around the mean. Further, figure 4.2 showed the distribution frequency of the posttest score of the control group.

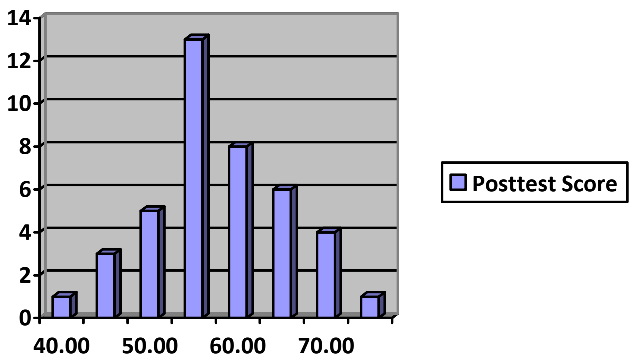

Figure 2 The Distribution Frequency Of The Posttest Score Of The Control Group

The learning style questionnaire for class F resulted that 29 students (67.44%) were categorized into visual learners, 8 students (18.60%) were categorized into auditory learners, and 6 students (13.96%) were categorized into kinesthetic learners. Further, the learning style questionnaire for class E resulted that 28 students (68.29%) were categorized into visual learners, 9 students (21.96%) were categorized into auditory learners, and 4 students (9.75%) were categorized into kinesthetic learners.

The attitude questionnaire consisted of ten items which was intended to find out students' attitude toward the Two Stay Two Stray strategy that they have experienced in the class. The attitude questionnaire resulted that 69.76% students chose option 3 for item number one, 65.11% students chose option 3 for item number two, 76.74% students chose option 3 for item number three, 58.13% students chose option 3 for item number four, 60.46% students chose option 3 for item number five, 72.09% students chose option number 3 for item number six, 58.13% students chose option 3 for item number seven, 48.83 % students chose option 3 for item number eight, 51.16% chose option 3 for item number nine, and 65.11% students chose option number 2 for item number ten.

DISCUSSION

This research tried to investigate the main effect and the interaction among independent variables on dependent variable. The independent variable consisted of active variables, The Two Stay Two Stray Strategy and the Pair Work Strategy, and attribute variables, visual, auditory and kinesthetic learning styles. The dependent variable was students' reading comprehension. This research employed quasi-factorial design.

Based on the result of the hypothesis testing in the previous chapter, the result of this research was in contrast with the result of the previous researchers conducted by Lewaherilla (2011), Surjosuseno (2011), Agus, et al. (2012), and Hamiddin (2012) which revealed that the TSTS strategy effective in teaching reading comprehension.

The result of this research also reveals that there is no interaction between the Two Stay Two Stray Strategy and students' learning style. This means that students' comprehension score was merely achieved by the means of the Two Stay Two Stray Strategy. In this case, students' learning style did not contribute to the achievement of students' reading comprehension. Although Reid (2005) stated that the preference for visual, auditory, and kinesthetic has some influence on the learning process, the result of this research demonstrated that students' learning style has no influence on their reading comprehension achievement.

The acceptance of the null hypothesis (H_o) can be explained by considering some factors such as the slight visual difference in mean score, the method implemented in the control group, the dominant visual learners, the number of meeting and guiding stage in the experimental group, and the type of the reading comprehension test.

The first factor was the mean score of the experimental and control group was near. The mean score of the experimental group was 60.00 while the mean score of the control group was 57.68. The mean difference between both groups was 2.32. In comparing means (*Tes Uji Beda*), that slight difference means no statistical difference although they visually were different in scores. Thus, the statistical computation demonstrated that there was no difference in reading comprehension achievement between students taught by using the Two Stay Two Stray Strategy and those taught by using the Pair Work Strategy.

The second factor was the method implemented in the control group, the Pair Work Strategy, was identical with the method implemented in the experimental group, the Two Stay Two Stray Strategy.

Further, the Pair Work Strategy was identical with the Two Stay Two Stray Strategy in terms of grouping, students' activity, and communication. In term of grouping, the Pair Work Strategy employed group discussions consisting of two persons in whom each student was not specifically assigned to take a role, while the Two Stay Two Stray Strategy assigned students to be in a group of four in which each student took a role as stayer and strayer. Further, in the Pair Work Strategy, students were asked to summarize the text they had read after answering the questions provided by the teacher. This activity was identical with the reading strategy in TSTS, Summarizing. Additionally, in term of communication, Osakinle et al. (2010:7) said that the communication in the Pair Work strategy flowed from the teacher to students and may come eventually from students to students. This is identical to the communication in the Two Stay Two Stray strategy in which the teacher initially modeled the strategies to the students, guided them to implement those strategies in a group setting, and asked them to implement it independently.

The third factor was the dominant visual learners. In this case, most visual learners were not beneficially helped by the TSTS strategy which focused on mediating students' comprehension through the dialogue. When the visual learners experienced their individual roles they got benefit from this session, but when it came to the dialogue session, they did not get benefit from this session while the dialogue session is the core part in the TSTS strategy. In contrast, the auditory learners may have got benefit from this method. Gass and Selinker (2008:437) stated that the auditory learners are those who prefer to take in information auditory. They prefer to talk through material and even to have text read out loud. However, the number of the auditory learners was smaller than the number of the visual learners and not all group consisted of the auditory learners.

The fourth factor was the type of the instrument used to measure students' reading comprehension after being treated by the Two Stay Two Stray Strategy. The instrument was reading comprehension test, an objective test, in the form of multiple-choice questions which was tested to the students individually. In this case, referring to the process of treatment, it is possibly inappropriate to evaluate students' reading comprehension after treatment by employing an individual-objective test.

Leaving aside all the factors caused the acceptance of null hypothesis (Ho), the Two Stay Two Stray Strategy in actually helped students comprehend the text they read. It also facilitated them to interact with their friends when they found it hard to comprehend the text as what Lewaherilla (2011) found in her research. The students also believe that each strategy in the TSTS made the easier in comprehending the text. Further, most students stated that they would use this strategy when they read the text although some of them did not feel confident. In addition, they also would recommend other students to use the TSTS strategy to help them improve their reading comprehension. This was based on the result of the questionnaire given to the experimental group.

Finally, the acceptance of the null hypothesis (H_o) is possibly due to several factors mentioned before. Although this research revealed that the Two Stay Two Stray strategy is not effective in teaching reading comprehension, it is a better strategy than the Pair Work Strategy, referring to the mean difference in which the experimental group has higher mean score than control group. Further, although there is no difference between students taught by the Two Stay Two Stray strategy and those taught by the Pair Work strategy, this research reveals that students who have experienced the Two Stay Two Stray strategy feel that the strategy is beneficial for them. They are able to share and ask for help when they cannot handle the difficulties they suffer with the other members of the group. In addition, Lewaherilla (2011), in her research, revealed the same thing as the present research reveals in which students are motivated to study because they are able to share their ideas among their teammates or other groups and they are able to improve their understanding of the text because they give help and receive help from teammates, other groups, and the researcher.

CONCLUSIONS AND SUGGESTIONS

In accordance with the research problem and the result of data analysis, it can be concluded that Ho_1 cannot be rejected which means that there is no difference in reading comprehension achievement between students taught by using the TSTS strategy and those taught by using the pair work method. Ho_2 also cannot be rejected which means that there is no difference of students' reading comprehension with different learning styles. Further, Ho_3 cannot be rejected which means that there is no interaction between the TSTS strategy and the students with different learning styles.

The slight visual difference in mean score, the strategy implemented in the control group, the dominant visual learners, the number of meeting and guiding stage in the experimental group, and the type of the reading comprehension test possibly cause the acceptance of the null hypothesis. Still, the TSTS strategy is a better strategy than the pair work strategy as compared by mean score of both groups. The benefit of utilizing strategies in the TSTS strategy has been experienced by the students. In addition, students' learning styles do not interfere with their reading comprehension achievement both in experimental group or control group.

Further, this research has its limitations or weaknesses. The limitation or weakness of this research is that the implementation of the pair work strategy was conducted mostly by the researcher which initially would be conducted by the teacher. As a result, this may because the experimental effect threat. Further, there are quite many reading comprehension test items, which are not valid, have been revised and used to investigate student's reading comprehension. As a result, there are some indicators which have not been achieved mostly by the students. The result of the attitude questionnaire also is not quite reliable since the questionnaire has been validated by the expert but has not been tried out yet.

In addition, this research implies that the methods used in teaching reading comprehension will influence their reading comprehension achievement. In this case, the teacher should consider to implement any appropriate strategy which will helps students deal with the text well. Modeling students how to employ reading strategies also will help them used to employing them. Further, the teacher also should consider to group students in order to increase their critical thinking and to promote active learning, assigning students into different roles, like in the TSTS strategy, will make students responsible with their own learning. This also will support poor readers to improve their reading comprehension by receiving helps and assistance from the other readers.

Based in the data analysis and the discussion in the previous chapters, the result of this research provides theoretical and practical contributions toward teaching and learning English. For the theoretical contribution, this research gives new insight on the implementation of the TSTS strategy in teaching reading comprehension. For the practical contributions, the teachers may consider to implement the TSTS strategy rather than implement pair work method. The teacher also must consider the materials used in the class which is beneficial for students with different learning styles.

For other researchers who want to conduct further research in relation with the research findings in this research, it is interesting to pair the TSTS strategy with other reading comprehension methods which have different characteristics.

Further researchers also may consider adding extra meetings in guiding stage to avoid students' less understanding of how to implement the strategies when they are in a group setting. This will decrease students' inability in comprehending the implementation of the TSTS method.

Besides, observing the effectiveness of the TSTS strategy from different area such as personality traits would be interesting since each student in a group has different personality traits which influence his or her active contribution in the discussion session. Thus, the investigation of the effectiveness of the TSTS strategy in different level of students and his different point of observation is still needed to be carried out.

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THE ROLE OF LOCAL MASS MEDIA ATTITUDE AGAINST CORRUPTION

Muhammad Suharto [1], Tatik Swandari [2],

[1] *Kanjuruhan University Of Malang*
(mirzasoe@gmail.com)

[2] *Kanjuruhan University Of Malang*
(tatikswan@yahoo.co.id)

Abstract. The presence of newspapers in a mass communication system can encourage change. The local newspaper Malang Post is very important in encouraging social change, particularly on the issue of corruption .. The local newspaper needs to show a clear attitude towards the problem of corruption. The question is how the attitude of the local mass media, combating corruption? The writer uses the Critical Discourse Analysis (CDA) models byTeun A. van Dijk. The data collected is the text of a newspaper editorial, editorial writersand social context data. Researchers not only analyze text, but also analyze the social cognition and social context. The findings in this study is Malang Post has anti-corruption stance. This can be seen in the process of producing a local newspaper editorial texts involving cognition and social context. The attitude of the newspaper anticorruption influenced by various factors. One factor is the domination by media owners. Media reality can be co-opted by the owners of capital, market or state interests. It also supported by the basicvan Dijk`s concept of discourse analysis that the media is not really neutral. Therefore, the reader should be more critical in assessing the attitude of the media.

Keywords:Local mass media, editorial, corruption issues

1. INTRODUCTION

Local printed media or local newspapers is very important in encouraging the change. It is a challenge for regional newspaper in one hand and the factual challenges for the city of Malang on the other.

Malang Post is printed mass media local or regional newspaper published and distributed in Malang. Regional newspapers have become important to investigate because it has unique characteristics in terms of both ownership of media (media ownership) as well as from the aspect of journalistic production (media contents). Malang Post is known and read by people in Malang Raya which includes the city of Malang, Kabupaten Malang and Batu .. The newspapers are expected to play a role in providing information and a number opinion to the public in Malang . The attitude or views that come from Malang Post as a local printed mass media institutions actually shows the vision of the newspapers and affect the attitude of newspaper to every problem of life in society of Malang Raya.

2. Formulating The Problem

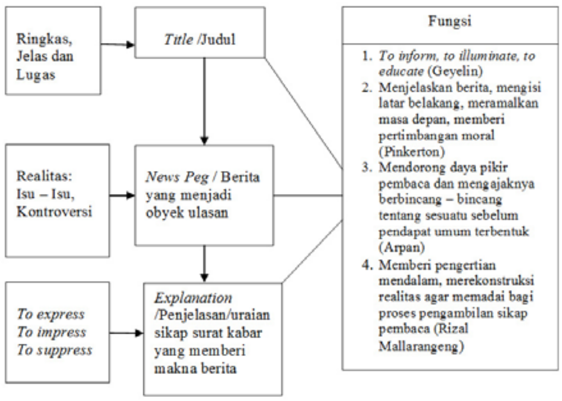
This study focuses on the research of the object of editorial section that was launched by the this media in relating to the problem of corruption in Malang. Therefore, researchers formulate the research problem to answer the fundamental question: "What is the attitude of Malang Postagainst corruption?"

The purpose of this study was to determine how the attitude of the local mass media in a professional manner function to control local governance and the use of state finances in the area.The benefits of this research is to provide an understanding and awareness for people to reduce or prevent corruption.

Mass Media Editorial or editorial on a newspaper is an unbiased opinion and the opinion of the official stance of the media as an institution publishing towards the actual conditions, phenomenal or controversial that occur in the community. Jacob Oetama in his `Pers Indonesia, Communicating in Public Not Sincere, found that the field of editorial was developed from the standpoint of advocacy, an attitude of struggle that

explicitly siding as well as tend to make only two categories of black and white, without the nuances and the strengthening of self (Oetama , 2001: 331-332).
At this level is important for us to assess the attitude of the newspaper as an institution of public issuance. The attitude of the printed media as a publishing institution can be assessed through editorial columns that result. And one thing that is important is the attitude that reflects the principle of freedom (independency) media against other forces inside and outside of himself. Freedom or freedom in the terms of Dennis McQuail (2010) is one of the important principles in assessing media accountability.

Editorial Sheme Structure and Function



Editorial as A Discourse

Rizal Mallarangeng (2010: 14) writes that the editorial quietly trying to provide deep meanings and reconstruct reality to be adequate for the process of taking the attitude of readers. This opinion has been confirmed by the opinion of Frazer Bond that said: "Writer`s header deep thinking to choose words; he wrote with full authority, and in this way he tends to negate the effect of reportage were too hasty and haphazard ... he decorates his writings with quotations intelligent ... and he took a few moments to check out and fix it with caution. The result, often reaching prose writing contemporary and elegant, strong, smart, and influential "(in Mallarangeng, 2010: 14-15).

Editorial is a discourse in the form of text (Hamad, 2010: 44-50). Discourse according to Foucault (in Eriyanto, 2009: 65) is an idea, concept, opinion and outlook on life which shaped in a particular context that affects certain ways of thinking and acting. In a phrase, Michel Foucault (in O'Donnell, 2009: 107) says: "We live in a discourse like a fish in water." In his book `News as Discourse`, Teun A. van Dijk (1988: 1-2) says that discourse analysis is the study of various dimensions or disciplines that have relevance and relationship with the social context and the cognitive processes of a text being produced.

2. Research Methods

By using descriptive study, researchers wanted to illustrate how the attitudes of Malang Post towards the problem of corruption. The method used in this qualitative research is a method of Critical Discourse Analysis / CDA models byTeun A. van Dijk.

Meaning of journalism is not determined by the printing press or publishing licenses / broadcasting. Journalism meaning is determined by its purpose. Jack Fuller, writer, novelist, lawyer and president of the Tribune Publishing Company, which publishes the Chicago tribunes said: "The primary purpose of journalism is to tell the truth so that people will have the information they need for the sovereign" (in Kovach, 2004: 15).

3. Research Results and Discussion

Malang Post`s anticorruption attitude can be viewed by each data analyzed: Text editorial formed in the practice of discourse. Malang Post` editorial text, show themes / topics that have global coherence. This means that there is a general notion that the dominant of topics, namely: to encourage the prosecution of all cases of corruption. From the aspect of the superstructure, the editorial has a concise title and also curious readers. This shows Malang Post as an institution wants to show his vividly as well as invite the public to jointly respond to all the problems of corruption that exists. Almost all leads in Malang Post editorial is news summary lead. This means Malang Post editorial was based on the fact that the news had been published earlier in the day, not only contains an opinion. The ending is solutions, expectations and allusions to the process of law enforcement corruption cases. On the micro level, all background placed on the first paragraph. The sentence is clear and to the point. While pronouns are often used in editorial Malang is "us". This word implies foster solidarity, alliances, and public attention on every case of corruption. One thing is certain from the Malang post` editorial is controlling the power and voicing the interests of the people.

In general, it can be said that the text of Malang Post editorial criticizing on behalf of media institutions to various problems that exist in

Malang, including the problem of corruption. Malang Post Editorial is an institutional response to the phenomenon that occurs. It is also the final attitude of the media towards social facts that exist. At the macro level, Malang Post editorial had a dominant theme that highlights efforts to tackle corruption. Malang Post editorial did not directly attack the perpetrators of corruption. From the aspect of the superstructure, Malang Post editorial put similar in placing background, ie the first paragraph. Detailed in the next paragraph. The number ranges between 10-14 paragraphs. Long sentence. The dominant form of the sentence is active sentence that the subject is a party (institutions, mass organizations) are attempting to combat corruption. The subject is not a corruption doer. The dominant pronoun used is "us". Malang Post as a media institution in the area of Malang Raya would like to invite readers to jointly respond to the problem of corruption in Malang. In addition, Malang Post editorial also use the pronoun "they" to mention the perpetrators of corruption. Malang Post editorial also using a lot of wear conjunction "that", and "due". This shows that the editorial writer would like to provide further explanation of the issues addressed in the editorial. Malang Post editorial also use some words that have lexical meanings, such as: the word "virus" to refer to corruption or the "big man" to mention the officials in the area. The use of quotes is also used by editorial writers to accentuate the word meant to build understanding in building sentences. Metaphor is also used by the author of an editorial in the Malang Post editorial text.

Malang Post editorial writer took a position as a reader, although he represented the media agency (press area) Malang Post in the attitude and the message to the reader. Malang Post editorial also use of the scheme of events (event schemas) to review the issue of corruption. In addition, the author also uses semantic memory to convey the attitude and message through editorial. It was criticized by the respectful manner. However, it is a strong message.

4.CONCLUSION

Level Analysis of Malang Post Text

Malang Post editorial is an institutional response to the phenomenon that occurs. At the macro level, Malang Post editorial had a dominant theme, namely: highlights efforts to tackle corruption. Malang Post is not directly attacking the perpetrators of corruption. Malang Posteditorial has always taken the position as a "reader". Literary events taking scheme (event schemas). Corruption cases that made headlines in Malang Post, written back with the event model that includes media criticism. But, the language using tends to soften criticism/euphemism.

Malang Post attitude as one of the institutions of media (press area) in Malang is resisting corruption in any form. Malang Post keep running the control functions on the course of governance that is free of corruption. Regional policy makers both executive and legislative are the attention of Malang Post, in order to run the control function of the press.
Such Studies also need to be developed steadily on any object of research, both research on media institutions as well as media content, and also public / audiences (media audience) and social context (media context). It is important to see to what extent the existence of its media as part of a mass communication system that is useful for the realization of progress in all areas of life and promote justice in society.

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SCAFFOLDING-AIDED INQUIRY LEARNING FOR THE IMPROVEMENT OF STUDENTS' MATHEMATICS LITERACY SKILLS

BUYUNG

Mathematics Education Study Program, STKIP Singkawang
Jl. STKIP Kel.NaramKec. Singkawang Utara- 79125 Kalimantan Barat
Telp.0859693920094; E-mail: 21.buyung@gmail.com

Abstract. Mathematics literacy is an individual's ability to formulate, use and interpret Mathematics in various contexts, including the ability to perform mathematical reasoning and to use the concepts, procedures, and facts, as the means to describe, explain and predict certain phenomenon or events. The Mathematics literacy is about mathematical usability or functions that have been studied by a student at the school. The usefulness of this skill is very important to survive in this current information and knowledge era. Inquiry learning is a series of activities that emphasize critical thinking and analytical process to search for and find answers to a questionable problem. Scaffolding is done in form of guidance given by aneducator to the learnersduring the learning process with more focused issues and positive interaction. The purpose of this paper is to provide solutions of scaffolding- aided inquiry learning to improve the students' Mathematics literacy.

Keywords:Inquiry learning, scaffolding, Mathematics literacy

INTRODUCTION

In this globalization and modern era, every human being is required to have high competitiveness, high scientific and technological skills, and good attitudes. To achieve these conditions, everyone needs education as a means of knowledge formation. Education is a conscious and deliberate effort to create learning atmosphere and learning process, so that the learners will actively develope the potential oftheir own to obtain spiritual power of religion, self-control, personality, intelligence, good characters, and skills needed by themselves, society, nation and state. One form of education is through the study of Mathematics. Mathematicstalks about patterns and relationships, and a road or pattern of thinking.

The success of Indonesian students has been widely assessed only by the domestic people. For example, the success of the students in national exams still becomesthe educational assessment standard by the common people, but the real educational process cannot be judged or viewed from a very narrow scope, because moststudents stillhave lack or limited solutions to resolve the problems related to their daily life. This is reflected inlowaverage score ofMathematics of the Indonesian students according to an international comparative studies conducted by PISA (Programme for International Student Assessment)

The Programme for International Student Assessment (PISA) is an international assessment held by the Organization for Economic Co-operation and Development (OECD). PISA is a triennial survey that assesses the knowledge and skills of the students aged 15 years (OECD, 2007). PISA is an international study of reading (reading literacy), Mathematics literacy, problem solving literacy, and science literacy, and the latest is financial literacy (OECD, 2012).

According to the PISA, the results achieved by the Indonesian students are far from satisfactory. In the last two years of the implementation of PISA in 2012, Indonesia was only able to reach the position 64 of 65 countries with the score of 375 (OECD, 2013), while on the implementation of PISA in 2015, Indonesia reached the position 62 of 70 participating countries with the score of 386 (OECD, 2016). Almost all of Indonesian students only master the subject materials until 3 of 6 levels maximally, while those in developed and developing countries are able to achieve level 4, 5, and even 6.

The inquiry learning aims to organize the students' knowledge as a strong foundation based on the concept of scientific method. All activities conducted by the learners are directed to seek and find answers of a question by their own, which is expected to foster an attitude of confidence (self-belief). Scaffolding as a learning process issourced from the theory of socio-cultural theory byVigotsky and his concept of zone of proximal development (ZPD). The scaffolding prepares individual assistance based on the students'ZPD. The more expert people or more knowledgeable other (MKO) will set up scaffolding or guidance to facilitate the development of the students to build their ability based on their prior knowledge and ability to internalize new information. The purpose of this paper is to provide solutions of scaffolding-aided inquiry learning to improve the students' mathematics literacy. In this case, the role of the teacher in the learning process is very important to create a comfortable learning environment for the students.

DISCUSSION

1. Mathematics Literacy

The Mathematics literacy is an individual's ability to formulate, use and interpret the Mathematics in various contexts, including the ability to perform mathematical reasoning and to use the concepts, procedures, and facts, as the means to describe, explain and predict certain phenomena or events. This means the Mathematics literacy can help individuals to recognize the roles of Mathematics in the real world and as a basis for consideration and determination of decisions required by the community. It includes the ability to use mathematical reasoning and concepts, procedures, facts and functions to describe, explain and describe a phenomenon.

According to the draft assessment framework of PISA (OECD, 2013), the Mathematics literacy is anindividual's ability to formulate, implement, and interpret the Mathematics in various contexts, including the ability to perform mathematical reasoning and to use the concepts, procedures, and facts to describe, explain, or predict certain phenomena or events. According to Ojose (2011), the Mathematics literacy is not only a detailed knowledge of calculus, differential equations, linear algebra, abstract algebra and other mathematical formulas, but rather a broad scope understanding.

2. Domains of MathematicsLiteracy

2.1 Domain ofMathematics Literacy Contents

The Mathematics contents contained in the PISA are proposedaccording to the mathematical phenomena that underlie some problems that have motivated the development of mathematical concepts and specific procedures.

As more details about the Mathematics contentsin the PISA, according to the OECD (2013a) are number (quantity), space and shapes, change and relationships, and probability / uncertainty.

2.2 Domain of ContextsinMathematics Literacy

Johar (2012) suggested that the questions given in PISA are presented mostly based onthe real world situations, so that the students can takeadvantages to solve their problems in daily life. The four mathematical contexts by PISA arepersonal, occupational, community/public (societal), andscientific.

2.3 Domain of Process in Mathematics Literacy

This competence can be divided into three groups: reproduction, group connections, and group reflection. Assessment framework for mathematical literacy in the PISA 2012 stated that the domain of the process involves 7 abilities of mathematical literacy. They are (OECD, 2012):

a. *Communication*
b. *Mathematizing*
c. *Representation*
d. *Reasoning and Argument*
e. *Devising Strategies for Solving Problems*
f. *Using Symbolic, Formal, and Technical Language and Operation*
g. *Mathematics Tools*

2.4 Levels ofMathematics Literacy Abilities

The students' mathematical abilities,according to PISA,are divided into six levels; level 6 as the highest achievement and level 1 the lowest one. Each of these levels indicates the level of mathematical competence achieved by the students (Johar, 2012).

The six levels ofmathematical abilities arepresented in the following table(OECD, 2013b).

Table 1 Levels of Mathematics Literacy Abilities

Level	Competence
6	The students are able to hold conceptualization and generalization using the information based on modeling and assessment in a complex situation.
5	The students are able to work using the model for a complex situation, identify the obstacles faced and organize their assumption.
4	The students are able to work effectively using the model in a concrete but complex situation.
3	The students are able to follow the procedures well, including those which require consecutive decisions.
2	The students are able to interpret and identify a situation in the context which requires direct inference.
1	The students are able to answer the questions with general context and identify all the relevant information provided with clear questions.

3. Inquiry Learning

Inquiry learning is a famous learning model. Inquiry is derived from the word *to inquire* which means participating or being involved in asking questions, searching for information, and conducting investigations. The inquiry learning aims to develop the students' thinking skills systematically, logically, and critically, or to develop their intellectual abilities as a part of mental development process (Hosnan, 2014).

The type of the inquiry model used in this research is free inquiry. According to Fathurrohman (2015), there are some procedures of inquiry model that should be implemented in the learning activities as follows:

a. Stimulation or orentation
First of all,the students are faced with something that causes their confusion, followed bynot giving a generalization, that will lead them to investigate the problem by themselves

b. Problem statement
The next step is the teacher provides opportunities for the students to identify as many as possible the agendas of the issues which are relevant with the learning materials, and then one of them is selected and formulated in a hypothetical form (temporary answer upon the question).

c. Data collection
When the exploration is taken place,the teacher also provides the opportunities for the students to collect as much as relevant information to prove the correctness of the hypothesis.

d. Data processing
Thedata processing means processing the data and information obtained by the studentsfrom interviews, observation, and so on.The information obatined are then interpreted, processed, randomized, classified, tabulated, even calculatedin certain ways and interpreted at certain confidence level.

e. Verification
On this stage,the students perform a careful examination to prove whether or not the hypothesis set is trueusing otheralternative findings then connected with the results of data processing.
f. Generalization (drawing conclusions)
The generalization stageis a processof drawingthe conclusions that can be used as the general principles and applies to all the same events or problems, by taking into account the results of the verification.

4. Scaffolding

Scaffolding in the learning is a teaching strategy that consists of teaching a new skill by getting the students together to complete the task that is considered too difficult for them when they have finished their own (Kurniasih, 2015). Scaffolding as a learning method os derived from socio-cultural theory by Vigotsky and his concept of zone of proximal development (ZPD). According toAghileri (2006), scaffolding is given by the teachers /more capable students to their peers who have difficulty by providing assistanceon the early stages and gradually reduceit until they can be eventually independent and able to complete their own tasks/problems.

Inquiry Learningwith Scaffolding Strategy inLiteracy Skills.

The inquiry learning includes six stepsincluding stimulation, problem statement, data collection, data processing, verification, and generalization. In the stimulation stage, theteacher divides the students based on their ZPD of literacy skills. The next scaffolding steps provided by the teacher are adjusted to the different students' literacy skills. The steps in theinquiry learning cover the following scaffolding strategies:

Table 2 Steps of InquiryLearningwith Scaffolding Strategy

STEP	ACTIVITIES
1. Orientation of theproblem	1) Explaining the topics, objectivesand learning outcomesexpected to be achieved by the students 2) Explaining the topics of acticities that must be done by the students to achieve the learning objectives 3) Explaining the importance of learnig topics and activities 4) Determining ZPD 5) Classifying the students based on their menurut ZPD. 6) The teacher presentsevents or phenomenaor give the questions that the students are probably able to find and formulate the prblems by their own.
2.Formulation of the problem	1) The problems should formulated by the students. 2) The problems assessedare those containingthe questions whose answers are certainly related with the materials taught. 3) The concepts of the problemsmust have been firstly identified by the students.
3.Formulation of Hypothesis	1) Proposing various questions that can encourage the students to formulate the temporary answers or formulate various probabilities of the answers of a problem assessed independently within the groups
4.Data collection	1) Proposing the questions that can motivate the students to think and find necessary information 2) The teacher aids the students in form of guidance, motivation, keywords or others that can stimulate them toward learning independency
5. Hypothesis testing	1) Determining the levels of the students' confidence toward the answers given 2) The teacherdirects the students with high ZPD. 3) Te students helps the students with low ZPD.
6. Drawing conclusions	1) Showing the relevant data 2) Concluding the learning and giving assignments

CONCLUSIONS

The inquiry learning aims to provide effective way for the students to develop their intellectual skills associated with the process of reflective thinking. The steps of inquiry learning include:1) stimulation, 2) problem statement, 3) data collection, 4) data processing, 5) verification, and 6) generalization. Those sixsteps combined with scaffolding can provide better mathematics literacy skills/abilitiesfor the students.

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GENDER EQUALITY IN THE POLITICAL FIELD IN WEST KALIMANTAN SINGKAWANG

EvinnaCindaHendriana[1)], Dina AnikaMarhayani[2)]

[1)]STKIP Singkawang, Singkawang, Indonesia
E-mail: evinnacinda@yahoo.com

[2)] STKIP Singkawang, Singkawang, Indonesia
dinaanika89@gmail.com

Abstract. Gender equality in the political field, especially for women in Kalimantan Singkawang strategy is needed. The existence of a proper strategy will bring about equality for women in politics. This study has reviewed the same journal literature and articles on gender equality for women in politics in West Kalimantan Singkawang. The first part of this study will introduce the meaning of gender equality and political conditions in Singkawang. The second part will address the obstacles for achieving gender equality in politics. Finally, the last part of this article will describe a strategy for achieving gender equality for women in politics in Singkawang.

Keywords**:** Gender equality, singkawang

I. INTRODUCTION

Representation of women in politics in almost every area is very small compared to men, whereas women have equal rights with men to occupy a power in government. However, that is an obstacle for women in political power occupying female gait sometimes underestimated. Moreover, women seem only capable of being a housekeeper.

The opportunity for women to become politicians are limited because of the public perception regarding the distribution of the roles of men and women, who tend to be biased towards restricting the role of women in domestic affairs. In the world of politics, indeed male domination is still visible. For example if we quantitatively calculate, how many women are entering the area of leadership in Indonesia's politics. These questions are indeed still a wedge within the framework for gender equality. However, entering the reform era, the drive to increase the role of women alongside men in the political area increases. This is corroborated by Law No. 10 of 2008 on general elections set a minimum quota of 30 percent of legislators are women. With a quota of 30 per cent is expected to thinking women are over-represented in the Indonesian.

Furthermore, in 2012, issued UU.No 8 on the General Election of DPR, DPD and DPRD, replacing UU.No 10 of 2008 regarding the same. Under the Act the important thing to note is the requirement that every political party has filed a 1 (one) of women candidates for every three (3) names of candidates. The policy also stated in the regulations General Elections Commission (KPU) No. 7 of 2013 which states that the parties are unable to comply with a 30 percent representation of women declared ineligible submission of the list of candidates in the electoral district concerned.

Now some women are already participating in the legislative world, bureaucracy, and also other political offices. There are some women who are regents in Indonesia, as well as the governor. There was even a woman could regents served two terms, as well as the governor. Not counting that linger on political parties and then continued in the legislature. The more open access to political openness, it would be more women will be able to compete with men on the public stage. Although there have been women who participated in the legislative, bureaucratic, and political positions, but partispsinya not yet reached the target of 30%.

Notes related to the involvement of women's political representation of women in the political arena of practical, especially in the legislature over the years that the elections in 1992-1997, women receive rations 62 seats (12.5%), 1997-1999 got 54 seats (10, 8%), and in 1999-2004 got 46 seats (9%) of each of the 500 seats were successful in reach members of the House. 2004 elections again raised the number of women legislators to 63 people (11.45%) of the 550 elected members of parliament, and elections in 2009 managed to put 99 women legislators (17.68%) out of 560 candidates for members of Parliament elected in 2009 election results (Launa and Azman Dawn, 2009).

The provision of quotas for women in politics would have been important. Even so, the current political rights for women has been widely recognized, but the existence of such rights does not guarantee democratic politics. During this time in Indonesia, we found that most women have not even play a lot in the field of politics. Women are still heavily influenced by her husband, boss, friend, or family in politics. Participation between men and women in political life is one of the principles of struggle by women activists, until mandated by the Convention the elimination of all forms of discrimination against women which was later adopted by the UN General Assembly in 1979 set in 1981. The Government of Indonesia has also ratified through the Law of the Republic of Indonesia No. 7, 1984 on the 24th of July 1984 through the state sheet No. 29, 1984. It is indeed how to be fought for women to have greater opportunities to enter the world of politics. However, women have the freedom to become a leader in the world of politics. Very alarming once when a population of more women than men but women who entered politics only slightly.

II. METHOD

Literature review is one of the methods that exist in the research. The theory underlying the problem to be investigated can be found doing a literature study related to the problem studied. Researchers can obtain information about the research in connection with the problem studied. Review of the literature on the take from the study literature review. The study of literature is the study of how data collection with the study riview of literature books, records and reports reated to the problem studied (Nazir, 2005). Pohan in Prastowo (2012), activities preparation of the literature riview has the objective to collect information about scientific studies, in the from of theory-theory, method, or approach that is ever growing and has been documented in the from of boks, journals, manuscripts, notes, recording history, the documents contained in the library. Literature review in this study using the literature related to a strategy for achieving gender equality for women in politics in Singkawang.

III. DISCUSSION

A. Gender Equality

Gender put forward by Nasarudin (2001) that gender is a cultural concept that is used to identify the differences in terms of roles, behaviors and others between men and women who thrive in the community. Gender refers to the differences between women and men is a social formation, differences still appear though not caused by differences concerning biological sex (McDonald, 1999).

Gender equality as well as the similarity of conditions for men and women transform and had the opportunity and rights as human beings, to be able to contribute and participate in the activities of political, social, economic, educational, cultural, as well as similarities in the fruits of development. The existence of gender equality can remove discrimination between men and women. Gender equality important to be reviewed to see how far gender has positioned women are fair. Human equality means that human beings as creatures of God to have the same level or position which is based on the view that all men are equal as noble creatures and rank high compared to other creatures.

Women have the right to be located on par with men. It is important for women to know the extent to which they can be compared with men. Moreover, it gives equal rights to men, while protecting it will make women feel justice has been fulfilled in their entirety. Speaking about gender equality means not fifty-fifty but is granting equal access for women and men have access to the same resources, or the equal participation to take part in the public sector, providing equal opportunities in decision making, and equally enjoy the fruits of development. So, equality is something that must be realized, but do not get too far in the name of equality just because it ignores the nature of which has been set with a busy career and ignore family affection.

B. World Conditions InSingkawang Political Exclusion.

On Essentially, a quota of 30% which, given to a review engagement Female hearts politics and the representation of Women hearts Parliament The mandated by Law No. 10 of 2008 concerning legislative elections and Law No. 2 year 2008 on Political Parties (political party), Still very away with reality. Although the true figure is 30% in terms of statistics based on the count with term still assessed not fair.But most of the other women welcomed this as a step forward to give motion to the recruitment of women in political step.

The representation of women is important because the number of women in politics is still very low, so that the position and role of women in the legislature, especially executive positions as decision and policy makers still minimal. This suggests that the presence of women is still not taken into account. A mandate of Law No. 10 in 2008 to as much as 30% of women representation in the current parliament election in 2009 that provides terms that are easier for female candidates than male candidates.

Access of women in politics in Singkawang more open with the mandate of Law No. 10 of 2008, but still below the target of 30%. Chairman of the Parliament in the period 2009-2014 held a woman, namely Tjhai Chui May. In the years 2009-2014 legislature of 25 members of parliament there are only three women namely Reni Dewi Asmara, Sumian, Cui Thjai Mie. Peremuan Representation in the legislature in Singkawang still far from the target of 30% corresponding mandated in Law No.10 of 2008. For the year 2014-2019 legislators their increased representation of women in the legislature. Of the 30 legislators Singkawang appointed in 2014 to 2019, as many as six members of the women come from the Sun Vony, SesantiPatari, Sumian, Cui Thjai Mie, Theresia pones, and Hermemia.Women also participated in the election in Singkawang period 2017-2022, even candidates for mayor of Singkawang is also derived from the group of women that Tjhai Mie and TjhaiNyit Chui Khim(http://infopublik.id/read/90120/30-anggota-dprd-kota-singkawang-2014-2019-dilantik.html).

The involvement of women in politics in Singkawang is less than 30%, but the participation of women in the legislature showed progress and remove the negative pastures against women. This changes the view of women that only women deserve to work in the domestic sector, women are now also able to show that women can participate in politics. It is also a step forward to give motion to the recruitment of women in political step. The representation of women is the involvement and participation of women directly in the political process and policies that will promote the welfare of women by representing, oversee and influence the policy fairer.

C. Obstacles In Realizing Gender Equality

The fact is that there are few women who participate in its decision-making. Participation of women in the public sphere is still very minimal. There are some communities still doubt the ability of women be leaders or active in the political arena. Obstacles still faced by women achieve self-actualization among others, is the prejudice against women in high positions of decision makers. The stereotypes that women are emotional or labile negative impact because it limits women's access to available opportunities and inhibit the development of women's potential.

There are three (3) factors that lead to low participation of women in the public sphere, including in the government (Setyaningrum, 2001), namely

1. Internal factors

Internal factors relating to the assumption that women have a weak mental attitude, it is easy to give up, so it can not do the maximum. Lack of willingness to to enhance his quality with a variety of positive activities as a condition to answer the demands of the times. This process is very important to establish the figure of the leader of broad-minded and nurturing.

2. External factors

External factors derived from the culture or cultures that reinforce the division of roles of women and men are different. Women in the domestic sphere, while men in the public domain. This has led to the dominance of men in decision-making in the public world more included in the government.Not infrequently or public policy decision ignores the existence of women. Restrictions region domestic role of women in the world are likely to cause women to limit or restricted in improving the quality itself.

3. Understanding the wrong religion

Some of the people there who reject their efforts to gender equality by presenting religious arguments. Misconceptions, and bits and pieces of the verses of the Quran and hadith (in Islam), tend to judge women is lower than men. Yet to Allah, men and women are equal, which distinguishes them is ketaqwaannya.

Some barriers to further women in terms of gender equality over the decision of the Constitutional Court at the end of 2008 on the electoral roll, that the first three candidates from party lists of at least one woman (there are 10 candidates of one party in an electoral district). The order of the list determines the way to parliament. The Constitutional Court even specify that the candidates chosen are by majority vote, the automatic sequence listing does not mean (Förderung der Entwicklungsländer, 2006).

The Constitutional Court decision is considered as a measure of democracy, precisely assess the general public limit opportunities for women to sit in parliament. Weak political participation of women, among others, women are in the social and cultural environment that is less supportive of the development potential of women. Moreover, it can also come from less political development policies facilitating women. In this instance it is inseparable from the existence of men who dominate the political arena.

D. Strategies to Achieve Gender Equality in Politics in Singkawang.

The position of women who tend to be subordinated into issues of gender equality, so that the role of women has been seen late in involvement in the political world. Since women should participate take an important role in development, especially in public affairs. Woman is known to take a limited role in domestic affairs just around the household. The notion that women are better in the domestic position, regarded as one of the things that lead to women too late to take part in politics. One indicator is the number of women holding public office is still very low. It is not a coincidence but it has become a cultural construction that has become a tradition and detrimental to women, because it will impact the injustice in getting a chance to appear in political life.

The realization of gender equality and justice characterized by a lack of discrimination between women and men, and thus they have access, the chance to participate, and control over the development and the benefits equal and fair share of development. Have access to and participation means having the opportunity or the opportunity to use their resources and have the authority to take decisions on how to use and the results of these resources.

Equality of women in politics can be done by increasing the representation of women in the organization of political parties to seek ways of women to occupy strategic positions in the party. The importance of accommodating women in the legislature in Singkawang can create awareness, especially given the fact that the majority of voters in Indonesia are women. Media access is also very important to realize the equality of women in politics in Singkawang. The presence of the media can facilitate access to information for women in Singkawang. This media also influence the opinion of policy makers and the general public in Singkawang.

Improving the quality of women is indispensable, however, because the representation of women in parliament requires qualitative female. Kualias increase in women can be done through political education that can create awareness of women's abilities and their rights and obligations in the field of politics.Increased awareness of women through education is needed to increase women's confidence in their own ability to compete with men in an effort to become a member of parliament. And the latter gives quotas to increase the number of women in parliament.

Strengthening women's political participation need to strengthen the role and equal opportunities for both men and women to get involved in politics starting from direct involvement by introducing the larger share of women in political party structures. This is governed by the laws of political parties and each political party is obliged to follow as part of an effort alignments to women and to provide maximum opportunities to women to participate in politics. Gait opportunity in politics and leadership roles for women, it is important to continue to be improved not only to influence political decision-making process, but also so that women can build the political climate is getting better. This is related to the capacity of women as voters, political party leaders, legislators or government officials so that more and more public policy reflects women.

IV. CONCLUSIONS

The issue of women's representation in politics, especially in the parliament still faces some obstacles, both internal and external, as well as their understanding of the wrong religion. We can see, not many political figures of women especially at local level. Only a few women who appear at the local level, such as in Singkawang, for example, the chairman of parliament 2014-2019 period was a woman. For the years 2017-2019 mencalonan elections, two candidates for mayor also come from women. For the legislative representation of women is still far from the 30%, does not meet mandated by Law No. 10 of 2008.

The low number of women in parliament could be because there are too many women who go into politics because political science is still minimal. It required effort to improve the quality of women. Improving the quality of women can be done through political education that can create awareness of women's abilities and their rights and obligations in the field of politics. Women are given access to information for women through media.

Therefore, women have the right and is able to occupy a power in the government. However, factors that inhibit women in gaining political power caused by the lack of political experience. So, here requires experience in learning and in politics. Actually opportunities for women in politics have the same opportunities as men. However, sometimes the progress of women in politics underestimated.

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FEASIBILITY ASSESSMENT OF INVESTMENT IN PUBLIC INFRASTRUCTURE DEVELOPMENT IN DETERMINING THE ECONOMIC POTENTIAL

Yuniningsih[1], M. Taufiq[2], Marseto[3], Djohanmashudi[4], Dwisuhartini [5]

UPN "Veteran" East Java, Indonesia
Email : yuni_upn@yahoo.co.id

Abstract. Central and local governments play a role in the development of the public sector. This was done to improve the welfare of the people either public or special. The purpose of this study is the development of infrastructure related to the feasibility of investing in determining the economic potential of each area affected. This study emphasizes the economic feasibility of investment in construction sector public sector specialized in trade and industry. Areas studied in this research include 5 regions in East Surabaya. The analysis tool uses internal rate of return (IRR). The results of this study indicate that each region has a potential in investments with different emphasis. Sector investment feasibility with the highest value in the industry sector is occupied Rungkut region currently occupied by the industrial sector Bulak region

Keywords:investment, economic sector, public sector, economic potencial, IRR

INTRODUCTION

Development of the public sector by the central government and the local governments in creating solutions and increase public welfare. Solution to the problems that exist in society is expected to be resolved as well as possible. Resolved of the problem, good in the direct or indirect impact on public welfare specifically affected. Development of the public sector besides improving the economic well-being will also improve socially. Development of the public sector will be realized properly if there is cooperation between central government, local government, public, government and private agencies. Development of the public sector with regard to investment decisions should be well planned. Planning is related to the amount of capital that a very large, long-term, the budget or the budget. Dombusch and Fischer (1998: 331) states that the investment is public spending intended to increase the stock of capital in non-financial and capital assets. Advantages of the future is one of the factors that affect the investment decision (Kunarjo, 1982: 30).

Investment Funding in the form of public sector procurement investment and the development of public services. One of the public sector investment is the construction of both buildings and road infrastructure. Special construction of road infrastructure either new roads or roads that already exist. Forms of road construction undertaken by the Government specifically Surabaya Surabaya east is an effort to improve the specialized transportation services. Development of the public sector especially in the development of road infrastructure is one done by the municipality Surabaya.**One of** the infrastructure development undertaken Surabaya city government is the construction of ring road east. Development plans Surabaya eastern ring road will connect between Suramadu to Juanda airport. Construction of the ring road east past and have an impact on five (5) districts. 5 (five) districts that passed and affected the District of Bulak, Mulyorejo, Sukolilo, Rungkut and GunungAnyar. Five District of TambakOso will connect up with hibiscus subdistrict of Sidoarjo. Investment feasibility studies are initial activity should **do** in making investment decisions both procurement of assets and the assets of the company. Investment feasibility studies carried out by the investment feasibility evaluation of each of the affected districts of East circumference development. Investment feasibility studies serve to assess and analyze whether the investments. Investment activity whether it will give a great payoff to society, both individually and society in general.

Investment feasibility evaluation of each district will determine the potential economic force that needs to be developed. Each economic potential will facilitate the central Government and local government in growing investment potential. If the potential of the growing economy it will directly increase the GDP per capita income as well as district and indirectly in the city of Surabaya.

Each district will be affected by the investment ratings of moderate and pessimistic scenario. Based on the explanation above, this study aimed to evaluate the feasibility of public investments affected districts based on the East Ring project. Furthermore, this article is structured as follows methodology, result and discussion, conclusion.

METHODOLOGY

This research is a descriptive research with a focus on evaluation research. This study aimed to provide input and solutions in making investment decisions. The scope of the study is to assess the opportunities and potential investments in each of the districts with the optimistic and pessimistic scenario. The research data is primary (quisinair) and secondary (GDP Surabaya and districts affected, per capita income cities and districts affected).

The analysis tool
Internal rate of return (IRR)

IRR method using a discounted cash flow methods. Internal rate of return (IRR) is the interest rate that equates the present value of the expected cash flow (expected cash outflows) the present value of the expected cash inflows (expected cash inflows). Internal rate of return is shown by the following equation:

$$\sum_{t=0}^{n} = \frac{A_1}{(1+r)} + \frac{A_2}{(1+r)^2} + \frac{A_3}{(1+r)^3} \ldots\ldots\ldots + \frac{An}{(1+r)^n}$$

When : $A_1, A_2, A_3 = \ldots\ldots\ldots\ldots = A_n$, An then it can be simplified into:

$$A_0 = A_1 \sum_{t-1}^{n} \frac{1}{(1+r)^t}$$

Quisinair data form of information respondent based districts affected by the terms of the economic sector. The number of respondents respectively as many as 42 districts have been affected and the total of respondents was 210. The sample distribution is based on the economic sector that is industry and trade with 14 frequencies with a total of 28 frequency.

RESULT AND DISCUSSION

Results-Based Investment Analysis for Regional

Investment IRR analysis of each area affected is done by comparing the prevailing interest rate. Then analyzed the value of IRR of economic conditions ie the economic optimistic and pessimistic in their respective industries, and trade. From the analysis found that the average of the total area affected showed that on average optimistic 23.68%, the average pesismis 18:02% and the average IRR of 20.85%.

Investment Analysis of Industry Sector

Investment feasibility using the Internal Rate of Return (IRR) with two conditions are optimistic and pessimistic results showed an average total of five regions affected by 23.6% showed optimistic, pessimistic 18.8% and the average IRR of 20.7%. Average IRR greatest namely Rungkut 21:45%, both occupied by a brand-new GunungAnyar and Sukolilo with an IRR of 21.2%. The lowest occupied by Mulyorejo amounted to 20.3%.

Investment Analysis of Trade Sector

Investment feasibility Internal Rate of Return (IRR) with two conditions optimistic and pessimistic results showed a total average of five affected regions showed an average of 26.76% optimistic, pessimistic 22.38% and the average IRR amounted to 24.57% in total. IRR is the largest in the area Bulak amounted to 26.55% and the smallest is a brand-new mountain of 22.4%. Overall indicate that potentially in the development of the investment potential in all economic sectors. But the emphasis of research on just two sectors, namely industry and trade. The value of the investment potential of the industry sector is the highest value occupy Rungkut districts. We know Rungkut is the center of industry in East Java that shows real potential. Not that region Rungkut only potentially in the industry sector alone but also potentially with other sectors but the potential value and feasibility investai still below the industry sector.

As for the trade sector has a potential value and feasibility of the biggest in the area Bulak. This shows Bulak is a fish-processing and have high potential in growing trade in areas other than fisheries and supported by the area near the beach. Besides developed in trade could be developed in other sectors. While three other districts namely Mulyorejo, GunungAnyar and Sukolilo also potentially in the feasibility of investment, especially from the two sectors even though the value of the investment below potential and feasibility of the two districts.

The government must be able to make investment decisions in developing the economic potential. Due to the economic development potential both industry and trade can boost the economic potential and prosperity of both economic and social to communities. Increased prosperity and the economic potential of both the people affected directly or indirectly.

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CREATIVE WRITING CLASS IV AFTER TAUGHT THE SCIENTIFIC APPROACH

Arnelia Dwi Yasa

Universitas Kanjuruhan Malang
arneliaazza@yahoo.co.id

Abstract. The aim of this research was to describe student creativity writing through the scientific approach based on curriculum 2013. The validated teaching learning material was implemented on 25 students in 4th grade SDN Sawahan Mojokerto using one group pre test-post test design. The result showed that the N-Gain score on student creativity writing were 0.52 (medium category) respectively. The student respond was positive on scientific approach. The observation result on learning plan showed that all stages the lesson plan was 100% implemented with range score 3.5 – 4 (good category). This research concluded that the teaching learning package could be student creativity writing.

Keywords: scientific approach; student's creativity writing

PRELIMINARY

Transformation or curriculum development showed that the education system is dynamic. Curriculum 2013 development caused by several factors, the future challenges, the competence of the future, social phenomena, and the public perception that assess education has been too focused on cognitive aspects, the burden of students is too heavy and less-charged characters [2].

The theme of Curriculum 2013 development is educational process can produce Indonesian people to be productive, creative, innovative, and affective through the strengthening of attitudes and integrated knowledge. Curriculum 2013 also developed the student creativity. Creativity is the ability to create something new, whether it be the idea and the real work, which is relatively different from what was there before [6]. In the process, creativity includes original ideas, a different perspective, completing the chain of problems, communicate back ideas or see a new relationship between the ideas. There are four components of

creativity: fluency, flexibility, elaboration,originality [3]. In elementary

school, students were given the subject matter based on integrated themes. The goal is students have a complete knowledge about the environment and life, as well as having a strong personal foundation in social life. With the powers of observation and reason are sufficient students will better develop their creativity [5].

To be creative, students are given the opportunity to observe natural phenomena, social phenomenon, and the phenomenon of art and culture, then ask and make sense of the results of these observations [5]. It shows that students learn seriously from the environment. Based on the

creativity, innovation and creation arise that make students have a variety of alternative answers to any problems that it faces. This creative and innovative mindset were expected to be born on the implementation of Curriculum 2013. That is why curriculum 2013 emphasizes personal experience that exist on Scientific Approach through the process of observing, ask, reasoning, and try to improve the creativity of learners [2]. Therefore, learning in the curriculum 2013 to be implemented directed by Scientific Approach.

At the elementary school students, especially students in fourth grade taught nine themes. Four themes taught in first semester and five themes taught in the second semester. Scene four sub themes Various Works Types of Work at fourth grade the first semester is an integration of several subjects namely Indonesian, science, social studies. The material on this

theme became one of the foundations in teaching creative writing stories. The results of the study on creativity in the students write stories just make it short and simple story based on the theme given by the teacher so that creativity in writing less.

One approach to learning to exercise creativity in this theme is a Scientific Approach. The four themes Various themes Sub Work Types of Work first lesson is very possible to be explored and developed by the Scientific Approach to enhance students' creativity.

The purpose of this study is to describe the enforceability of the lesson plan during the learning process with a Scientific Approach, the creativity of the students after the implementation of learning with a Scientific Approach, describe the student's response after following study using Scientific Approach

RESEARCH METHODS

This research is the development research, which is carried out in two stages, namely the preparatory phase and the implementation phase. The preparation stage covers, manufacture and development of learning tools are oriented on Scientific Approach, followed by validation of learning tools, and teacher training candidates for the observer while the implementation phase includes the implementation of learning using the learning device oriented Scientific Approach. The development of the learning device refers to a model 4-D (Four Dmodel) developed by Thiagarajan.

Subjects were students of 4th grade SDN Sawahan 2015/2016 school year as many as 25 students of class IV. This research was conducted during the odd semester 2015/2016.

Data collection techniques in this research was the test, questionnaire administration and observation. Data analysis technique used is Descriptive, which describe the results of validation

devices, namely learning lesson plan learning activities that use Scientific Approach to students creativity, student responses during learning with Scientific Approach.

Data obtained from observations using RPP sheet instruments. Aspects that are valued in the learning sheet adjusted for Scientific Approach. Sheet shape in the form of learning activity design should be done by the teacher. If teachers are already learning activities within the marked checklist on column and if it does not do the checklist in the column marked non-performance. The criteria for each phase in the syntax expressed in the lowest number of 1 to 4. The highest percentage to determine the enforceability of RPP can be calculated using the formula:

$$P = \frac{f}{N} X 100\%$$

[7]

Capabilities creativity data of students during the learning process assessed through tests of creative writing which includes four criteria: fluency, flexibility, originality, elaboration. Each criterion had five components so that a total of 20 items were assessed, each item of eligible given a score of 1 to a maximum score that can be obtained is 20 [3].

Table I ASSESSMENT CRITERIA WRITING

Fluency, based on the number of words used in the essay. Fluency criteria**:**

Using more than 100 words.

No	criteria	Scor
a	If it is less than 60 words	1
b	60-70 words	2
c	70-80 words	3
d	80-90 words	4
e	More than 90 words	5

flexibility, flexibility in the structure of sentences and flexibility in content or ideas.
***flexibility* criteria** :

Continuous sentence structure, the content of the sentence in accordance with the image, the diversity in the use of sentences (declarative, interrogative), sentence length of more than 6 words, rich imagination.

No	criteria	Scor
a	If one criterion is fulfilled	1
b	If two criterion is fulfilled	2
c	If three criterion is fulfilled	3
d	If four criterion is fulfilled	4
e	If all criterion is fulfilled	5

Originality, he extent to which the content or style of thinking essay shows originality (irregularities), compared with a bouquet of the content and style of writing shows stereotypes.

Criteria Originality:

Title, originality in problem solving, using words or new names were found, originality in writing style, using sentences containing figure of speech.

No	Criteria	Scor
a	If one criterion is fulfilled	1
b	If two criterion is fulfilled	2
c	If three criterion is fulfilled	3
d	If four criterion is fulfilled	4
e	If all criterion is fulfilled	5

Elaboration, the ability to annotate or decorate a story that looks richer.

Criteria Elaboration:

Authorship interesting, rich bouquet in the expression of feelings, EYD proper use, subject to involve himself or personal experience, using a direct narrative sentences by using quotation marks.

No	Kriteria	Skor
a	If one criterion is fulfilled	1
b	If two criterion is fulfilled	2
c	If three criterion is fulfilled	3
d	If four criterion is fulfilled	4
e	If all criterion is fulfilled	5

The results of these tests will be analyzed quantitative value increase of the score when compared with the pretest posttest scores, increased between pretest and posttest scores assessed from the gain. Gain value score indicates how large an increase.

Data creativity of students who have obtained is analyzed using gain scores

(score increase), with the following formula:

$$(g) = \frac{S_{post} - S_{pre}}{S_{mak} - S_{pre}}$$

Analysis of student response after learning the Scientific Approach to creativity descriptive quantitative percentage. Student questionnaire responses given to students at the end of the study and a closed questionnaire where the answer has been determined, the student just choose the desired answer. The questionnaire was developed by researchers with the aim of obtaining data on students' response to the learning tools and learning activities during the trial.

RESULTS AND DISCUSSION

In the development of learning tools with Scientific Approach, the author through the stages of validation expert. Based on the validation results show that RPP got very good ratings with the average value of 95, because RPP adapted to the module curriculum 2013, which should contain core competencies, basic competencies, indicators, learning objectives, teaching materials, time allocation, teaching methods, activities learning, assessment of learning outcomes, and learning resources. RPP has been prepared already contains all the requirement components.

Creativity test is equipped with a grating, answer key as a guide for evaluating the truth of the students' answers. In addition, the creativity test contained the assessment criteria used to determine the level of creativity of students. The criteria to measure the creativity of students consists of four indicators: fluency, flexibility, originality, elaboration. Generally validator assessing

the questions of creativity is valid in terms of language and writing about the very understandable meaning and gives the conclusion that the problems that have been developed can be used for testing with minimal revision. This is the matter adapted to Scientific Approach.

RPP observed by two people and obtained a description of some aspects that are observed as a preliminary activity, core activities, the closing, showing all the steps taken by the teacher 100% done with a range of values from 3.5 to 4 categorized well, the percentage of the mean value keterlaksanaan average 91%.

Creativity in writing will appear and develop activities to observe, to question, to reason, to try and form networks that exist on Scientific Approach on the theme Various sub-themes Work Types of Work. The ideas associated with creativity will arise, when guidance is given in the form of questions that lead students in developing creative ideas when writing.

Creativity test students be creative essay writing test. Four components of creativity that can be accessed: fluency, flexibility, elaboration, originality [3]. Total Creativity test students about the three questions, each question with a maximum score of 20.

Based on the results of the study show the creative category three students, 22 students categorized not as creative. It showed that when pre-test students do not understand about creative writing. At post-test shows that the entire student creative category. Students have been able to write creatively in accordance with the four indicators of creativity. Based on the N-Gain creativity test scores of 25 students being categorized with N-Gain value from 0.40 to 0.64. The average value of N-Gain 0.52 creativity test scores categorized as moderate. This shows the effectiveness of the treatment effect on post test. Creativity of students increased as taught by the Scientific Approach, because with Scientific Approach teachers geared to
encourage students to make observations, ask questions, reasoning, try and networking among the science is taught, so that from these activities, signage innovations and creations that make students have a variety of alternative answers in each of his problems. In creative writing activities, students observe the image given by the teacher of the students then raised the questions of the activity observed, after which arise original ideas in activities that make sense and then he tries to pour these ideas into creative writing. At the time of conducting creative writing students create networks between the material being studied with the environment that is around students. The results showed that, Scientific Approach can improve students' creativity. This is in accordance with the Curriculum 2013, which emphasizes personal experience that exist on Scientific Approach through the process of observing, ask, reasoning, and try to improve the creativity of learners [2].

Based on observational data indicated Student Response seen that students are feeling 100% new material because this material has not been taught by teachers, 80% of the new learning environment, learning activities teachers arrange the seats into groups. In addition, teachers use the LCD during the learning, this rarely do teachers in learning activities daily. How teachers teach 80% feel new, teachers use a variety of teaching methods that make students motivated and active in learning activities using Scientific Approach. According to the theory of motivation, interest and motivation students towards learning and learning methods can enhance students' motivation to learn [4].

CONCLUSION

Based on the research results, it can be concluded that the implementation of the Scientific Approach, supported by a learning device (RPP) Scientific Approach that has been developed and

validated by experts can enhance the creativity to write the fourth grade students of SDN Sawahan Mojokerto.

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THE FACTORS AFFECTING STOCK PRICES ON GO PUBLIC INDUSTRY COMPANY LISTING OF INDONESIA STOCK EXCHANGE

Benny Setia

STIE Sampit
Jl. Walter Condrat, Baamang, Sampit, Kal-Teng.
Email: benkpukotim@gmail.com

Abstract. Concerning on many factors which can influence stock price, this research will be limited on some factors. They are: deposit interest rates , stock trading volume, leverage ratio, dividend payout ratio and return on equity. The hypothesis of this research is formed as follow: (1) deposit interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity influence the stock price, (2) deposit interest rates influences stock price (3) stock trading volume influences the stock price, (4) Leverage ration influences the stock prices, (5) Dividend payout ratio influences stock price, (6) Return on equity influences stock price.

There are 8 industry companies as a sample in this research, they come from Fod and Beverages industry and Consumer Goods which Go Public in Indonesia Stock Exchange, in reseach periode time on 2003 until 2006.

The conclusion of result of this research anlysis and discussion are:

1. All independent variables which consist of: : deposit interest rates , stock trading volume, leverage ratio, dividend payout ratio and return on equity have no significant impacts on stock price.
2. The deposit interest rates has no significant impact on stock price.
3. Stock trading volume has no significant impact on stock price.
4. Leverage ratio has significant impact on stock price.
5. Dividend payout ratio has no significant impact on stock price.
6. Return on equity has no significant impact on stock price.

BACKGROUND TO RESEARCH

Stock market activity in its develpoment not only has function to increase potential people funding resources in a midle or longterm for the company which need it, but also as an alternative extra income for new investment that is so limited in Indonesia.

Stock price change in Indonesia Stock Exchange can be influenced by the economy condition, the strengthness and the weakness of the companies which are member of go public, that reflects on finance report, investor action, policit situation, and the activities in the Indonesian Stock Exchange itself. The interest rates determine much in investing at the stock market. The increasing of the interest rates will increase opportunity cost for investor which will invest money on the stock. While in the flagging economy, the increasing of interest rates will make bigger the loan of company then will influence the company in paying deviden to the stock holder. The effect of decreasing deviden paying to the holder can influence holder interest of investor to be, in buying stock which is traded on the stock market.

The stock trading volume tends to run into down in more flagging economy condition. It can be showed by the reaction of investors who feel there is less investment benefit and can affect the stock price change.

When the demand is bigger than the stock offering, it will push the increasing of stock price traded in the stock market. In other hand when the demand is smaller than stock offering, this will push the decreasing price on stock traded.

The understanding of stock price and factors that affect are so significant because it can give information for investor and potential investorin investing stock.

The normative purpose which wants to be reached by the company is to maximize the prosperity of company owner. The company ownership is showed by stock that is owned by the investor. To maximize the prosperity of company owner or company maximize the company value by increasing the prosperity of stocks holder.

Concerning on many factors that can affect stock price, this research will be limited in some factors:

a. Deposit interest rates
b. Stock trading volume
c. Leverage ratio
d. Dividend payout ratio
e. Return on equity

Based on the problems, the writer is interested in conducting research about "THE FACTORS AFFECTING

STOCK PRICE ON GO PUBLIC INDUSTRY COMPANY IN INDONESIAN STOCK EXCHANGE"

Statement of Problems

Based on the explanations above, it can be stated some problems. There are: a) Do the interest rates, stock trading volume, leverage ratio, divident payout and return on equity affect stock price? b) Does the deposit of interest rates affect stock price? c) Does stock trading volume affect stock price? d) Does leverage ratio affect stock price? e) Does divident payout affect influence stock price? f) Does return on Equity affect stock price?

RESEARCH PURPOSES

The purposes in this research are : a) To determine whether the interest rates, stock trading volume, leverage ratio, divident payout and return on equity affect stock price b) To determine whether the deposit of interest rates affect stock price c) To determine whether stock trading volume affect stock price d) Does leverage ratio affect stock price e) To determine whether divident payout affect influence stock price f) To determine whether return on Equity affect stock price

Stock Market

Stock market is also called Capital market or Stock Exchange, is primarily a common platform for the buyers and sellers funding.

Stock market is one of alternative longterm funding sources for companies which are going public, as a platform for investor who has excess funding sources and another party who needs the longterm funding. Stock market for the party who needs funds is one of trading sources, while for the investor, it is an alternative

for investing. Stock market will have more functioning if the party who needs funds make it as an efficient trading source, and for the potential investor, it is as profitable investment alternative.

Some advantages of stock market according to Fakhruddin abd Hadianto (2000), are:

1. To provide funding sources (longterm) for business world and also possibly to alocate funding sources optimally.
2. To give investment mode for investor and also possibly to diversify effort
3. To provide leading indicator for economic country trend.
4. To expand company ownership to middle layer of people.

5. To expand company ownership, transparency and profesionalism, create the good condition business.
6. Create the job vacancy / interesting job.
7. To give the opportunity in owning the health and potential company.

Approach of Stock Prices Value

The funding sources from internal and external finance has to be managed efficiently and effectively in reachilng the expected goal.

The main duty of a finance manager has to be able *"to plan, for obtaining, and use funds to maximize the value of a firm"* (Weston, 1986).

The value of a company is reflected from stock price in stock exchange for companies which are go public. Furthermore the development of stock price of a company or firm reflects the develpoment of company value. Indonesia Composite Index (IDX), is firstly knows in April 1st,1983 as movement indicator of stock prices which is noted in Indonesian Stock Exchange as a common stoct or preference stock. Counting basis day of IDX is in August 10, 1982, the value is 100, with 13 total stocks noted at that time. Since the day all stock transactions refer to the point. If today IDX is 500 point and the next day will be 505 point, it means that there is 5 point increasing. The regular increasing indicates investment condition and economy country are in the good condition. Otherwise, the decreasing means the not-healty of investmen climate.

Arifin (2001), explains the IDX (IHSG) counting using certain formula which are combination of all transactions of sectoral stocks. Because of different total and stock price each sectoral , sometimes IDX does not reflect the real movement of stock. For the high value and volume stocks will get bigger wight.

To count IDX (IHSG), it can use this formula as follow: (Alwi, 2003)

$$IHSG = \frac{Nilai\ Pasar = Jumlah\ saham\ tercatat\ x\ H\arg a\ terakhir}{Nilai\ Dasar = Jumlah\ saham\ tercatat\ x\ H\arg a\ perdana}\ x\ 100$$

It explains:

IHSG = Indonesia Composite Index (IDX)

Nilai Pasar (Market Price): the average price of market price (total of stock in the market is multiplied by the market price each pieces) from common stock and preference stock in day –t.

Basic Price (Nilai Dasar) : same as market price but starts in August 10,1982Or can be written as:

$$Indeks = \frac{\sum Nilai\ Pasar}{\sum Nilai\ Dasar}\ x\ 100$$

Explanation:

Nilai Pasar (Market Price) : Number of stock price multiplied by market price (market capital) Basic Price: Number of stock in basic day multiplied by stock price on basic day

According to Fakhruddin (2001) , fundamental aspect is the dentified factors than can affect stock. Analysis of fundamental is techniques which try to estimate future stock price, it si done by:

1. Estimating the fundamental factor value that affect the next stock price.
2. Applying the factors relation in order to obtain stock price estimation.

Fundamental Analysis is often called firm analysis, because of using company finance data in counting stock intrinsic value . Stock price reflects intrinsic value of that stock., it explains how to define stock price based on a future company ability.

Hin (2002) states The DOW Theory, it is the oldest and the most famous technical analysis in defining price major trend in stock exchange. The technical analysis studies stock and stock exchange based on offering and ordering. The technical analysts use price history graphic and transanction volume to predict next movement.

Stock Price Approach Model

Basicly stock price is influenced by the ordering and offering strength , but to do estimation stock price wel, it also nedds company operational data., audited finance report, next company performance and economy condition.Defining stock price is a complicated process, in which all analyst estimate intrinsic value of stock.

In this research, stock price are influenced by 5 independent variables.

a. The deposit interest rates is an investment platform which usually supposed to no have risk. Theoritically it can be explained that if the interest rates is high in Bank, it causes lower investment activity in stock, because investors tend to deposit or save his money to obtain high interest rates than invest the money for stock in stock exchange, this investsment has high risk with relative profit.
b. Stock trading volume is result from measurement of offering and ordering of traded stock price in stock exchange that can lead on the increasing of stock itself.

$$VPS = \frac{\text{VolumeTradingShares}}{\text{VolumeListedShares}} \times 100\%$$

c. The leverage ratio shows how far the company is funded by external party or show proportion on the use of debt to fund company investment.

$$Lev = \frac{\text{Total Debt}}{\text{Total Assets}} \times 100\%$$

d. Dividend policy is a decision whether the obtained earning of the company will be shared to investor as dividend or hold in retained earning to fund next investment. The relation between dividend policy and stock price shows that bigger dividend payment tends to increase the stock price. The increasing of stock price means the increasing company value (sartono, 1998).

The earning estimation which will be accepted by the investor measured by dividend payout ratio.

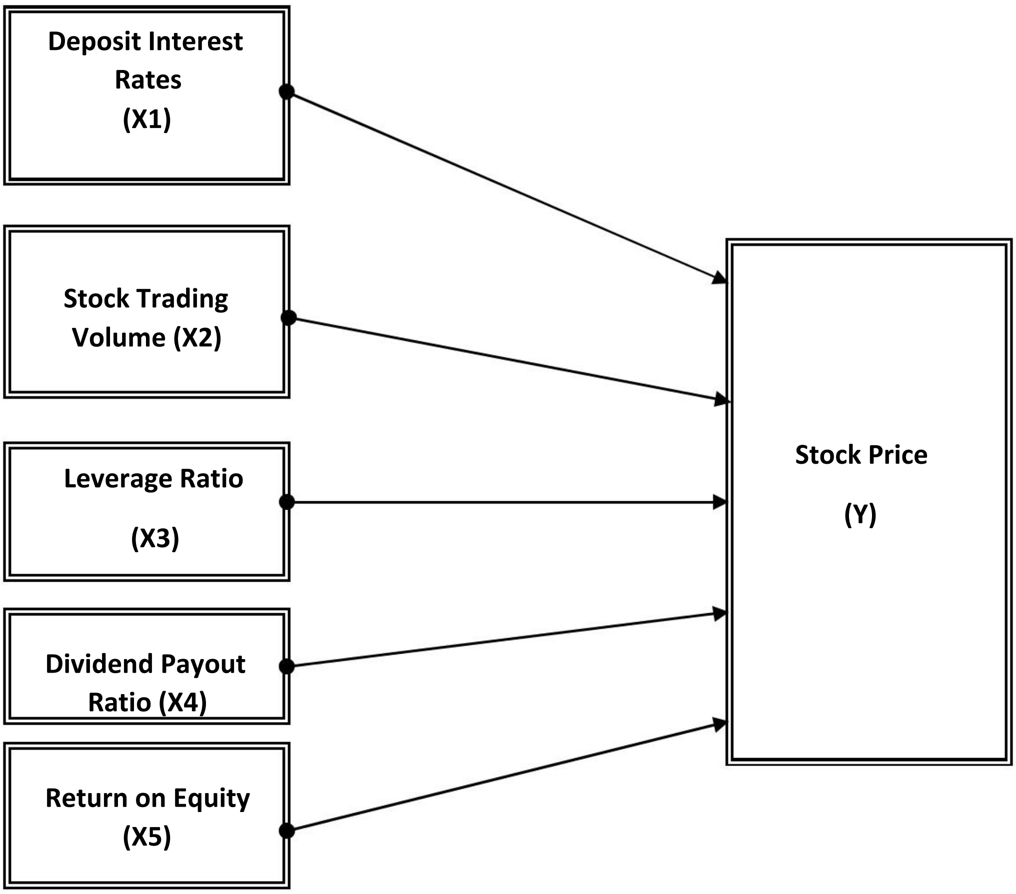
$$D\ p\ r = \frac{\text{Expected dividen}}{\text{Required rate of ratio}} \times 100\%$$

e. Return on equity is an ability from personal capital to make return for investor. Each personal capital will make net return available for stock holder (Riyanto, 1995)

$$R\ O\ E = \frac{\text{Net Income}}{\text{Total Equity}} \times 100\%$$

Conceptual framework

Conceptual framework which reflects The Factors Affecting Stock Price On Go Public Industry Company In Indonesia Stock Exchange (Food and Beverages, Pharmaceuticals and Consumer Goods), is drawn as:



Picture of Conceptual Framework

Research Hypothesis

Based on the explanation about conceptual framework of this research, it can be defined these hypothesis: a) The deposit of interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity affect stock price. b) The deposit of interest rates affects stock price. c) Stock trading volume affects stock price. d) Leverage ratio affects stock price. e) Ratio payout dividend affect stock price. f) Return on equity affects stock price.

Action Research

The research is conducted in Food and Beverages industry company, Pharmaceuticals and Consumer Goods which go public in Indonesian Stock Exchange with 4 years reseach period (2003 until 2006).

Researh data is obtained from finance report posted by company and noted in Indonesian Stock Exchange.

Population and Research Sample

Population are all industry companies which go public in Indonesia Stock Exchange. Sample selection is done by Purposive Sampling method; not randomly sampling taking and sample is choosen based on consideration and certain criteria. Company is selected according to the annual finance report post and relating activity with variable item researched during 2003 to 2006 in which there are 8 companies as sample.

The definition of Research Variable Operational

In this research, independent variables are the deposit of interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity while the dependent variable is stock price. The definition of operational can be explained as follow:

1. The deposit of interest rates (X1)

   To define the average of interest rates, the minimum duration time is one year required by investors on the stock investment, if comparing with interest rates in Government Bank in that year, measured by percent unit.

2. Stock Trading Volume (X2)

   It is as comparation between stock trading volume each year with available stock trading volume traded in that year, counted for each different stock among one company to others, measured by percent unit.

$$VPS = \frac{VolumeTradingShares}{VolumeListedShares} \times 100\%$$

3. Leverage ratio (X3):

   It is funding which measured in a decimal unit or percent.

$$Lev = \frac{Total\ Debt}{Total\ Assets} \times 100\%$$

4. Dividend payout ratio (X4):

   It is a comparation between paid total dividend and net earning measured measured by percent unit.

$$Dpr = \frac{Expecteddividen}{Requiredrateof\ ratio} x100\%$$

5. Return on equity (X5):

   It is a company effectivity measurement in using own capital with percent unit measurement.

$$ROE = \frac{Net\ Income}{Total\ Equity} \times 100\%$$

6. Stock Price (Y)

   The variable which indicate stock price change in rupiah unit based on annual Closing Price of every company.

Data Collection Procedure

Data used in this research is secondary data obtained from Indonesian Stock Exchange and another book reference source, reseach objective report,academic journal and magazine. Type of data collected is development data of company finance report of Food and Beverages, Pharmaceuticals dan Consumer Goods company industry during 2003 to 2006.

Research Assumption

Based on the background and research hypothesis, the research assume: "The deposit of Interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity affect stock price".

Reseach Limitation

The researcher only do research on things that relate with deposit of interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity and reseach duration from 2003 to 2006.

Data Analysis Technique

Based on collected data character, this research uses finance analysis tool, which conduct analysis by using finance formulations and statistic method.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is an analysis of research data that have linear relation of two or more variables. In this research uses regression equation as:

$$\mathbf{Y = a + b_1 X_1 + b_2 X_2 + \ldots + b_5 X_5 + e}$$

Where:

Y	=	Stock Price
a	=	Constant Value
b	=	Regression coeeficient
X_1	=	deposit of interest rates
X_2	=	stock trading volume
X_3	=	Leverage ratio
X_4	=	Dividend payout ratio
X_5	=	Return on equity
e	=	random mistake

Classical Assumption Test

Classical Assumption Test aims to test whether model used is good or not in this research, the good one will get Best Linear Unbias Estimator (BLUE) with assumption:

a. Non Multicollinearity Test
b. Homoscedaticity
c. Non-Autocorrelation
d. Normal Distribution

The regression model in this research will be tested by Multicollinearity Test, heteroscedasticity, autocorrelation, and normality.

1. Multicollinearity Test

   Multicollinearity is presence ofperfect linear relation (almost perfect) among independent variable of regression model. (Gujarati,1995). Detection of Multicollinearity according to Santoso (2000) can be seen from TOL or *Tolerance* and VIF *(variance inflation factor).* If TOL approaches 0 (zero) and VIF > 10, then multicollinearity is in the model, otherwise if TOL approaches 1 and VIF < 10, there is no multicollinearity.
2. Heteroscedasticity

This test aims to see whether there is variant inequity from residual in another research in the regression model used.If variant of residual in a research is constant, it is called homoscedasticity, if variant is different, it is Heteroscedasticity

The approachment of this test can be seen from unhappened heteroscedasticity. The detection of this test by seeing the presence of certain pattern in a graphic. (Santoso 2002)

There are some basis in taking decision in this test.

a. If there is a certain pattern, as dots found in the graphic (scatterplot) form regular certain pattern (wavy, widen, then then narrow), can be concluded that there is heteroscedasticity
b. If there is a clear pattern and dots spreading on and under number) on Y tinder, it means there is no heteroscedasticity

3. Autocorrelation Test

Classical assumption deviation test that needs to avoid is the presecnce autocorrelation in model, in other words good model procted of autocorrelation used presence. It means correlation of member sample which is sorted based on time.

The concsequence of autocorrelation presence on used model is sample variant value cannot describe population variant. Furthermore, regression model result which cannot be used to define dependent variable value on certain independent.

To see the autocorrelation presence in used model is by doing Durbin-Watson (D-W) test. Autocorrelation detection according to Santoso (2000), can be seen in number of Durbin-Watson (D-W). Generally, it has been obtained a directive value as follow:

a. If number of D-W is under -2, it means that there is positive autocorelative.
b. If number of D-w is between -2 to +2, it means there is no autocorrelation.
c. If number of D-W is on +2, it means that there is negative autocorellation.

4. Normality test

This test aims to test whether a regression model, independent variable, and dependent variable or both of them have normal distribution data. A good regression model means having normal data distribution or close to normal. (Singgih, 2000). As a decision taking basis in this test is: If residual from distribution is normal then data distribution values will be located on straight line, normality test needs to fill one of multiple regression assumption.

Hypothesis Test

Hypothesis test in this research is using inferencial statistic which is used to analyse sample data and the result used for population, used to call as inductive statistic or probability statistic (Sugiono,1998). Based on the result of this test, there will define a conclution from sample data which will be conducted on population that has mistake and validity (trust) opportunity in percentage, it also called as significant level. The method aims to test influence between dependent variable and independent variable.

a. Simultaneous Test (F-Test)

This test to know whether there is significant of all independent variables collectively on dependent variable.

b. Partial Test (t-Test)

This test is needed to see influence each independent variables individually on dependent variable.

c. Determination Coeeficient Test (**$R^{2)}$**

It is a test to know how far the realation between independent and dependent variables.

To conduct all the data analysis process in this research, used sofware tool *Statistical Product and Service Solution* (SPSS) as statistic analysis tool.

DISCUSSION

In this part, the discussion is conducted based on research hypothesis which has mentioned in Unit 3 and

analysis of the research result in Unit 5.

a. Hypothesis 1: The deposit of Interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity affect stock price.

Based on the result of F-test count equal 1,953 with significant number 0,120 or probability >0,05, it indicates H_0 is accepted or H_1 rejected, means that variable of deposit interest rates , stock trading volume, leverage ratio, dividend payout ratio and return on equity collectively ,do not have significant affect of stock price .

b. Hypothesis 2: The deposit of interest rates affects stock price.

Based on t-test result, obtained significant value of variable regression coefficient of deposit interest rates that is bigger than 0,05 (Sig. > 0,05) or probability > 0,005. It can be concluded that interest rates variable has no significant influence stock price.

c. Hypothesis 3: Stock trading volume affects stock price.

Based on t-test result, obtained significant variable regression coefficient of stock trading voume bigger than 0,05 (Sig. >0,05) or probability > 0,05. It proves that stock trading volume has no significant impact on stock price.

d. Hypothesis 4: Leverage ratio affects stock price.

t-test result obtains significant value of regression coefficient of leverage ratio variable lower than 0,05 (Sig. <0,05) or probability < 0.05. It can be concluded that leverage ratio variable has significant impact on stock price.

e. Hypothesis 5: Dividend payout ratio affects stock price

t-test result obtaind significant value of regression coefficient of dividend payout ratio variable bigger than 0,05 (Sig. >0,05) or probability > 0,05. Dased on the test, it can be said that dividend payout ratio variable has no significant impact on stock price.

f. Hypothesis 6: Return on equity affects stock price.

t-test result gets significant value of regression coefficient of return on equity variable more than 0,05 (Sig. > 0,05) or probability > 0,05. It prove that return on equity variable has no significant impact on stock price.

According to all research hypothesis explained above, there is only 1 (one) that is accepted, it is fourth hypothesis: Leverage ratio affects stock price while others hypothesis are rejected because they don’t have requirements of F-test and t-test. Although those hypothesis rejected, the indipendent variable still has stock

price but not significantly, it is supported by the result of multiple linear regression analysis and the corelatin

below:

Regression equity and correlation coeeficient to the research is:

$Y = 16482{,}347 – 350{,}389X_1 + 474{,}229X_2 – 339{,}027X_3 + 105{,}366X_4 + 59{,}7711X_5$, with corelation value (R) = 0,523

It means the deposit interest variable and Leverage ratio affect negatively and trading volume variable, Dividend payout ratio and Return on equity affect possitively on dependent variable which is stock price.

To know the variables that affect stock price actually is not enoung by just seeing the fives variables, it is because there are others variables according to researcher, that have enough significant and really influence investor in making investment decision, but it is not in this variable research . Those are securiry stability, politic situation, and national leadership.

From the background, it surely can be understood that most of the research result that are explained by the researcher in which the data taken in 2003 to 2006 at that time there was a preparation of democracy party Election 2004 and President Ellection 2004 and there is a national leader change.

All the national occasions very influence every investment decision in stock market in the country or abroad.

CONCLUSION

1. All independent variable that consist of: deposit interest rates, stock trading volume, leverage ratio, dividend payout ratio and return on equity do not significant affect stock price.
2. Deposit interest rates does not affect stock price significantly.
3. Stock trading volume does not affect stock price significantly.
4. Leverage ratio affects stock price significantly.
5. Dividend payout ratio does not affect stock price significantly.
6. Return on equity does not affect stock price significantly.

The conclussion is , based on all research hypothesis result, there is only 1 (one) significant thing that affects stock price while the others hypothesis do not significantly affect the stock price.

With the result that there are some others variables that have enough significant impact and really influence investor in making investment decision, but it is not in this variable research . Those are securiry stability, politic situation, and national leadership.

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BUILD AND DEVELOPING LEADERSHIP FOR ACHIEVING SUCCESS

[1]Sedarmayanti, [2]Herdi Risman

Dr. Soetomo, University, Surabaya, Indonesia / STIA LAN RI
E-mail: sedarmayanti@gmail.com

STIA LAN Bandung, Indonesia
E-mail: badot_04@yahoo.com

Abstract. Situational leadership has grown to be an effective approach to control and motivate people to become successful, because this approach opens the lines of communication and support the cooperation between the leaders and the people are supported by and dependent on the leader. Situational leadership based on the belief that everyone can and want to grow and there is no best leadership style that could support the development. Leaders have to adjust your leadership style to the situation that is happening. Empowerment is the key to treating employees well and motivated to serve customers well, has a strategy to change the view that the leader is the boss and an evaluator be a leader as a partner and confidante is necessary.

Self-development means the person is fully responsible for yourself on the lessons learned and ways to accomplish in order to achieve its objectives. Another point of self-development:1) Career development and progress; 2) Improved performance on the job; 3) The development of specific skills and abilities; 4) Extracting all the potential - self-actualization. Knowledge and Basic Information: 1) Ability to use basic facts; 2) Knowledge of relevant professional; 3) Continuous sensitivity to events; 4) Analytical skills, problem solving, and decision-making / ratings; 5) Skills and social skills; 6) Durability emotions; 7) Proactivity tendency events with the aim to reach a particular; 8) Creativity; 9) mental intelligence; 10) Skills and study habits balanced; 11) Introduction.

Keywords: Leadership, employee, development, success

ORGANIZATION TOWARD THE FUTURE

Only a sustainable competitive advantage that can lead to innovation and change faster than the strongest competitor changes. Talented supervisor is the leader / people who maintain the winning combination between sustainable development and timely obsolescence.

Important components usually requires proactivity, creativity, and initiative. When talented people do not always work optimally and cleverly controlled by management, then most of their abilities in useless. Indeed, the talent will be wasted if it is not recognized, not developed, not expressed, not refined, not enhanced.

All businesses require superior capabilities. Talented employees requires three important requirements:

First, co-workers and leaders who make talented employees can develop mutual respect and trust, be a source of learning, catapult ideas, to work together.

Second, freedom of micromanaging. Some people are happy if regulated. Talented employees will not tolerate micro management and leadership that always look back and give advice "on how to do something" spontaneous. Talented employees want and need, sometimes demanding liberty for: work, make mistakes, learn, innovate, and creating pleasure in working.

Third, freedom from fear. Talented employees will be away from organizations that are not free from fear, even in small quantities. Fear is a negative trait, and talented employees directly away from it.

A. Competence Global Leader

"In the core of leadership", there is a universal leadership characteristics. Effective leaders perform two roles: 1) The role of charismatic (make predictions, empowerment and improvement of work) 2) The role of builder (designing the organization, structuring and formulating control and reward systems). A set of behavioral characteristics, which contribute 'competence' emotions and specific cognitive, distinguish outstanding leaders and others and lets them take on these roles. The behavioral characteristics include the ability to move quickly (the term extensively include the ability to compete, achievement orientation, self-confidence, dominance) friendliness, prudence, emotional stability, intellect (including emotional intelligence). Outstanding leader tends to be controlled a friendly attitude and had a great physical energy. They feel they have control over events in the life of (internally). The new global leader has all the characteristics and outstanding leaders. However, exceptional leadership traits alone is not enough, global organization, is a new type of organizational structure.

B. Meaning of Leadership

Organizations choosing exceptional leader who can adapt to the existing culture, and able to work. The new paradigm of work organization requires cross-functional skills and cross-cultural. These competencies are important for global leaders to be growing on the uniqueness of many national and regional culture, at the same time should meet the expectations of followers of different cultures.

C. New Global Organization

Best Practice Global Leader

Global leaders use their competencies to create a multicultural community organization. With their special and unique perspectives background, they are able to produce organizational culture transcend differences and produce the values and attitudes that employees can understand from diverse cultural groups. Success global leader is understand some common denominator / possessed the basic needs of all human beings. Basic needs is a sense of closeness, pleasure in learning and doing something new as an antidote to existential concerns, and significance in life. The meeting of a universal human desire is the basis, can be used by a global leader to build loyalty, motivation, and outstanding performance.

II. SITUATIONAL LEADERSHIP SHOW SUCCESS

Situational leadership has grown to be an effective approach to control and motivate people to become successful, because this approach opens the lines of communication and support the cooperation between the leaders and the people are supported by and dependent on the leader. Situational leadership based on the belief that everyone can and want to grow and there is no best leadership style that could support the development. Leaders have to adjust your leadership style to the situation that is happening. Empowerment is the key to treating employees well and motivated to serve customers well, has a strategy to change the view that the leader is the boss and an evaluator be a leader as a partner and confidante is necessary.

Real leaders are flexible and able to adapt leadership style to the situation going on. If a subordinate is still new and not yet understood the task? Then more guidance and direction will be provided. Do subordinates already have enough experience and skills? People like this do not be too controlled. In fact, everyone has a different level of development, depending on the task at the time. Supervision excessive / too loose, give referrals too much / too little, negative consequences for the development of employees. Therefore, it is very important to combine the style of leadership with the level of development. The strategy combines the essence of leadership is situational leadership model is first made Ken Blanchard and Paul Hersey at Ohio Universities 1968. The revised model, situational leadership has developed into an effective approach to controlling, motivating, because this approach opens the lines of communication and support the cooperation between leaders and the people are supported by, and dependent on the leader.

Situational leadership is based on the belief that everyone can and want to grow and there is no best leadership style that could support the development. Leaders have to adjust your leadership style to the situation that is happening.

A. Three Skills of Situational Leader

To use situational leadership effectively, leaders must rule three skills:

1) Diagnose: to become an effective leader, should determine the level of development of subordinates. The key lies in two factors: the ability and commitment.

Ability: a number of the knowledge and skills of every individual to contribute to the objectives / tasks. The best way to determine (level) the ability is see how their work. Subordinates how well you are able to plan, manage, solve problems, and communicate when performing certain tasks. Are they able to complete the assigned goals on time? It can be obtained through formal education, apprenticeship (on the job training) and experience. Capabilities can also be developed over time with the guidance and support.

Commitment: motivation and confidence in the goals / tasks. How interested / enthusiastic your subordinates to do their job? Are they confident? Do they achieve their ability to perform tasks / achieving goals? If the level of motivation and their confidence is high, you have subordinates who are committed.

2) Flexible: if you are comfortable using different styles of leadership, you have mastered the skills both as a situational leader: flexibility. Therefore, subordinate moving forward from one level progress to the next level, you also need to change the method. To be an effective leader, the leader should be able to use the four leadership styles.

3. Partnering for success

Facilitate cooperation and communication among your subordinates and improve the quality and quantity of the conversation.

Situational leadership is leadership that is based on interplay between;

1) Level guidance and direction given leader (task behavior)

2) The level of socio-emotional support are presented the leader (relationship behavior)

3) The level of preparedness demonstrated subordinates in carrying out duties, functions / goals (subordinate maturity).

B. Have Leadership Principles of Good

Leadership That Serve

Servant leaders, should believe that their role is to help others achieve goals. They are constantly finding out what people need to be able to work well and perform tasks appropriate.

Applying the servant leadership

What is most affecting performance? Leadership produce the biggest impact on performance. The relationship between the company's success, the success of an employee, customer loyalty, and leadership.

Two types of leadership:

1) Strategic Leadership: creating a clear vision, maintaining a culture that has a relationship with predefined values and vision, take the initiative to do / strategic commands to be executed. Vision, values last forever while the strategic command: short-term priorities that could last perhaps for only one / two months / a year / two years.

2) Operational leadership: another thing that provides the "how" of the company. These include: policies, procedures, systems, and behavior of leaders is evident from senior management to the forefront.. Management practices creates an environment in which employees and customers interact every day. Operational leadership: aspects of the implementation of leadership / ministry part of servant leadership.

Although the strategic leadership is an important part to set the tone and direction, he has only indirect effects on the vitality of enterprises. Key to the vitality of enterprises are operational leadership. If this aspect is run effectively, employee enthusiasm and devotion of customers will come from positive experiences and overall satisfaction of the people felt against the company. Positive Passion employees generate positive customer devotion. At the same time, when customers are very enthusiastic and devoted to the company, there is a positive impact on the work atmosphere and employee passion. People like to work in a company that has a fanatical follower.

C. Serving Leaders

Being a servant leader is a matter of the heart. What does a servant leader? Great leader: the servant leader, carrying out activities based on the acronym SERVE.

S: See the future (seeing the future)

When a clear vision has been created, objectives and strategies can be set in the context of vision.

Consider the following questions when you are thinking about seeing the future.

1) What is the purpose of your team?
2) Where do you want your team to be five years later?
3) How many members of your team who can tell him what is being attempted / made by a team?
4) What value you want to encourage the behavior of your team?

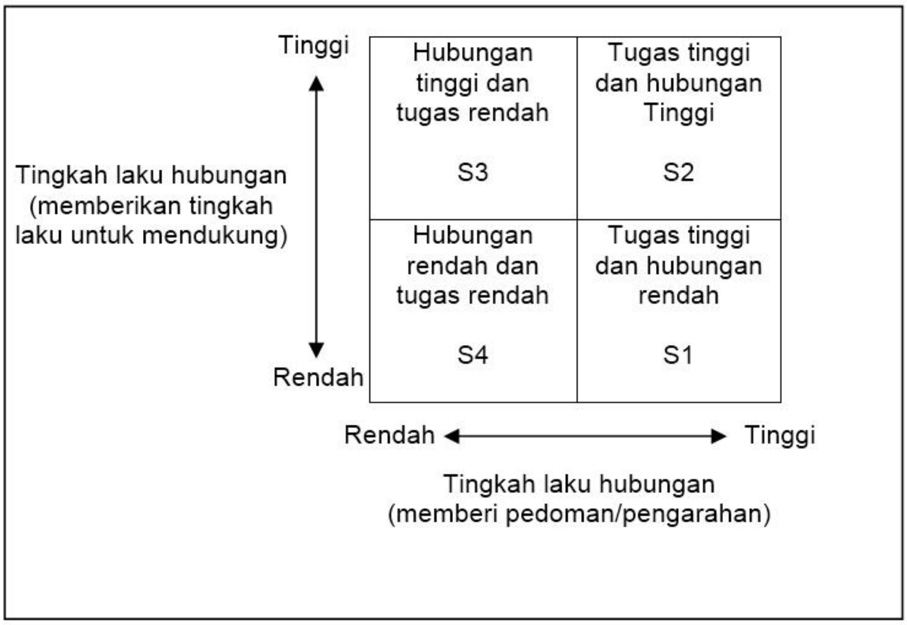

Fig.1 Model Hersey-Blanchard Situational Leadership - Leadership and Organizational Behavior

5) How can you communicate the vision of the future to your team?

E: engage and develop people (engage and develop people)

As a leader, when the vision and goals are set and develop your people so that they can work according to the vision. You must pay attention to the customers with intelligent and create customer and zealots.

Consider this question when you think about of thinking and engage people:

1) How much time do you invest in looking for talented people to join your company?
2) What key character is sought from the person you choose?
3) The extent to which you have managed to involve every member of your team?
4) 10 What specific things would you do to involve your tasks effectively in a team and your company?
5) What have you done to tell you that at the time of implementation activities, you work for them?
6) How do you encourage the development and progress of your people?

R: Reinvent continuously (continuous updating). Three aspects of continuous renewal:

First, great leaders must renew themselves personally.

They are always interested in ways to improve their knowledge and skills. Best leader: human learners. They find their own approach to learning, many read, heard the tape, spending time with their mentor. They do anything to keep learning.

Consider these questions when you think about constantly improve yourself:

1. Who is your mentor?
2. What do you read / hear from cassette / CD? Second: systems and processes.

Leaders succeed always looking for the answer to the question:

1) How can we do this work better?
2) How do we do the work with fewer errors?
3) How the process can be done more quickly?
4) How to produce at a lower cost?
5) What systems and processes that can be changed to improve performance?

Leaders must work to inspire the intention to continue to grow to the person doing routine work. Leaders can measure this reason, but the people who make it happen / not happen. Third: structural renewal.

Many people consider a permanent corporate structure. In many cases, the company structure is no longer appropriate to run a business that serves the structure. Great leaders do not change the structure just because something must been done. They understand the corporate structure should be flexible. This belief is the key to creating structures and systems that provide energy into the characteristics of high-performing companies.

V: Value Result and relationship (price results and relationships).

Leaders who succeed, those who lead at a higher level, valuing results and relationships. They are critical to the long-term viability. Not one, but two. For too long, many leaders feel they have to choose. Most company leaders said the results are important. In effect, both a test for a leader.

Firstly, whether he gets results?

Secondly, if he has followers? If you do not have followers, it is very difficult to obtain long-term results. How to separate yourself as a leader: to have high expectations of the results and relationships. If the leader can pay attention to their customers and create an environment that motivates people, profits and financial strength: a present he got from the good work. Success / Success: results and relationships. It is a formula that has been proven.

Consider these questions when you think about and appreciate the relationship:

1) How big is your emphasis on the results?
2) How many people you are saying that you have made a substantial investment to their lives?
3) How what you have to do to express your appreciation for the work being done well in the last three years?

E: Embody the values (realizing the value). Genuine leadership is built based on trust. Many ways to build trust. One of them: consistent run value that you approve. If I say customers are important, my actions should support the question. If I choose to behave as if the customer is not important, people have reason to question whether you are worthy role models. In the final analysis, if I do not deserve to be considered role models of people, I would not have believed / respected as a leader. Realizing the value is to implement what you have to say. Leaders should be an example anywhere for a vision. The leader who says "do what I say, not as I do" will not be effective in the future.

Consider the following questions, when you think about realizing the value:

1) How can you properly integrate the company into the operational value of your team?
2) What are some ways for you to communicate your key values into your team to the next thirty days?
3) How can you change your daily activities to create greater personal ally with these values?
4) How can you recognize and appreciate people who embody values?

SERVE stands for creating a good picture that shows how leaders serve work. But this follow-up weight. Constantly doing a good job of each section is an important task, but well worth it. Servant leaders: how to get people there at a higher level with the lead at a higher level. Servant leadership: the mandate / selection.

D. Determining Your Leadership Principles

To create a great company, a leader must ensure that all the right to shoot the target and vision. They need to make sure all the customers and treat people well. As leaders, they must focus to serve and not be served. In creating a leadership principle, this will not only help clarify the thinking about leadership, but also prepare you to teach leadership principles to any other person. Why develop a clear principle: the important things.

Elements principles of leadership must be able to answer seven questions:

1) Who influences (leader) of life that give a positive impact (in many cases, negative) for life, such as a parent, teacher, coach / supervisor? what you learn from them about leadership?

2) Think about your life goals. Why are you here, what you want to achieve?
3) What are the main values that will guide your behavior when trying to live as a goal?
4) Based on what was learned from the previous leader, life goals, and values you are, what your beliefs about leading and motivating?
5) What can people expect from you?
6) What do you expect from your people?
7) How are you going to give an example to you?

III. MOTIVATED LEADERSHIP EMOTIONAL QUOTIENT AND COMPETENCE

A. Leadership Motivated

Constructing and Developing Routines

An important challenge of leadership is to build the image, lifestyle and work style, in which the leader of controlling people and events. In addition to inspiring goal to become a proactive leader. By playing the nature and flow of the task, leader creates the environment. Effective leaders designing routines and organize daily tasks and long-term associated with the mission. Effective leaders are determined by the personality and actions. Creation of personal character among others with warmth and confidence building.

Developing a Mindset

By way quite unique, self-promotion helped bring good fortune. Promoting yourself will require skill, not just announced.

Radiate Confidence and Enthusiasm

Which included mindset motivated leader is confidence subtle but apparent and a great passion to the mission that is being run.

Keep Appearance and So Role Model

Motivated leader immediately stood out from the way she dressed and behaved in a professional manner. Leaders motivated not only be a role model because of his professional and responsible, but he also became a role model with his knowledge of all things, until he could be called an expert / specialist in the team.

Promise, Keep and Grow on in Organization

Motivated leader will match capabilities with needs and vision of the organization.

Discover Organizational Needs

Motivated talented leader is a leader who understands that the only thing that has not changed in one particular place is changing, and in order to succeed and can make changes, he must adapt and continue to grow up to get the lead. If you want to offer myself as a leader triggers a transformation for the organization, start by understanding the organization's position, which will be brought to this organization, and the direction in which your profession. Along with an organization that continues to grow and change, think about the needs / deficiencies that could be found. Learn new demands, and assess. Increase / modification of your abilities that can be used at any time. Alert to opportunities to change the new needs is an opportunity for you, as a leader who intends to increase and become an expert.

Harmony between the needs of skills will create an aura / halo effect. This effect will create attraction in the eyes "of people who admire you, respect and high regard for you, family members, friends, and your colleagues. “The allure of this often turns into charisma, creating positive emotion around you.

Customize Your ability to Needs

When realizing the growth and progress of the organization, consider your potential by the organization. "Inventory" strength; then write and think. Make sure, when you present yourself as someone who has the potential to be a leader, to present themselves as the real solution to the problem, not a made-up problem. Next, think of ways that you are able to bring this great organization to a new level that better, how you can become the driver can make it happen, and show yourself.

Do not Shame on Biological Vision Organization

Shame is firmness that if combined with manners and tolerance toward others, will make a person want to lead and accept responsibility. With the changes in the profession and the organization as time went on, the vision of the organization is also changing. When you adjust the strength and capabilities required by the organization, you must also try to adapt to the organization's vision. Pengobar spirit leaders are motivated to achieve the organization's vision and long-term goal keeper. Along with the growth of the organization, as a motivated leader, should enhance the role and impact of the struggle with the struggle in order to realize this great plan.

Balance Your Loyalty

Able to balance loyalty is another tool in the toolbox of image and routines that make you motivated leaders who are part of the image and practices of everyday life that make you one of those who control the environment and the experience of others and not become someone who is controlled.

Getting Power Mandate

Effective leaders and inspire know the various sources of power, how to use it, and how people can be persuaded. He understands the limitations of the formal power and the potential of unlimited personal power. He knows how to combine appreciation with consultations / reprimand inappropriate and how to steer her team to fight for the same purpose.

B. Emotional Intelligence And Competence

EQ (Emotional Quotient / EI): a good beginning. EI comprises 4 domains:
1) Self-awareness.
2) Self-management.
3) Social care.
4) Building a relationship management.

Four domains includes eighteen leadership abilities.

The realm of emotional intelligence and competence.
Personal competencies: the ability to determine how to manage yourself
Self-awareness 1. Emotional self-awareness: reading emotions themselves and aware of the effect: use "instinct" to guide decision making. 2. Accurate self-assessment: knowing strengths and limitations. 3. Confident: have confidence and strong capabilities.
self-management 1. Emotional self-control: maintaining the disturbing emotions and impulses under control. 2. Disclosure: demonstrate honesty, integrity, trustworthy. 3. Adaptability: shows flexibility to adjust to changing situations / face many obstacles. 4. Achievements: have the drive to improve the performance / achievement to match the standard of self-perfection. 5. Initiative: ready to act and seize opportunities. 6. Optimism: look good every event.
Social competence: the ability to determine how to manage the relationship.
social care 1. Empathy: to feel the emotions of others, understand the viewpoint, actively showing interest concerns. 2. Concern organization: the ability to read the situation, the network's decision, the political situation at the organizational level. 3. Services: identify, meet the needs of followers, clients / customers.
relationship management 1. Inspirational leadership: directing and motivating through a convincing vision. 2. Influence: using tactics to persuade. 3. Developing others: strengthening the ability of others through feedback and training. 4. Catalysts of change: start, manage, and lead a new direction. 5. Conflict management: resolve disagreements. 6. Building bonds: instill and maintain a network of relationships. 7. Teamwork and collaboration: encourage cooperation and team building.

Table. 1 Realm of Emotional Intelligence and competency.

Updates through awareness, hope and concern

"Update": a dynamic process, where awareness, hope, awareness improve, reducing the damaging effect the pressure of power, even the "renewal" to give the experience of awareness, hope and concern.

Awareness, hope, and raise awareness of positive emotions, healthy human relations, help us to be strong and effective functioning when facing challenges.

One way to renew themselves: should have hope, even when the trouble, to care about the people we lead, running compassion, consciously align yourself with other people as a whole. Some people seem to easily renew themselves naturally. (The term psychology: so-called tough / ductile).

People tough / ductile, have no behavioral / special characteristics, but is actively involved in various activities, including activities related to efforts to raise awareness, hope, awareness, and update themselves sustainable. They may be involved in these activities has unwittingly made the updates as part life without much effort. Ability update: various experiences, processes, which can be learned, run, practiced by anyone who ends up being subconscious element / natural person.

Awareness as a source of renewal

Concern: awake, aware and care about themselves and the world. It allowed us to give attention to what was going on in and stop the "sacrifice syndrome" before this syndrome stop us. Being self-conscious and environment, both humans and the environment, triggering capability for renewal. Care for every aspect of humanity, allowing achieve the full potential and fully acquainted with other people, society and the environment. We need to create awareness, finding the strength within themselves and others. It is necessary to be effective leader and maintaining effectiveness in the face of continuous pressure. Those who bring awareness to have cognitive flexibility, creativity, and problem solving skills better. A leader who gives attention to yourself thoroughly, (mind, body, heart and spirit) will be faster, smarter, happier, and effective than narrow thinking and decided to focus on short-term success.

Hope as a source of renewal

1) Creating a good relationship with the surrounding environment.
2) When experiencing hope, we feel good about the future that may happen, and believe in the future we dream achieved.
3) Hope involves, moving to strengthen its spirit and energy.
4) Hope makes us act and allow the use of personal resources to help achieve the goals.
5) Expectations: strong guiding the behavior of others.
6) Expectations: magnet emotions, make people able to act even in the midst of a challenging situation though.

7) A hopeful view of the leader, able to make people look ahead beyond the challenges faced today and find answers to the future.
8) Hope people together and help move together towards the ultimate goal to be achieved.

Concern as a source of renewal of personal and professional excellence

When we have a concern, in harmony with those around us, to understand the wants, needs, and are motivated to act based on feelings, triggering concern the renewal of mind, body, and heart. We as a foundation for entering the reform process through awareness, hope, awareness is helpful to revisit the values held.

IV. STRATEGY FOR ACHIEVING EXCELLENCE AND BUILD AND DEVELOP STRATEGIC LEADERSHIP

The concept of strategy setting goals and long-term goals of the company, the implementation of the action and the allocation of resources needed to achieve the goals that have been set (Chandler, 1962: 13). The pattern of the goals, objectives, and policies / general plan to achieve the goals set, expressed by defining what the business is run companies / who should run the company. Determine the framework of the company's business activities and provide guidance to coordinate activities, so companies can adjust and influence the changing environment. The strategy made it clear that the environment desired by company and type of organization like what he was going to run. Leaders of the organization / company must be proactive, anticipating changes, perform continuous improvement, even if the need to make fundamental changes. In this context it is necessary strategic definition.

Two main elements of strategic management.

First, the strategic management requires three continuous process.

1) Analysis.

Strategic management focuses on the analysis hierarchy strategic objectives (vision, mission, and strategic objectives), together with the analysis of internal and external environment of the organization.

2) Decision.

Answer two basic questions. In what industry the company should compete? How should companies be competitive in the industry?

3) Action.

Companies must create the necessary action to re-implement the strategy. It requires leaders to allocate the necessary resources and designing the organization to the selected strategy into reality.

Second, the core of strategic management: learn why the company is able to have a performance that outperformed other companies.

Four main attributes of strategic management

1) Strategic management is intended for all purposes and objectives of the organization.
2) Strategic management involving all stakeholders.
3) Strategic management perspective requires the incorporation of short-term and long-term.
4) Strategic management include awareness of the trade-of between effectiveness and efficiency.

A. Meaning of strategic leadership

Strategic leadership is the ability to anticipate, inspire, maintain flexibility, empowering others to create the desired strategic change. With its multi-functional, strategic leadership involves all Human Resources in the organization, not just specific functional business units. The ability to manage human capital is an important capital for a leader to create intellectual. Intellectual capital is the knowledge, expertise, brainpower and innovative ideas. This can be achieved when a competent strategic leader creates a situation where stakeholders can be directed effectively achieve the company's operations and maintain high performance over time. Companies that compete on the field of competition is the 21st century, are challenged to develop effective strategic leadership, because:

First, strategic leadership is a prerequisite for the success or failure of the strategy.

Second, many organizations are underperforming due to not being led well, too regulated.

Strategic leadership and strategic management process

Through effective strategic leadership, the company is able to utilize the strategic management process successfully. As a strategic leader, leaders must steer the company in a manner to achieve strategic intent and mission have been formulated. Strategic leaders are challenged to realize the development of a viable strategic action, and determine how to implement.

Strategic leadership in the face of change

The combination of telecommunications, computers, and the Internet in the global market has increased the pace of change. Change has become an integral part of what was agreed upon leadership. Challenges leader was directing the commitment of everyone in the company and stakeholders outside the company to achieve change and implement strategies formulated.

The leader directs a commitment to achieve change through three main activities:

1) Developing Strategic Intent (Clarify Purpose Strategy)

Leaders help stakeholders achieve change by preparing a clear vision necessary to handle the company's business strategy. The Company can increase its power / look for ways to use strengths to overcome weaknesses and challenges, take advantage of opportunities. Thus, clarifying the intent strategies not only ambition, but a management process that communicates the intended target, make space for the contribution of individuals and teams, maintain enthusiasm by giving the definition of new operational due to changes in the environment, and using strategic intent consistently to guide allocation the company's resources.

2) Developing Company Organization

Leaders try to rebuild a few things:

Ensure a common understanding of the organization's priorities.

Clarification of responsibilities between managers and corporate units. Empower managers newer and encourage lower authority in the company.

Finding and treating problems in terms of coordination and communication within the company.

Achieving personal commitment to a shared vision with the manager through the organization.

Always close to the " what " is happening in the company and its customers.

3) Shaping Corporate Culture

When trying to accelerate change, reshaping the corporate culture is a time-consuming activity for the leader. Leaders use the system: gifts, symbols, structures shaping corporate culture.

B. Effective Strategic Leadership Feature

Good Leader

Important character must have leaders.

1) Honest / honest.

Characteristic important, leaders must be honest in action.

2) Forward-looking / always looked forward.

Leaders must be willing and instinct to go forward, willing to look into the future. Leaders must go forward without a look at the past and merely incite others to hate those who make mistakes in the past.

3) Inspiring.

Leaders must be able to inspire his subordinates, to its employees. To evoke the spirit and belief of employees that someday they achieve success and success.

4) Competent / ability in performing their duties.

Judging from the spiritual and physical, leaders must be able to work all assigned to them in order to provide role models for the staff and everyone around it.

Effective Strategic Leadership

Its core competencies are resources and capabilities that the basic capital in reaching the company's competitive advantage against its competitors. In many large companies, the core competencies effectively utilized when they are developed and implemented in different organizational units.

Human capital refers to the knowledge and expertise of the company's total workforce. Employees are viewed as a capital resource that requires investment. If the dynamic competition increases, humans are the only resource to support competitive advantage. Human capital development and management of effective enterprise, the whole managerial personnel and non-managerial company becomes the primary determinant of a company's ability to formulate and implement strategies successfully.

Maintaining effective corporate culture is corporate culture that consists of a set of ideologies, symbols, and the base value is applied in a complex enterprise to influence the way of doing business. It affects the way companies do business and help regulate, control employee behavior, corporate culture to be a source of competitive advantage. Ethics company encourages and enables people at all levels of the organization running the ethical judgments. Ethical practices should form the company's decision making process and become an integral part of the corporate culture. Culture based on values is an effective way that ensures the employee may file a complaint with the ethical requirements of the company.

C. Laws of Leadership

Gatto (1992) expressed the laws of leadership that can guide the leader towards success. Success and failure of the organization carry out its mission can be known if leaders carry out their duties properly.

1) communicate:

A leader needs to create a fun environment to enable communication running smoothly. Create an atmosphere that is challenging, creative, and strengthen feeling of togetherness. Necessary to create a situation so that everyone can solve the problem from simple to difficult. In communications, new ideas and meet each other between the leaders and the middle and lower management.

Leadership colored communication, namely communication between the leaders and the led, where leaders are trying to enable that led, and led back enables leaders. Spice and Gilburg (1992) observed that enabling is one way of carrying out the work, which contributed subordinate leaders encourage optimal energy, improve creativity, but to give direction to a strong and clear set of rules. All took place in a humane working environment so that subordinates are stimulated to continue to play a role in the improvement of labor, in order to meet consumer desires.

2) To coordinate: to know what functions and activities should be coordinated, if the right has been used well.

3) Organizing: using the right person at the right time to complete the planned work. Do not delay the work, finish work fast when possible.

4) Motivating: create criteria that encourage them to work together, to help understand the benefits they will enjoy their work.

5) Utilizing resources: use the right equipment and employees and a maximum, provide enough funds to complete the work.

6) Reward successful: it is impossible to impose the leader of the work completed without providing a feasible means.

7) Improve the skills of subordinates, and guarantee everyone a clear and correct information.

8) One of the laws that affect the discipline of organization: leaders must establish working guidelines. Policies and procedures, restrictions, schedules, discipline, especially regarding financial issues and provisions should be prepared overcooked. Humans basically want to deviate from the rules, so if there are no guidelines for the mechanism of action, it is difficult to enforce discipline.

9) Clarify the expectations of the organization and explain what methods will be used to reach expectations.

V. SELF DEVELOPMENT BE A SUCCESSFUL LEADER Self-development means the person is fully responsible for yourself on the lessons learned and ways to accomplish in order to achieve its objectives.

Another point of self-development:

1) Career development and progress
2) Improved performance on the job
3) The development of specific skills and abilities
4) Extracting all the potential - self-actualization

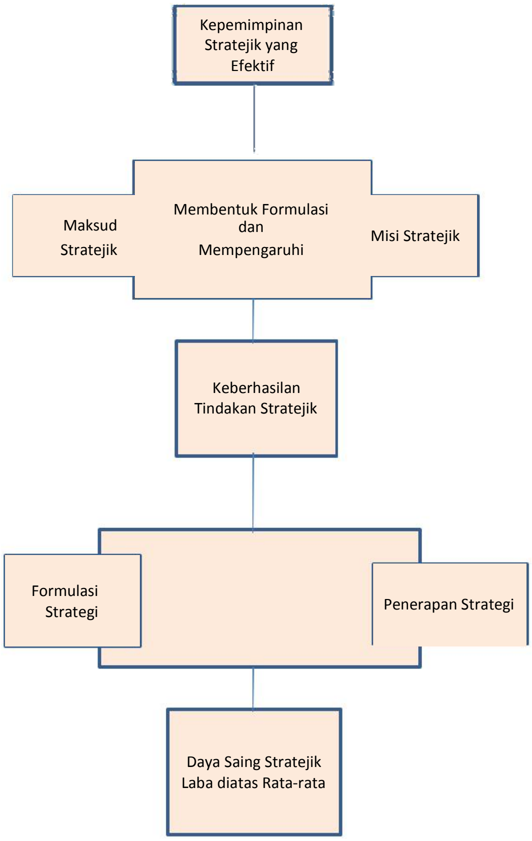

Fig. 2 Strategic Leadership and Strategic Management Process

Knowledge and Basic Information

1) Ability to use basic facts

Successful leaders, know what is happening within the organization. They have the ability to use the basic facts as the objectives and plans (long term and short term), product knowledge, anyone in the organization, roles and relationships between the various departments, their own work and what they expect.

2) Knowledge of relevant professional

Covering technical knowledge, for example: production technology, marketing techniques, knowledge engineering, the relevant regulations, financial resources, and basic knowledge of the background of the principles and theories of management, such as: planning, organizing, and controlling.

3) Continuous sensitivity to events

4) Analytical skills, problem solving, and decision-making / ratings

5) Skills and social skills

One definition of management is often cited is' getting things done through the "others". This definition is not exhaustive, but it still shows one of the key features of employment manager, which requires inter-personal skills. Leaders successfully developing the capabilities required coverage in various activities, crate: communicate, delegate, negotiate, resolve conflict, persuade, sell, use and respond to authority and power.

6) Durability emotions

Work leader involves a high degree of stress and strain emotions that arise as a natural consequence of the work, in situations involving authority, leadership, interpersonal conflicts, achievement of targets and deadlines, as well as something that is within the framework of dealing with ambiguity and uncertainty.

Successful leaders require considerable resilience to overcome this. " Endurance " means: when feeling pressured, we do not become discouraged and insensitive, but manage to cope with the fixed control themselves and with the broad understanding.

7) Proactivity tendency events with the aim to reach a particular

Effective leaders have some purpose and goals to be achieved, not just reaching demands. They can not plan everything carefully from the beginning, but when making a response, effective leaders can consider the long-term range. Leaders successfully able to give immediate feedback associated with the intent / purpose the overall and long-term. Leader less effective in response to pressure suddenly, with relatively uncritical manner and lack of consideration. Categories include quality capabilities, such as: more in-depth look at the work, dedicated and responsible, has a " taste " of the mission, and took over the responsibility for something that happened rather than avoid by releasing responsibility to the Traffic.

8) Creativity

'Creativity': the ability to resolve the situation with a new response that is unique, and has a broad overview to identify and find a new approach useful. Creative did not just get new ideas, but also the ability to recognize a good idea when offered from other sources.

9) mental intelligence

The concept of " mental aptitude " include: the ability to recognize problems sooner, think of a few things at a time, move quickly from one problem / situation to problems / other situations, see quickly the whole situation (not just assess slowly all its components), thinking as others think. The flurry of work that is naturally leadership are certain qualities necessary for success.

10) Skills and study habits balanced

Data were collected through observation and interviews with leaders indicate that an important proportion of the level of their success can be explained by owned / he does not have the habits and skills related to learning.

11) Introduction

What is being done by us due to our own views on the work and role, the goals, values, feelings, strengths, weaknesses, and other personal factors. To maintain the level of self-control is relatively high, leaders must pay attention to the attributes of self and part attributes that play a role in influencing action. Furthermore, successful leaders need the skills of introspection.

Leadership competency model is very interesting to see. These competencies, it is useful to have a framework that gives an idea of the range of knowledge, skills, abilities which may be suitable in a particular job, but it would be misleading if the framework is used rigidly.

A. Become a Successful Leader

Leaders can be developed, and not found / was born. At the time led the first activity in the leadership that has just started, can immediately be truly known about "who the real leader", because there is someone who is very prominent in these activities. Everyone in an activity, always look forward to hearing from leaders, any opinions expressed these leaders have always supported a lot of people. This indicates that a leader be a real leader because it has influence, though he did not have a position. So great strength of the influence that the powerful influential leaders (in the positive sense) will make a strong leader anywhere. Because the leaders of the "given" by a superior position, but not necessarily a leader is a real leader. If you are in a position like that, the following suggestions should be done:

Because the leader is a person who has influence in the organization, then before asking ideas, opinions, breakthrough / innovation, we suggest you consult, exchange ideas, conduct a question and answer beforehand. If the leader has understood the intent and purpose, and put himself in a position to agree, then catapult your ideas, innovation / new breakthrough into the forum. If the leader has yet to approve your ideas, before the leaders who have a position, and you are still forced to realize your new ideas, think again how cutting edge to be able to influence the leaders who have influence.

Leaders who become leaders simply because they have a position, not a real leader. But the leader who has influence which can be called "real leader". Leaders who rely on the position / positions, usually have the nature of bullying, and over time would be destroyed, either the leader or organization.

Not easy to be a leader who has a strong influence in the organization. Though the effect is absolutely necessary in leadership, this is another way that you as a leader can influence, (ranging from exemplary in everyday work, discipline, working hours, cleanliness, neatness, behavior, speech and so on). Conducting personal communications to each individual in the organization to talk about everyday

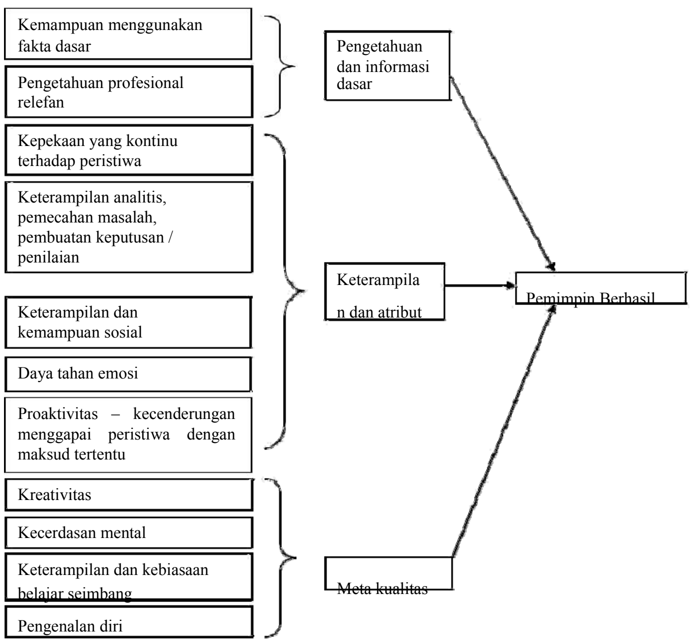

Fig.3 ability Towards Successful Leader

problems, even if you are successful "entry" into the world of the other person you are, you will get very valuable information. Such information could be happiness until the complaint in the works. This is a good chance that you can use for minimal empathize; even to provide effective solutions (not with the patronizing style).

Always give ideas, breakthrough / innovation in the workplace and open to ideas, breakthrough / innovation from fellow workers, can trust and trustworthy. Have the nature of "protecting" partners, in jointly facing various problems that arise as a risk in the work.

According to the observations and experience, many of the leaders who sometimes "misguided" position bears. They seem complacent with his position, so act without restraint itself.

B. Leadership style

Leaders in business tend to be harder, they felt "forced" by circumstances to be hard, given the competition in the business world is quite tense. Leaders in the field of education tend to be quieter, probably should be more ethical, because prioritizes exemplary education and kindness. There is the step that combines namely: sat together, on equal terms. Kick leadership at risk is large enough, if you are wrongly applied this leadership stance, then you will lose prestige as a leader in front of other colleagues. Because you are already familiar with the colleagues sat together, stood together, so they no longer consider you as a leader who deserves to be respected.

How to avoid / face these risks include:

1) Sense of family in your team.
2) Use free time for joint activities (sightseeing, gathering etc.)
3) Remind each other, complement and help like family.
4) Try your best to your team (in any form).

The more you cornered due to "fight" your team, then you will be increasingly supported by your "family". It referred is something very heavy, and do not expect you will instantly be able to be a successful leader if it did. Because you or anyone else will never be able to satisfy everyone, because in every decision / measures taken, there will be aggrieved, but minimal enjoy leadership.

Leaders who began to "enjoy" their leadership, so "maybe" to attack opponents off guard. "The main factor is the destruction of the organization / company is from internal sources. As a true leader has become a liability for the said start prioritizing important things. Organization / enterprise, small / large would be "destroyed" in a relatively short time if the company's internal problems protracted.

Corporate Governance: Will Moderate The Effect Accounting Consevatism Toward Equity Valuation

Ratna Wijayanti Daniar Paramita 1), Noviansyah Rizal 2), Third Author3)

1) *STIE Widya Gama Lumajang*
p radny ataj@gmail.com

2) *STIE Widya Gama Lumajang*
noviansyah.rizal@gmail.com

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Abstract. This study aimed to examine the effect of conservatism on equity valuation with *corporate governance* variable as moderating variable.The study was conducted on 365 manufacturing companies that meet the criteria of observations in 2011 to 2015. The variables used in this research is accounting consevatism as independent variables, corporate governance as moderating variable and equity valuastion as dependen variable. The board of directors and manajerial ownership in this article as a proxy of corporate governance. Studies show conservatism affect the equity valuation. The higher the companies does not affect the management to apply accounting conservatism. governance

Keywords: equity valuastion, accounting conservatis, corporate

I. Introduction

The company's goal is to optimize the long-term value of the company . When the company suffered a loss or experiencing financial difficulties then change the value relevance of the data of the financial information. The results showed the influence of certain conditions on the strength of the relationship between stock prices and earnings as well as the relevance of the accounting value of other variables such as the book value of equity, operating cash flow [1]

The concept of unity of business to separate the interests of management and owners, information on shareholder equity is very important because it shows the relationship between the company and shareholders. Information reporting purposes shareholder equity is to provide information to interested parties about the efficiency and the stewardship of management.

Investors need to assess the equity they own in the company through the company's financial statements submitted. Equity valuation analysis emphasizes profit and other accounting measurements to calculate the value of the company . Proxy Assessment can use the equity market to book ratio because it is influenced by the accounting method used by the company .[2] [3] use the market to book ratio that reflects the market value relative to the value of the company .

Financial statements that describe the company's performance in managing resources management. The financial statements must meet the objectives, rules and principles of accounting in accordance with generally accepted standards in order to produce financial statements that can be justified and useful for every user. In an effort to enhance financial reporting and to be accounted for by the management was born the concept of conservatism. [4] Defines conservatism as a pessimistic outlook in accounting.

Until now, the principle of conservatism is still considered a controversial principle. There are many criticisms that emerged, but there also support the implementation of the principle of conservatism. Critics like M onahan stated that the more conservative accounting, the book value of equity is reported to be increasingly biased. But the part that supports such research by [5] [3] proved that profits and assets are calculated with conservative accounting can improve the quality of earnings that can be used to assess the company

Accounting conservatism in this study was measured using the accrual of operating which is the difference between net income and cash flow. Operating accrual is the amount of accrued operational activities of the company, while the cash flow is cash flow used operasinal. Operating major accrual includes accounts receivable and inventory and liabilities. This account is a classic account that is used to manipulate earnings to achieve the purpose of reporting. This conservatism measurement refers to Givoly and [6].

Research support and reject the application of accounting conservatism on the influence of the equity valuation of the company, the researchers incorporate Corporate Governance as a moderating variable is the variable that strengthen or weaken the relationship between conservatism against the equity valuation of the company . Corporate

Governance in Indonesia is absolutely necessary, given the good corporate governance requires a good management in an organization. The application of conservative accounting in the financial statements is influenced by corporate governance mechanisms. According to [7], the corporate governance mechanism can be classified in two groups. The first is the company's internal mechanism consisting of the structure of ownership and management structure. The second is external mechanism consisting of the rule of law and corporate control market.

This study measured the company's internal mechanism as the moderating variable, the ownership structure will be used variable managerial ownership . [8] Bell states that the selection of an accounting method related to the principle konservatime also influenced by the ownership structure as a corporate governance mechanism. management structure using a variable number of commissioners. Among the various factors that can encourage the creation of effective corp orate management, board of directors is the main factor affecting the behavior of managers in the management of companies included in the application of accounting conservatism policy .

The purpose of this study to analyze and determine the effect of accounting conservatism to the equity valuation of the company, the influence of the effect of managerial ownership on accounting conservatism relationship with the equity valuation of companies and influence the effect of the number of commissioners to the relationship between accounting conservatism with equity valuation company .

II. THEORY DAN HIPOTESIS

This section will describe the theory underlying accounting *information asymmetry*, conservatism and *Corporate governance.*

A. *Information Asymmetry*

Agency theory implies owned Information asymmetry between principal and agent. Information asymmetry is a condition when the agent has more information about the company's prospects are not owned by the principal. Agency theory is a theory used to explain the conflict between agent and principal. The existence of a conflict between the two parties to explain their economic consequences on the contracting process. The underlying assumption of agency theory is the existence of uncertainty and information asymmetry . The parties involved in contracting are assumed to act rationally, in the sense of seeking to maximize his expected utility .

Principal and agent are those who continue to strive to maximize utility, [9] Jensen and M eckling assess any strong reason to believe that the agent will not always act in the best interests of the principal. In this case the principal can limit this situation by establishing an appropriate incentive for the agent. Other things can also be done to limit the principal agent deviant actions, that is by designing a supervisory or monitoring was accurately . However, information asymmetry can not be eliminated, it can only be "full disclosure".

Definition of information asymmetry given Pyndick is "one side of the negotiation process has better information than the other" from that definition in mind that information asymmetry will occur when there are two sides that have different information or more than others when it will make the contracting process. [10] Atiqah describes the information asymmetry as the situation formed by the principal (shareholders) do not have enough information regarding the performance of the agent (manager) so that the principal can never determine the contribution of efforts agent on the results of companies that actually . Information asymmetry can be addressed by requiring full disclosure of management conduct (full disclosure) on the condition of the company in the financial statements. In addition, it can also do surveillance (monitoring) the actions of the management through an independent auditor.

Given the presentation of financial information by the company will bring economic consequences for the company and its investors (Zeff , 1978), the presentation of quality information is expected to be consequential on lowering the asymmetry of information between the company and its investors the consequences of the economic quality of financial reporting arising for investors' assessment that is information asymmetry .

B. *Conservatism*

Signal theory explains that the signaling is done by managers to reduce information asymmetry . M anagers provide information through the financial statements that they apply the accounting policy conservatism thus generating profits more qualified for this principle prevents companies taking action to exaggerate profits and helps users of financial statements to present the earnings and assets not overstate.

The principle of conservatism has been the concept of accounting records which are widely app lied in recent decades. The principle that has become the standard primary listing in the first three decades of the 20th century applied to offset optimism in management as well as their propensity mengoverstate financial statements. The concept of conservatism states that in uncertain circumstances state enterprise managers will determine treatment options or actions that are based on state accounting, expectations, events, or results that are considered less profitable.

Watts (2003) defines conservatism as the principle of prudence in financial reporting in which the company is not in a hurry in recognizing and measuring assets and income as well as quickly recognize losses and debts that are possibly going to happen. The application of this principle resulted in selection of accounting methods directed at methods which reported earnings or assets lower and debt reporting higher losses. Thus, the lender will receive the protection of the downside risk of the balance sheet presents the understatement of net assets and the financial statements reported the bad news in a timely manner. Givoly and Hayn (2000) defines conservatism as the initial recognition of the cost and loss and delay the recognition of revenue and profit.

Watts stated that accounting conservatism emerged from incentives related to contract costs, litigation, tax and politically beneficial for companies to reduce agency costs and reducing excessive payments to parties such as managers, shareholders, courts and government. In addition, conservatism also led to understatement of earnings in the current period that could lead to the overstatement of earnings in the period - the next period, as a result understatement of the costs in the period. Bliss (in Watts, 2003) provides the most extreme form of a definition that is not anticipated profit but anticipate all losses. Basu (1997) suggest that conservative accounting as a tendency which is owned by an accountant who require higher levels of verification to recognize profit (good news in earnings) than recognize losses (bad news in earnings). So the bottom line accounting conservatism is delaying the recognition of unrealized profits, but admits the loss which has become the expectation.

Researchers typically use three forms of measurement to express conservatism, namely (Watts, 2003): (1) Net asset measures One measure that can be used to determine the conservatism of financial statements such as those used by Beaver and Ryan (2000) is the value of assets understatement and liability overstatement. (2) Earning / accrual measure, this type of conservatism was measured using the accrual, which is the difference between the net income from operations to cash flow. Givoly accrual split into two, namely operating accrual accrual is the amount that appears in the financial statements as a result of the company's operations and non-operating accrual is the amount of accruals arising out of operational results of the company . The smaller the size of the accrual of a company, shows that companies are increasingly applying conservative accounting principles. (3) Earning / stock market price Stock relation measure seeks to reflect changes in the value of the asset at the time of change of both the changes on income or profits in the value of asset -stock return still trying to report in accordance with time.

Equity is defined as a residual interest in the net assets to show that equity is not an obligation. This means that equity is not sacrifice future economic resources (Soewardjono, 2005). Because defined on the basis of assets and liabilities, the equity value also depends on how assets and liabilities are measured. Under conditions of uncertainty, the creditor has historically based its ruling on the conversion value of the lowest asset so that the presentation of assets in the balance sheet also follows this concept. Conservatism in the conservatism of the implementation of asset valuation has role in the determination of profit in the income statement. By lowering the value of assets (especially stocks of goods) at the end of the period due to falling prices, the net profit would be smaller. This will indirectly affect the value of equity investors.

C. *Corporate Governance*

Corporate governanceis a concept based on agency theory, is expected to serve as a tool to give confidence to investors that they would receive a return on funds they invest. Corporate Governance is concerned with how investors believe that managers will benefit investors. Research on corporate governance produce a variety of mechanisms that aim to ensure that management acts in harmony with the interests of shareholders (particularly minorityinterest). mechanisms Corporate governance are divided into two groups: (1) be internal mechanisms (internal mechanism) such as the composition of the board of directors / commissioners, managerial ownership and executive compensation. (2) external mechanisms such as control by the market and the level of debt financing [11].

The principles corporate governance applied of provides benefits such as: (1) minimizing agency costs by controlling conflicts of interest that may occur between the principal agent ; (2) minimize the cost of capital by creating a positive signal to the capital providers; (3) enhance the corporate image; (4) increasing the value of companies that can be seen from the cost of capital is low, and (5) improving financial performance andperceptions of stakeholder the company's future better.

M echanism Corporate governance consists of a board of directors, audit committees and independent directors. Board of commissioners at a company with more emphasis on the monitoring of policy implementation functions of directors. The Board of Commissioners is expected to minimize the problems that arise between the agency's board of directors and shareholders. Board of commissioners is at the core of governance corporateshould be able to guarantee the quality of the information contained in the financial statements.

Corporate governance can be defined as an array of rules that define the relationship between shareholders, managers, creditors, government, employees, and internal and external stakeholders the other in accordance with their rights and responsibilities. In the mechanism of corporate governance, the board plays a very vital. In the financial reporting process, commissioners need accurate information in order to monitor the performance of managers effectively and efficiently . Accounting and financial reporting system is one of the reliable information in monitoring and evaluating managers and decision-making process and the determination of the strategy [12] [13] [14]. Conservatism is the one characteristic that is very important in the company's accounting system to assist the commissioners in reducing agency costs and improve the quality of financial reporting information that will ultimately increase the value of the company and its stock price [3] [14].

[14] Ahmed and Duellman stated that a strong board of directors will require a higher conservatism thus can help reduce agency costs arising from asymmetric information between managers and other parties. While [15] which states that conservatism will facilitate the implementation of corporate governance through its role as a monitoring function of the company's investment policy . By requiring faster recognition on expectations of losses, conservatism helps managers to identify projects that have a negative NPV or investments that have bad performance. Conservatism also will limit the losses that may arise from poorly performing investment decisions and thus will increase the value of the company [14].

Based of several articles can be concluded that the notion of good corporate governance is a set of systems that organize, manage and supervise the process of controlling business of a company to provide value-added, as well as a form of concern to stakeholders, employees, creditors and the surrounding communities in order to create a pattern or working environment management clean, transparent, and professional. In Indonesia, the Code of Good Corporate Governance issued by the National Committee on Corporate Governance there are five principles that must be done by each company, namely: (1) Transparency (2) Accountability (3) Responsibility
(4) independency (5) Fairness.

1). Board of Commissioners

Board of Commissioners is at the core of corporate governance that is assigned to guarantee the implementation of corporate strategy, overseeing management in managing the company, and require the implementation of accountability . In essence, the board is a mechanism to supervise and mechanism to provide guidance and direction to managers of the company . Given that management is responsible for increasing the efficiency and competitiveness of enterprises, while the board of directors is responsible for overseeing the management, the board of directors is the center of endurance and success of the company .

Board size is the exact number of commissioners in their duties. According to the general guidelines of Good Corporate Governance Indonesia, the number of commissioners should be tailored to the complexity of the company while maintaining effectiveness in decision making.

Characteristics of board of Commissioners in general and in particular the composition of the board can be a mechanism that determines earnings management action. The composition of the board of commissioners can make an effective contribution to the outcome of the process of preparing financial statements is qualified or avoid the possibility of fraudulent financial statements. Board of commissioners is at the core of corporate governance that is tasked to ensure the implementation of corporate strategy, overseeing management in managing the company, and require the implementation of accountability . The Board of Commissioners is a mechanism to oversee and provide guidance and direction to managers of the company .

Conservatism is one of the most important characteristics in the accounting system of a company that can help the board of directors in reducing agency costs and improve the quality of financial reporting information company that can ultimately increase the value of the company and its stock price [3] [14]. Board size is the exact number of commissioners in their duties. A large number of boards that can provide gains or losses in the company . the number of commissioners should be more or at least equal to the number of board members.

2). M anagerial ownership

The owner (shareholder) aims to maximize wealth by looking at the present value of the cash flow generated by the investment company, while managers aimed at improving the growth and size of the company . M anagerial ownership would help the union of interests between managers and shareholders. M anagerial ownership will align the interests of management with shareholders, so that managers participate directly feel the benefits of the decisions taken and were also to bear the loss as a consequence of making the wrong decision.

Based on the classic agency theory, the greater ownership by inside directors (commissioners affiliated / commissioner outside independent directors) will lead to the suitability of interest between management and shareholders. According to [16] [17], in the supervision of corporate governance mechanisms are divided into two groups: internal and external mechanisms.

Among the various factors that can encourage the creation of effective corporate management, board of directors is the main factor affecting the behavior of managers in the management of companies included in the application of accounting conservatism policy . M anagerial ownership can be obtained from the number of shares held by directors and commissioners divided by number of shares outstanding. [8] states that the principle of conservatism is also influenced by the ownership structure as a corporate governance mechanism.

The research hypothesis:

H_1 = Acoounting conservatism effect on equity valuation

H_2 = Board of Commissioners strengthen the influence accounting conservatism on equity valuation

H_3 = M anagerial ownership strengthen the influence accounting conservatism on equity valuation

III. RESEARCH M ETHOD

A. Desain Riset

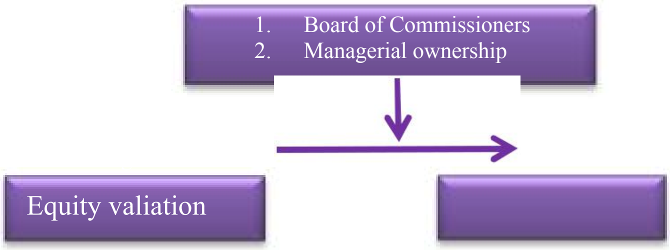
Design research in the form of equations that are hypothesized as follows:

$$\mathbf{Y = \alpha + \beta_1 X_1 + \varepsilon}$$

$$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_2 + \varepsilon}$$

$$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_4 X_3 + \beta_5 X_1 X_3 + \varepsilon}$$

x_2 = Board of Commissioners
x_3 = managerial ownership
α = konstanta
ε = error



This study was designed to clarify influence of accounting conservatism to equity valuation with the corporate governance (board of comisioner and manager ownership) as variable moderating. The study population includes all manufacturing companies listed on the Indonesia Stock Exchange 2011-2015. Sampling using purposive sampling method. In this technique the samples taken are samples that have certain criteria in order to represent the population. Companies sampled must meet the following criteria:

a) companies whose shares remain active in operation from 2011 until December 2015, and to publish financial statements audited on a regular basis.
b) businesses have never experienced delisting from the Stock Exchange during the estimation period.
c) the company did not stop its activities in the stock market, did not stop

   its operation and does not enter into merger and does not change the status of the industrial sector.
d) the company did not experience a loss during the estimation period.
e) it has a complete data were used as variables in this study and is consistently reported at Bapepam.

   Total sample used in this study is 73 companies.

B. *Definisi Operasional Variabel dan Skala Pengukuran*

Operasional variabel akan menguraikan variabel secara operasional

mengacu pada definisi konseptual dan skala pengukuran. Dalam penelitian ini dapat dijelaskan definisi operasionalnya pada tabel 2 sebagai berikut:

T ABEL 2
OPERASIONAL VARIABEL

Vari abel	**Rumus**	**Skala**
Equity Valuation		Ratio
Accounting Conservatism		Ratio
Board of commisioner	*Ratio of board of commissioner internal and ekternal*	Ratio
M anagerial ownership		Ratio

C. *Data analysis technique*

Test data analysis was performed using regression analysis with

variavel moderating. analysis test conducted to determine whether the moderating varaibel used in this study serves as a moderating variable, independent variable or both

IV. Em Pirical Result And Conclusion

A. *Empirical Result*

This study aimed to examine the effect of conservatism on equity valuation with *corporate governance* variable as moderating variable. The following test results by using regression:

where:

y= equity valuation

x_2= Accounting nservatism

Table 1
M odel Summary

M odel 1	R squere change	Sign
Conservatism	0.119	0.000
Consevatism + Boad of commissioners	0.001	0.542
Consevatism + Boad of commissioners + (Consevatism*Boad of commissioners)	0.006	0.116
M odel 2		
Conservatism	0.119	0.000
Consevatism + manajerial ownership	0.000	0.730
Consevatism + manajerial ownership+ (Consevatism + manajerial ownership)	0.008	0.067

The resulting regression equation in this study :

Y= 35,371+ β1 0,041 +1,913
Y= 9,863+ β1 0,849+β2 0,495 - β3 0,011 +15,832
Y= 12,092+ β1 0,773+β4 0,479 - β5 0,010+15,832

B. *Conclusion*

Studies show conservatism affect the equity valuation. accounting conservatism generate profit more qualified for this principle prevents companies taking action to exaggerate profits and helps users of financial statements to the presentation of earnings and assets not overstate. The higher the level of conservatism that increasingly reflects the reality of the financial statements and this would be a good response from investors.

Board of commirioners does not strengthen the influence of conservatism on equity valuation. Application of accounting conservatism at the company are not affected by the presence of board of commissioners. Board of commissioners in this case is not instrumental in establishing accounting principles for the application of accounting principles must be in accordance with PSAK not a policy of board of commissioners.

Corporate governance in this study is managerial ownership does not strengthen the influence of conservatism on equity valuation. manejerial ownership in manufacturing companies does not affect the management to apply accounting conservatism. The results of this study contrast with the theory of managerial ownership could reduce opportunistic actions of management. One of them using accounting conservatism in the method of recording, there by increasing the quality of earnings and value company [9].

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MODEL ANALYSIS WOLTER AND HILBORN CAPTURE FISHERIES CASE STUDY RAJUNGAN IN EAST JAVA PASURUAN

Samsul Huda[1)],Siti Naviah[2)]

[1)] Lecturer Faculty of Agriculture, University Dr. Soetomo Surabaya and Student Doctoral Program Faculty of Fisheries and Marine Universitas Brawijaya Malang
E-mail : samsul_huda_mr@yahoo.com

[2)] Lecturer Faculty of Agriculture, University Dr. Soetomo Surabaya and Student Doctoral Program Ranch Universitas Brawijaya Malang
E-mail : titieknaviah@gmail.com

Abstract. Crabs an export product, many caught by fishermen Pasuruan. Until now production is still relying on the catch from the ocean given the results of cultivation is not allowed. The high economic value of crabs has increased the frequency of the catch effort, it affects the willingness Rajungan existing resources because that is necessary to study on the resource potential of the sustainable fishery in Pasuruan, in order to create a sustainable resource. The specific objective of this study to:/ determine the resource potential of the stock reserves crabs sustainable fishery in Pasuruan by applying the model of Walter and Hilborn method to obtain the maximum catch (CMSY), efforts to catch (EMSY) as well as the potential for sustainable (Pe). This research uses the descriptive method and the sampling technique is purposive sampling. The results showed that the value CMSY 618.23 tons/year, EMSY 788 750 trips/year, the type of fishing gear gill nets remains a fishing gear standard, the value of the growth rate intrinsic population (r) Rajungan amounted to 66.93% per year, maximum carrying capacity of the water (k) of 369,703.9141 kg/year, the ability to capture (q) of 0.00000012 and resource potential Rajungan (Pe) of 184,851.9571 kg/year. The potential of biomass reserves in 2030 amounted to 82886.95 kg open access conditions, so when compared with the potential for sustainable by 2030 only the remaining 40%.

Keywords: crabs, Maximum Catch sustainable, efforts to catch

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1. INTRODUCTION

Until now Rajungan production still relies on catches from the sea, considering the production of farming has not been done, the production of catch crabs (Portunus pelagicus) in East Java tends to decrease where the highest peak catches in 2010 amounted to 7306.9 tons, while in 2013 fell to 4032.7 tonnes (East Java capture fisheries statistics from 2002 to 2013).

Pasuruan is one of the coastal areas in the Madura Strait, has a ± 48 Km long coastline with a catchment area reached 112.5 mill exploitation, supported their means fish auction place (TPI) Lekok, Nguling and Kraton. Subdistrict Lekok has the highest number of fishers in Pasuruan district, with an area of 4,981,876 hectares Lekok, while the geographical location 08o17'31 " South latitude until 08o23'31.4 " and 111o42'23 " East Longitude up to 111o42'28 ' 'East Longitude, in the north bordering the Madura Strait, South districts Grati, East and West districts Rejoso Nguling Probolinggo districts. Commodities featured in TPI catches consist of fish Peperek, Teri, Tuna, Mackerel, crabs, squid, and scallops Belanak where catch crabs conditions also decreased (Department of Marine and Fisheries Pasuruan, 2015). Pasuruan (Madura Strait) is a catch crab in Indonesia besides Gili Manuk (North coast of Bali), Pengambengan (South coast of Bali), Muncar (South coast of East Java), Lampung, Medan and West Kalimantan (Sulistiono et al, 2009).

According to Saud.H.P, (2014), Indonesia seeks to boost exports of crab and crab (Portunus spp) by 15-20% to the United States (US). Based on the Central Bureau of Statistics (2013) World exports of US $ 85 million with volume of 12,500 tons sent to China, US $ 172 million (9,500 tons), Japan amounted to US $ 27 million (2,200 tonnes) and the European Union amounted to US $ 15.4 million with a value of 2,200 tons.

The high economic value of these crabs has increased the frequency of the catch effort, however, has not been much information accurate data about the resource potential of the stock

reserve crabs (Portunus pelagicus) Current, in particular Madura Strait waters Pasuruan district, this condition can be used as a starting point for the creation of a sustainable resource. This is in accordance with the government policy (kep.18 / min / 2011), about the balance between the management system resource utilization and conservation effort, because the activities are not environmentally friendly fishing susceptible to damage. The policy is followed up by the Regulation of the Minister of Marine and Fisheries No. l / PERMEN-KP / 2015 related to the rules of the size of the catchment minimum crabs (Portunus, spp) and the issuance of Circular No. 18 / MEN-KP / 1 / 2015 stipulates that beginning in January 2016 and beyond the size and weight of crabs (Portunus pelagicus) allowable in carapace width> 10 cm or with a measure of weight> 55 grams. While the size the swimming crab carapace economic value of about 95-228 mm (Kailola, P.J, Clark.K and Pherson.R.1993).

The purpose of this study is:
1. Analyze results maximum sustainable yields (CMSY) in the waters of Pasuruan.
2. Analyze the optimum sustainable catch effort (EMSY) in the waters of Pasuruan.
3. Analyze how potential stockpiles Rajungan sustainable the fishery in Pasuruan.

ll. RESEARCH METHODS

2.1 Research Methods
This research using the quantitative descriptive method and included in the applied research. This study is based on the application of a theory in order to problems, as for the theory used is Hilborn Wolter method used to estimate the stock of reserves sustainably.

2.2 Method of collecting data
Data collection method used is a purposive sampling of fishermen, fishing is a fishing referred Rajungan, which had fishing gear.

2.3 Conversion Capture Device
Fishery conditions in the tropics have the feature various species (multi-species) and a variety of fishing gear (multi-gear), since the fishing activities at sea, including Pasuruan using gear types with the name of in accordance with local customs. Given that harmonizing efforts to catch the necessary standardization, by selecting the type of fishing gear standards based on the dominant species catches. Analysis using the following equation (Gulland, 1983):

$$CpUE = \frac{=1 \quad * \quad h}{=1}$$

= 2

Where:
CpUE = results per unit of effort
=1 = average portion size of fishing gear 1 to the total fish production
C_fish = average catches by fishing gear
=1 = average effort of fishing that are considered standard(trip)

$$RFP = \frac{=1}{} \quad \text{Where :}$$

RFP = conversion index gear
=1 = Catch per unit effort respective each gear
U_ (standard equipment) = catch per unit effort of the tool Standard

$$= \sum_{=1}^{} \; _{=1} \; (\; _1 \; (\;)) \quad \text{Where :}$$

( ) = number of fishing gear standar year-to-t (trip / fishing gear)
1 = conversion index gear I = 1 - n)
( ) = Total Capture Device type I (in year t (trip / fishing gear)
( ) = Total Capture Device Type I (the Year-t (trip / fishing gear)

2.4 Walter methods and Hilborn
Model Walter and Hilborn, a model of the development of surplus production model (Schaefer models), where the analysis model is able to guess each parameter surplus production function r, q, and K.

$$_{(+1)} = + [* - (\quad) * ^2] - * * \text{, Where :}$$

(+1) = the amount of stock biomass at time t + 1
= magnitude stock biomass at time t
R = the intrinsic growth rate of the stock of biomass (constant)
K = maximum carrying capacity of the natural environment
q = coefficient of arrest
E_t = number of fishing effort to exploit biomass in year t (trip/fishing gear

Total catches (catch, C), fishing effort (trip/ fishing gear, E), the catch per trip fishing gear, fishing effort (CpUE), and the potential for sustainable (Pe) in equilibrium estimated using the following equation:

$$= \frac{1}{4} * \; * k$$

$$= \frac{}{2 *}$$

LLL. RESULTS AND DISCUSSION

Pasuruan is one of the coastal areas in the Madura Strait, has a ± 48 Km long coastline with a catchment area reached 112.5 mill exploitation, supported their means fish auction place (TPI) Lekok, Nguling and Kraton. Subdistrict Lekok has the highest number of fishers in Pasuruan district, with an area of 4,981,876 hectares Lekok, while the geographical location 08o17'31 " South latitude until 08o23'31.4 " and

111o42'23 " East Longitude up to 111o42'28 ' 'East Longitude, in the north bordering the Madura Strait, South districts Grati, East and West districts Rejoso Nguling Probolinggo districts.

3.1 Production Capture and Capture Tool.

The dominant type of fishing gear used to catch crabs consists of fixed gill nets, klitik nets, trammel net, and traps. The amount of the catch crabs during the years 2003-2014, details contained in Figure 1 below:

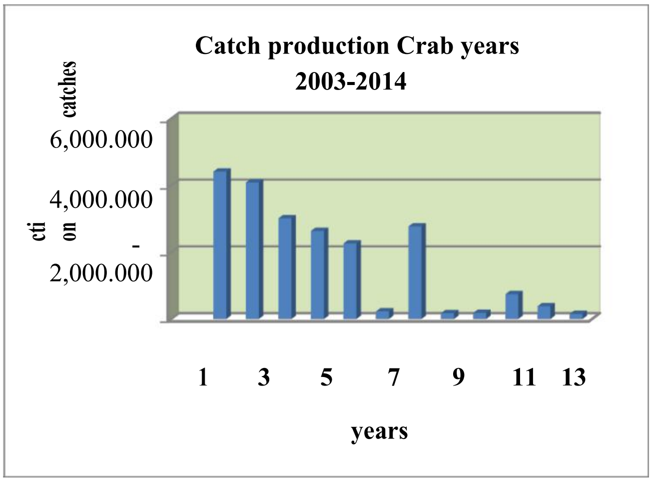

Figure 1. Graph Capture Production (*tones*) Crab years 2003-2014

While the number of trips (fishing effort) based on the dominant fishing gear to get crabs during the period 2003 to 2014 contained in Figure 2 below:

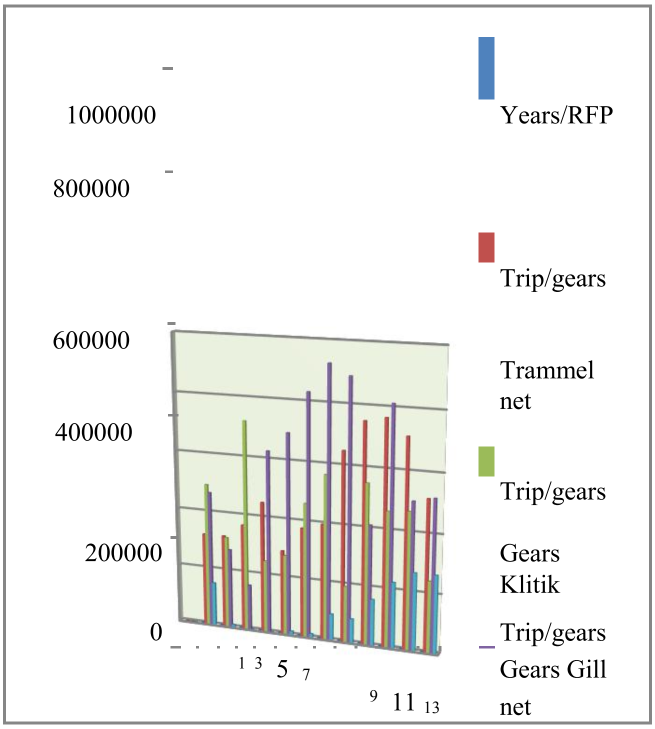

Figure 2. Graph Total Trip every type Capture Device RajunganTahun 2003-2014.

Based on Figure 5, 6 of the above-acquired production of the catch was highest in 2003 and 2004 after declining by the year 2014, the number of trips fishing gear dominant highest in 2011 on fishing gear gill nets fixed, whereas the catch per unit effort (CPUE) Rajungan highest in 2006, namely 367.96 kg/trip and the lowest in 2014 is 121.67 kg/trip, the CPUE values fluctuated during the years 2003 to 2014 due to the addition and subtraction of fishing effort (effort) get a catch

crab, fluctuating graph shows the CPUE has lowered pressure on existing crab resource. Similar conditions also occurred in the waters of Bangkalan which was headed "*over fishing*" (The Word and the Beautiful, 2009). Research on the stock and swimming crab (*Portunus pelagicus*) conducted by Kunsook et al (2014) using Gill net fishing gear and traps in the bay Kung Krabaen Bay Thailand, concluded that the value of the exploitation of catches is 0.71 higher than the optimum value of 0:38.

3.2 Conversion of fishing gear

As already on research methods, the nature of tropical fisheries such as Indonesia which has a type of multi-species and multi-gear it is necessary to standardize gear stages, considering each of these tools has a construction and catch different methods that affect the efficiency of the catch (catchability). Efforts aimed at uniting the conversion of fishing gear unit per trip fishing gear (effort) as a variable factor of production is measured in the standardization of tools (Fauzi.A, 2010) as the basis for analyzing the data in estimating the stock and the status of the fishery and swimming crab, so we get a trip per unit effort of fishing gear (effort) uniform before estimating the condition of maximum sustainable catch (MSY) and the number of trips allowable catch, which is a condition where the stock Rajungan always in equilibrium. Based on the results of the study year 2003-2014 dominant fishing gear used to catch crabs there are four, including gill nets still, net klitik, Trammel net, and Bubu. More details about the composition of fishing gear before it is converted presented in Table 1 below:

Table 1. Capture Device Before Converted

Years/RPF	j.Ins.Tetap	J. Klitik	Trammel net	Bubu
	1	0.59904	0.2832	0.12101
2003	319,471	493,160	466,470	149,100
2004	320,299	315,350	273,622	7877
2005	365,532	720,971	156,386	540
2006	450,395	248,551	626,414	146
2007	290,638	275,777	629,414	11615
2008	376,259	460,818	831,222	11615
2009	396,710	564,362	927,277	90578
2010	648,707	192,283	890,478	82310
2011	750,720	548,684	410,392	158487
2012	765,532	461,776	812,342	225707
2013	711,219	486,343	503,325	266125
2014	515,739	243,936	18,933	266125

Table 2. Capture Device Having Converted

Years/RPF	j.I.Tetap	J. Klitik	Trm.net	Bubu	Total
1.2003	319,471	2954.5	1321.3	1804.5	765040
2.2004	320,299	1890.0	774.7	4953.1	587757
3. 2005	365,532	4318.4	442.5	65.345	841776
4. 2006	450,395	1488.9	1774.3	17.667	776721
5. 2007	290,638	1652.4	1960.6	1405.5	653337
6. 2008	376,259	2760.4	2354.0	1405.5	889115
7. 2009	396,710	3380.4	2626.8	1096.8	100835
8. 2010	648,707	1151.2	2521.3	9960.3	100835
9. 2011	750,720	2805.1	2300.2	1917.5	121480
10.2012	765,532	2766.2	2300.2	2731.8	129952
11.2013	711,219	2805.1	1425.6	3220.7	116652
12.2014	515,739	1461.4	1469.8	3220.7	841032

3.3 Estimation of the stock Rajungan.

Estimation of the stock is to produce quantitative predictions about the allowable catch limits, the risk of overfishing and providing growth opportunities in order to reach a size appropriate regulations (Regulation of the Minister of Marine and Fisheries No. 1 / PERMEN-KP / 2015). The results of this study can be used as a basis for the development expectations of determining the parameters of a swimming crab population (population size and structure) because that's the next phase of the advanced study analyzed total mortality, natural or due to the catch, the growth rate of individuals and recruitment. The benefits of this research can also be used as an early warning of overfishing that could hurt the industry catches (Widodo, J, 2002).

Estimation of the stock Rajungan, in particular, Madura Strait Pasuruan analyzed based on aspects of trips per gear in the open access conditions for a period of 13 years. In a further data processing is used n*on equilibrium* Model Walter - Hilbron, with the following results: the value of intrinsic population growth rate (r) Rajungan of 66.93% per year, the maximum carrying capacity of the water (k) of 369,703.9141 Kg / year, the ability to capture (q) of 0.00000012 and resource potential Rajungan (Pe) of 184,851.9571 kg / year. The full results of the analysis contained in the list Figure chart below:

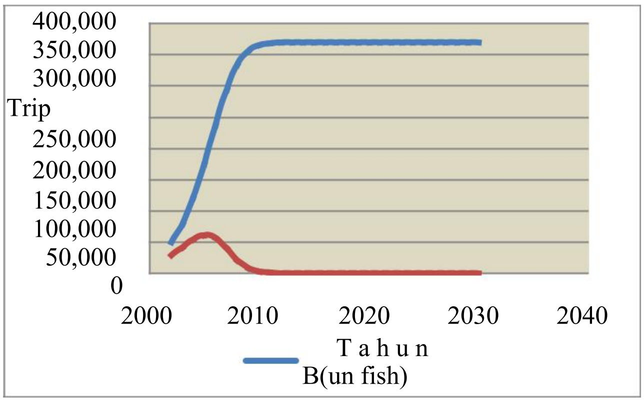

Figure 8. Dynamics Graph Stock Rajungan DenganBatasOpen Acces By JumlahBiomasTanpa Arrest

Based (Figure charts 8,9 and 10) mentioned above, the dynamics of the stock with a limit trip/ fishing gear is standard on biomass open access conditions, the obtained amount of biomass Rajungan in 2030 amounted to 82863.95 Kg, so compared to the potential for sustainable biomass in 2030 rajungan remaining 40%.

IV.CONCLUSIONS AND SUGGESTION

4.1 Conclusion

The results of this study can be concluded as follows:

1. The type of fishing gear and swimming crab dominant in Pasuruan waters consist of Gills fixed nets, nets klitik, Trammel Net and Bubu traps, gill nets where fishing gear remains a standard fishing gear.
2. Stock up biomass potential open access conditions Rajungan sustainable fishery in Pasuruan 2030 to 82886.95 Kg, so when compared with the potential for sustainable by 2030 only the remaining 40%.
3. Efforts to capture sustainable fishery in Pasuruan amounted to 27 887 trips/year.
4. Results of maximum sustainable yields 618.23 tons/year.

4.2 Suggestion

Need to do more research on the estimation of the stock Rajungan to know the stock recruitment, mortality, growth, gonad maturity level, a measure of weight and carapace width as well as the use of environmentally friendly fishing gear sustainable, so that its potential can be seen, especially in safeguarding the implementation of the Regulation of the Minister of Marine and Fisheries No. 1 / PERMEN-KP / 2015 related to the rules of minimum catch size of crabs.

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4

ANALYSIS THE EFFECT OF HUMAN RESOURCES COMPETENCE TOWARD PERFORMANCE: STUDIES IN ECONOMICS-BASED COLLEGE IN EAST JAVA INDONESIA

Fariz[1)], Tutik Winarsih[2)]

[1)] *STIE YAPAN, Surabaya, Indonesia*
E-mail: fariz@stieyapan.ac.id

[2)] *STIE YAPAN, Surabaya, Indonesia*
E-mail: twinarsih@stieyapan.ac.id

Abstract: This research aims to investigate if the competence of human resources affect the organization's performance of *Sekolah Tinggi Ilmu Ekonomi* (Economics-based College or STIE), if competence of human resources through innovation culture influence organizational performance of STIE. Descriptive analysis was used to describe and interpret the characteristics of respondents and each of the variables used. Inferential statistical analysis was used to examine the hypothesis. Inferential statistical method that was used to analyze the data of this research was Structural Equation M odel (SEM) by using Partial Least Square (PLS). The results of the hypothesis experiment are as follows: that competence of human resources has a positive effect and significant on organizational performance; that competence of human resources through a culture of innovation has a positive effect and significant on organizational performance.

Keywords: Competence HR, Innovation Culture, Performance

I. INT RODUCTION

In Indonesia, attempts to improve the quality of the higher education have been done by Dikti through a concept called HELTS (Higher Education Long Term Strategy) 2011-202 0. The HELTS concept employs three strategic pillars of the higher education that includes the competing skills, autonomy, and good organization. The improvement of the competing skills is the main focus of this strategy regarding the Human Development Index (HDI) of Indonesia is poor, (www.undp.org/en/statistics) which results from the research done by the Political and Economic Risk Consultancy (PERC) in 2012 showed that the present quality of the education in this country is low.

Other problems related to the higher education in Indonesia is the big number of private-owned universities in Indonesia. Universities are competing each other to get more students since there are too many universities in Indonesia.

The following explanation points out some research gaps related to the studies on the competence of human resources, orientation of learning, working performance and empirical phenomena of higher education which showed various results. The variety of the previous findings were caused by different variables, objects, and indicators. This difference is called research gap as stated by Ferdinand (2006) including;

Firstly, a study on the relationship between the competence of human resources and the performance of the organization in higher education was conducted by Stiles and Kulvisaechana (2004). This research was conducted in Cambridge University which result showed that human capital (intellectual capital, social capital, organizational capital and knowledge) had significant influence to the performance of the university. Another research was conducted by Hansson et al., (2004) who conducted the research to 34 universities in Europe (Germany, Spain, France, Swedish, and England). The result of this study showed thatthe competencies of human resource had significant influence to the performance of the organization including the state-owned universities and private-owned universities as well.

There were some studies showing that the competencies of human resources did not significantly influence the performance of the organization (Chang et al.,: 2006) investigated the influence of the human resources' competence, group dynamicity, innovations in the organization and the performance of The Hsinchu Science Park and The Tainian Science Park in Taiwan. The result of this study showed that there was no significant influence of human resources' competencies to the performance of the organizations, However, it was found that the competence of the human resources in relation to the innovations could improve the performance of the organization, which means that innovation is one of the determining point of the organizational performance (Lopez et al.,2005).

Based on the empirical phenomenon and the research gaps, research questions were formulated as follows: Does the human resources competencies influence the organizational performance of the STIE (Sekolah Tinggi Ilmu Ekonomi or college of Economics)? Do human resources competencies through innovation culture influence the organizational performance of STIE?

There are some objectives of this study; Analysing the influence of the human resources competencies to the organizational performance of STIE; Analysing the influence of the competence of human resources that is improved through innovation culture to the organizational performance of the STIE.

II. THEORY OF HUMAN RESOURCES COMPET ENCIES

The competencies of human resources that were analysed in this study were adjusted to fit the context and the object of the higher education institutions which analysis was constructed based on the view proposed by Spencer and

Spencer (1993) saying that there were some indicators to see the competencies of the human resources; skills of the leaders, the competence of the lecturers and employees to implemen t the Tri Dharma Perguruan Tinggi (three pillars of higher education) based on their own job and field; knowledge of the related field, personal attributes that show good achievement, dedication, and loyalty of the human resources .

III. THEORY OF GOOD UNIVERSIT Y PERFORMANCE

MBNQA have been frequently implemented in studies conducted by Zink and Vob (2000) in universities in German y , Baidun (2003) in a manufacture and service company in Palestine, Bombtaia et al., (2003) in college in Bahrain, Lau et al., (2003) to manufacture and service company in China, Xiong and Liu (2005) to education institutions and universities in China. The criteria of Malcom Baldrige were built upon basic values and concepts of the integration of basic needs of organization and the working framework that is directed to good result, which include; (1) visionary leadership; (2) learning centered education, (3) organizational and personal learning; (4) valuing employees and partners, (5) agiligy; (6) focus of the future; (7) managing for innovations .

IV. MET HODS

This study implemented the positivism quantitative approach and explanatory research, which is the research that attempted to explain relationship among variables through a series of systematic hypothesis testing (Singarimbun and Effendi, 2006)

The population of this study were the college of economics in Indonesia that provided at least 50% study programs with B accreditation from BAN-PT. The sample of this study were 11 STIEs. The subjects of this study included the 49 people who were head of the college, head helper I (academic matters), and the head of study programs.

The data collection was done using questionnaires consisting of several written question which the respondents had to answer by providing information related to the identity (name, age, job, position, and the working experience as leaders in the university) and giving opinion, views to the given question related to the indicators and variables of the study toward the objective empirical situations or reality in the STIEs

Inferential statistical analysis was employed to test the predetermined hypothesis. The inferential statistical method that was used to analyze the data of this study was the Structural Equation Model (SEM) using the Partial least Square (PLS). PLS is an alternative approach of SEM approach from the covariant to variant (Ghozali, 2005 dan Solimun, 2010).

V. RESULT S

The result of the t-statistic test was used to answer the hypothesis of this study as shown it can be explained that the result of the test showed the t value of the competencies of human resources (X1) → organizational performance (Y) was at 3.3744. Since the value was > 1.96, thus the competencies of the human resources have s ignificant influence to the performance of the organization as much as 0.6492.

The t value of the competencies of human resources (X1) → culture of innovation (X3) was at 2.961. Since the value was > 1.96, thus the competencies of the human resources had significant influence to the culture of innovations as much as 0.5113.

The t value of the culture of innovation (X3) → organizational performance (Y) was at 2.2998. Since the value was > 1.96, thus the culture of innovation influenced the performance of the organization as much as 0.4712.

The competencies of the human resources had significant influence to the culture of innovation as much as 0.511. The culture of innovation had a significant influence to the organizational performance at 0.471. The human resources competencies significant influenced the organizational performance at 0.694. Meanwhile, the human resouces competencies had indirect influnce to the organizatioal performance through culture of innovation at 0.241.

To test the level of intervention of mediator variable to find out if it is full mediation, partial mediation, or no mediation . The method to test the mediator variable was adapted fro m (Hari et al, 2010); to test the indirect influence of the human resources competencies to the organizational performance in this study required the use of mediator variable (culture of innovation). The result of the test showed that there was a significant indirect influence as much as 0.241.

To test the influence of the independent variable (the competencies of the human resources) to the dependent variable (organizational performance) in the model did not require the use of mediator variable. The influence of the human resources competencies to the culture of innovation was at 0.11 which meant significant. The test on the influence of the mediator variable (culture of innovation) to the dependent variable (organizational performance) showed significant value of 0.471.

Based on the result of investigation on those four influential factors (a,b,c,d), it can be concluded that the culture of education was the mediator variable since the (c),

(d) and (a) were significant, while the (a) was lower than (b) that can be determined as the mediator partial mediation.

VI. DISCUSSION

The result of the analysis on the influence of human resources competencies to the organizational performance showed a positive and significant relationship. The result implied that the higher the competencies of the human resources, the better the organizational performance of the institution. Based on the analysis on the pattern, the human resources competencies were reflected upon personal attributes. Personal attributes were able to distinguish ones who have good performance such as achievement, dedication and loyalty from those who do not have them. By makin g investment on the human resources, institution is also improving the organizational performance as well.

The result of the data analysis also showed that through the culture of innovation, human resources competencies has positive and significant influence to the organizational performance of the college (STIE). It implied that the human resources competencies improves the culture of innovation which means that the better the culture of innovation, the better the organizational performance. Innovations can be implemented by improving the quality of the study program, the practice of teaching and learning and the implementatio n of excellent services.

The result of this study is expected to contribute as a guidance for the leaders and managers of STIEs in East Java. It is important that leaders concern about the importance of innovations to the betterment of the organizational performance. The culture of innovation was found to be the mediator between the human resources competencies to improve the organizational performance.

STIEs have made attempts to improve the competencies of the human resources by improving the number of the lecturers who are continuing their studies to higher degrees to be given higher academic-related functional position regarding to the fact that the human resources competencies have positive and significant influence to the STIEs organizational performance .

The leaders of the STIEs also need to be able to utilize the human resources to always create innovations. Continuous innovation should be facilitated consistently to achieve the vision of the organization that also improve the organizational performance at the same time. Innovations can be done to improve the quality of the study program, teaching and learning activities as well as services. Leaders of STIE are also required to give more considerations to the variables that improve the organizational performance such as human resources competencies.

VII. CONCLUSIONS

Based on the result of the PLS testing on the direct and indirect influence of the variables, the hypothesis testing is described as follows:

Hypothesis one, the competencies of the human resources have positive and significant influence to the organizational performance of STIE. The Table 1 shows that the t value of the test on the competencies of human resources (X1) organizational performance (Y) is 3.3744. Since the t value > 1,96, it can be conclude that the human resources competencies affect the organizational performance . Therefore, the hypothesis one (H1) is accepted.

Hypothesis two, the competencies of the human resources through the culture of innovations have positive and significant influence to the organizational performance of STIE. The result of the test on indirect influence shown that the t value of the test on the competencies of human resources through the culture of innovation have positive and significant influence to the organizational performance in which the culture of innovation functions as the partial mediational variable. Therefore, the hypothesis two (H2) is accepted.

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Pengembangan Media Pembelajaran Komik Sejarah Berbasis Perjuangan Letkol Slamet Riyadi Untuk Meningkatkan Nilai-Nilai Nasionalisme Siswa

Raditya Jehan Andias

Program Studi S2 Magister Pendidikan Sejarah

radityajehan92@gmail.com

Abstract. Research the development of which done , aims at: (1) described the form of medium used in teaching history; (2) described procedure development media comic history based struggle colonel slamet riyadi; (3) described the effectiveness of media comic history based struggle colonel slamet riyadi in improve understanding students to values nationalism .The results showed that: (1) the process of teaching and learning with lecture and not mengunakaan learning media; (2) research and development of instructional media is done by following the procedure development model of ADDIE, which is adapted to the syllabus, the validation results of four experts give the "good" category, piloting the one carried out by three students, and a small group trial conducted with 5 samples of students, obtained good grades dengaan category. extensive trials with the class as a sample by administering a questionnaire, the results obtained; existence of positive and significant impact on the value of nationalism; (3) The result of the effectiveness of the experimental class and control using t-test, obtained a significance level values post-test achievement of 0.022 and 0.000 score questionnaire self-sufficiency, the data shows significant value less than 0.025 and is therefore Ho rejected, which means there is a positive difference and significant.

Keywords: Comic History, Struggle Lt. Col. Slamet Riyadi, Value Nationalism

Pendahuluan

Minat generasi muda untuk mengenang, mempelajari dan menghargai nilai-nilai luhur dari sejarah perjuangan nasional bangsa saat ini dapat dikatakan mengalami masa-masa yang krisis. Jiwa dan rasa cinta terhadap tanah air dan bangsa sudah kian terkikis. Dikalangan generasi muda, kisah-kisah sejarah perjuangan kemerdekaan kurang diminati. Bahkan banyak generasi muda yang tidak mengetahui sejarah perjuangan bangsanya sendiri. Juga banyak generasi muda yang tidak mengetahui dan tidak mengenal tokoh-tokoh pejuang nasional yang berjasa memerdekakan bangsanya sendiri.

Sangatlah memalukan dan disayangkan kalau keadaan seperti saat ini berlarut sampai generasi yang akan datang. Kalau keadaan seperti ini dibiarkan

sampai berlarut-larut, dan tidak mendapat respon positif dan tindakan serius, generasi muda yang akan

datang tidak akan ada yang mengenal sejarah perjuangan ataupun para pejuang yang memerdekakan bangsanya sendiri. Jiwa, rasa cinta tanah air dan bangsa, rasa saling memiliki, semangat nasionalisme dan Bhineka Tunggal Ika yang menyatukan semua perbedaan dan keanekaragaman bangsa akan musnah.

Edy Sutrisna dan Wasino (2010: 9) mengemukakan bahwa penerapan prinsip
pembelajaran yang berpusat pada siswa dapat berdampak pada pemerolehan pengalaman belajar siswa yang lebih bermakna, karena siswa tidak hanya mendengar tetapi melakukan sendiri melalui berbagai kegiatan, misalnya melakukan wawancara, mengamati, menggambar peta, membuat tabel, membuat hipotesis, dan sebagainya. Siswa tidak hanya belajar secara auditif (dengar dan baca), tetapi juga belajar secara visual (melihat), dan bahkan belajar secara kinestetik (gerakan).

Media pembelajaran komik mempermudah guru menyampaikan materi pelajaran dan membantu peserta didik dalam memahami materi. Media pembelajaran yang menarik akan mampu meningkatan minat dan motivasi belajar peserta didik. Penggunaan media akan menjadikan pembelajaran sejarah lebih variatif sehingga siswa tidak cepat merasa bosan. Dengan optimalisasi penggunaan media, pembelajaran dapat berlangsung dan mencapai hasil optimal (Musfiqon, 2012: 36).

Media yang akan dikembangkan dalam penelitian ini berupa komik sejarah berbasis Perjuangan Letkol Slamet Riyadi. Media komik dipilih dengan mempertimbangkan berbagai alasan, yaitu: 1) anak-anak pada umumnya suka
membaca komik, 2) media komik mampu menyajikan gambaran cerita secara konkret dengan ilustrasi gambar dan dialog, 3) penggunaan media komik yang mudah baik bagi guru maupun siswa, 4) komik bisa dibaca kapan saja dan dimana saja.

Melalui pengembangan media pembelajaran komik sejarah berbasis perjuangan Letkol Slamet Riyadi ini juga diharapkan dapat meningkatkan kecintaan siswa terhadap mata pelajaran sejarah. Implikasi dari kecintaan ini siswa akan lebih termotivasi mengikuti pembelajaran dan lebih aktif baik itu bertanya maupun memberikan tanggapan. Sehingga pembelajaran lebih bermakna dan siswa dapat menghayati nilai - nilai yang terkandung dalam setiap peristiwa yang terjadi. Setiap nilai-nilai tersebut mengandung unsur pendidikan sehingga diharapkan siswa akan lebih dapat menghargai sejarah bangsanya. Implikasi lain adalah mengurangi kebosanan dan kejenuhan siswa akan pembelajaran sejarah selama ini.

METODE PENELITIAN

Penelitian ini merupakan jenis penelitian pengembangan R&D (*Research & Development*). R&D (*Research & Development*) adalah metode penelitian
yang digunakan untuk menghasilkan produk tertentu, dan menguji keefektifan produk tersebut (Sugiyono, 2015:407). Dalam penelitian ini, produk yang akan dihasilkan adalah media pembelajaran berupa komik sejarah berbasis perjuangan Letkol Slamet Riyadi untuk meningkatkan nilai – nilai nasionalisme siswa. Komik ini disajikan dalam bentuk gambar-gambar yang dilengkapi narasi sehingga dalam suatu deskripsi mengenai suatu tempat atau pristiwa dan ketokohan nampak begitu seolah-oleh pembaca bisa merasakan dan mengalami pristiwa itu sendiri. Untuk metode yang digunakan, penelitian ini menggunakan metode deskriptif dan evaluatif. Metode deskriptif digunkan untuk menghimpun kondisi yang berada di lapangan, sedangkan metode evaluatif digunakan untuk mengevaluasi kelayakan media pembelajaran pada saat proses uji coba. Melalui metode evaluatif ini diharapkan akan

menghasilkan produk yang layak guna karena telah melewati serangkaian proses yang telah mengalami perbaikan-perbaikan.

Pengembangan media komik pahlawan Slamet Riyadi sebagai upaya untuk meningkatkan nasionalisme siswa diadaptasi dari model pengembangan pembelajaran desain instruksional ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Model ADDIE yakni model yang mudah diterapkan di mana proses yang digunakan bersifat sistematis dengan kerangka kerja yang jelas menghasilkan produk yang efektif, kreatif, dan efisien (Angel Learning, 2008: 5).

HASIL PENELITIAN DAN PEMBAHASAN

Bentuk Pembelajaran di SMA Batik 2 Surakarta

Hasil pengamatan pada studi pendahuluan, secara keseluruhan proses pembelajaran yang dilakukan guru di SMA Batik 2 Surakarta sudah cukup baik. Meskipun masih sering menggunakan metode pembelajaran konvensional namun interaksi siswa dan guru dapat berjalan dengan baik. Tetapi tidak dapat dipungkiri bahwa penggunaan media maupun metode yang diulang-ulang akan menimbulkan kejenuhan pada siswa.

Hasil pengamatan pada studi pendahuluan, secara keseluruhan proses pembelajaran yang dilakukan guru di SMA Batik 2 Surakarta sudah cukup baik. Meskipun masih sering menggunakan metode pembelajaran konvensional namun interaksi siswa dan guru dapat berjalan dengan baik. Tetapi tidak dapat dipungkiri bahwa penggunaan media maupun metode
yang diulang-ulang akan menimbulkan kejenuhan pada siswa.

Penurunan nilai-nilai nasionalisme siswa dapat disebabkan oleh beberapa faktor, Pertama karena kurangnya penanaman rasa kebangsaan, cinta tanah air, seperti malas-malasan dalam upacara bendera dan kurangnya pengetahuan akan perjuangan para pahlawan di masa lampau. Guru sejarah seharusnya dapat memberikan penekanan-penekanan terkait nilai-nilai yang terkandung dalam nilai nasionalisme kepada siswa. Kedua, pengaruh lingkungan dari rumah, seperti kurangnya pengawasan orang tua, *broken home* dan lain sebagainya.

Faktor ketiga yaitu penggunaan teknologi. Dengan teknologi semua perkembangan zaman dapat diakses oleh siswa. Jika teknologi digunakan untuk hal - hal yang positif maka teknologi juga dapat menjadi alat yang bisa meningkatkan nilai nasionalisme siswa .Namun, jika teknologi disalahfungsikan maka dapat mengikis nilai-nilai nasionalisme siswa. Oleh karena itu siswa tetap harus dalam pengawasan terkait penggunaan teknologi seperti handphone dan alat elektronik lainnya. Efek dalam penggunaan teknologi yaitu siswa yang mulai tidak menghargai gurunya karena dampak dari film – film luar negeri yang tidak baik dan mudah diakses oleh siswa.
Serta siswa yang sering tidak memperhatikan guru saat mengajar karena asyik bermain handphone. Indikasi rendahnya nilai nasionalisme siswa kelas XI IPS SMA Batik 2 Surakarta dapat dilihat dari rendahnya kecintaan siswa terhadap budaya lokal. Siswa kurang menyukai musik-musik karawitan jawa dan justru lebih menyukai musik modern kebarat-baratan, selain itu juga kurang tertarik untuk mempelajari peninggalan bersejarah yang ada di kota

Surakarta seperti kraton Mangkunegaran, Kasunanan, serta obyek – obyek sejarah peniggalan kolonial lainnya. Kemudian juga kurangnya pemahaman terhadap pahlawan lokal serta peristiwa – peristiwa bersejarah yang ada di Surakarta.

Komik sejarah dipilih menjadi media pembelajaran sejarah karena mempunyai sifat yang sederhana dalam penyajiannya dan memiliki unsur urutan cerita yang memuat pesan yang besar tetapi disajikan secara ringkas dan mudah dicerna.

Pengembangan Media Komik Sejarah Untuk Meningkatkan Nilai Nasionalisme

Metode penelitian ini menggunakan metode penelitian dan pengembangan yang lebih dikenal dengan nama *Research and Development* (R&D). Menurut Gagne (dalam Sanjaya, 2013: 66) desain pembelajaran disusun untuk membantu proses belajar siswa, dimana proses belajar itu memiliki tahapan segera dan tahapan jangka panjang.

Desain pengembangan media pembelajaran komik sejarah berbasis Perjuangan Letkol Slamet Riyadi mengadopsi desain pengembangan model ADDIE. Analisis merupakan langkah pertama dari model ADDIE. Langkah analisis melalui dua tahapan yakni: (1) analisis kerja yang dilakukan untuk mengetahui dan mengklarifikasi apakah masalah kinerja yang dihadapi di SMA Batik 2 Surakarta seperti kurangnya penggunaan fasilitas sekolah oleh guru, atau keterbatasan fasilitas yang dimiliki oleh sekolah sehingga memerlukan solusi berupa penyelenggaraan program pembelajaran atau perbaikan manajemen, (2) Analisis kebutuhan merupakan langkah yang diperlukan untuk menentukan kemampuan-kemampuan atau kompetensi yang perlu dipelajari oleh siswa untuk meningkatkan kinerja atau prestasi belajar.

Desain merupakan inti dari langkah kerja mempelajari masalah kemudian menemukan alternatif solusi yang berhasil diidentifikasi melalui langkah analisis kebutuhan. Langkah penting yang perlu dilakukan untuk menentukan pengalaman belajar yang perlu dimiliki oleh peserta didik selama mengikuti aktivitas pembelajaran. Langkah yang harus mampu menjawab pertanyaan, apakah program pembelajaran dapat mengatasi masalah kesenjangan kemampuan siswa. Kesenjangan disini adalah perbedaan kemampuan yang dimiliki siswa dengan kemampuan yang seharusnya dimiliki siswa.

Langkah yang dilakukan dalam desain media adalah menentukan materi pelajaran sejarah untuk kelas XI IPS. Standar Kompetensi yang diambil adalah "Menganalisis perjuangan bangsa Indonesia dalam upaya mempertahankan kemerdekaan dari ancaman sekutu dan belanda" dengan Kompetensi Dasar, "Menganalisis Agresi Militer II Belanda terhadap Indonesia".

Tema yang akan digunakan adalah "Serangan Umum Surakarta". Setelah materi tersusun, selanjutnya menyusun perangkat media. Media yang digunakan berupa komik, Peneliti kemudian membuat konsep dasar draf media yang akan dikembangkan berdasarkan literatur yang diperoleh yaitu meliputi alur cerita, teks narasi, dan teks dialog. Peneliti berkolaborasi dengan ilustrator yang ahli dalam pembuatan komik. Peneliti tidak menyerahkan sepenuhnya kepada ilustrator karena peneliti turut memberi pengarahan agar sesuai dengan materi pembelajaran. Hal ini dilakukan untuk menghasilkan sebuah produk media pembelajaran yang berkualitas untuk diterapkan dalam kegiatan pembelajaran.

Pengembangan merupakan langkah ketiga dalam pengimplementasian model desain sistem pembelajaran ADDIE. Langkah pengembangan meliputi kegiatan membuat, membeli, dan memodifikasi bahan ajar. Dengan kata lain mencakup kegiatan memilih, menentukan metode, media serta strategi pembelajaran yang sesuai untuk digunakan dalam penyampaian materi atau substansi program. Dalam melakukan langkah pengembangan ada dua tujuan penting yang perlu dicapai antara lain yaitu: (1) memproduksi, membeli atau merevisi bahan ajar yang akan digunakan untuk mencapai tujuan pembelajaran yang telah dirumuskan sebelumnya, (2) memilih media terbaik yang akan digunakan untuk mencapai tujuan pembelajaran, (3) pemilihan SK, KD disesuaikan antara guru, siswa, dan peneliti (4) melakukan uji validasi yang bertujuan apakah media layak untuk diterapkan dalam pembelajaran. Draf media yang telah jadi kemudian dikonsultasikan kepada ahli materi dan ahli media pembelajaran. Tujuan dilakukan konsultasi tersebut untuk mendapatkan validasi dari kedua tim ahli yang berupa penilaian kelayakan dan saran perbaikan.

Validasi dilakukan dengan menunjukkan produk awal yang telah dikembangkan beserta instrumen penilaiannya kepada ahli media dan ahli materi. Ahli media diminta untuk memberikan masukan dari aspek penyajian, aspek kebahasaan dan aspek tampilan. Sedangkan ahli materi diminta untuk memberikan masukan dan menilai dari segi aspek pembelajaran, dan aspek isi. Ahli materi memberikan saran bahwa ketepatan kronologi perlu untuk ditingkatkan. Hal ini penting dilakukan perbaikan karena metode kronologi membantu menunjukkan bagaimana peristiwa, gerakan, adat istiadat, atau lembaga berkembang menjadi seperti sekarang ini (Kochhar, 2008: 77). Metode kronologi menghindarkan kebingungan karena memanfaatkan unsur urutan yang terus bersambung dalam rangkaian peristiwa. Sedangkan saran dari ahli media adalah tampilan pertama berisi identitas penting dari media seperti judul, target *user,* pengembang.

Hasil penelitian dan pengembangan media pembelajaran komik sejarah berbasis Perjuangan Letkol Slamet Riyadi untuk meningkatkan nilai nasionalisme terbukti efektif. Tujuan utama penelitian dan pengembangan adalah untuk mengembangkan produk-produk yang efektif untuk digunakan di sekolah-sekolah. Pendapat tersebut sesuai dengan pemikiran Sugiono (2009: 407) bahwa penelitian dan pengembangan (*Research and Development*) adalah metode penelitian yang digunakan untuk menghasilkan produk tertentu, dan menguji keefektifan produk tersebut. Produk yang dihasilkan dalam penelitian dan pengembangan berupa media pembelajaran komik sejarah berbasis perjuangan Letkol Slamet Riyadi untuk meningkatkan nilai–nilai nasionalisme.

Hasil efektivitas ini tidak dapat lepas dari sistem kegiatan pendidikan. Dalam konteks yang lebih sederhana, pengajaran sejarah sebagai sub sistem dari sistem kegiatan pendidikan, merupakan usaha pembandingan dalam kegiatan belajar, yang menunjuk pada pengaturan dan pengorganisasian lingkungan belajar mengajar sehingga mendorong serta menumbuhkan motivasi peserta didik untuk belajar dan mengembangkan diri.

Melihat hasil belajar kelas yang menggunakan media komik sejarah pada kelas XI IPS 5 lebih tinggi dari kelas yang menggunakan media *PowerPoint* pada siswa kelas XI IPS 2, membuktikan bahwa media pembelajaran dapat mempengaruhi hasil belajar dan juga dapat meningkatkan nilai afektif pada diri siswa yaitu nilai nasionalisme. Sebagaimana keefektifan komik sebagai media pembelajaran juga diungkapkan oleh Rahmasari Dwimarta dalam jurnal penelitiannya yang berjudul, "Pengaruh Media Pembelajaran Komik terhadap Pemahaman Konsep Matematika Materi Penjumlahan dan Pengurangan Pecahan Membahas Pendidikan Karakter Secara Dini dan Berkelanjutan Menggunakan Komik". Jurnal penelitian ini menjelaskan bahwa terdapat perbedaan pengaruh antara media pembelajaran komik dan media pembelajaran gambar terhadap pemahaman konsep matematika materi penjumlahan dan pengurangan pecahan.

SIMPULAN

Berdasarkan hasil analisis maka dapat ditarik kesimpulan terkait dengan penelitian dan pengembangan media pembelajaran komik sejarah berbasis Perjuangan Letkol Slamet Riyadi Untuk Meningkatkan Nilai – Nilai Nasionalisme kelas XI IPS SMA Batik 2 Surakarta. Adapun kesimpulannya adalah sebagai berikut :

1. Penggunaan media serta proses kegiatan belajar mengajar di SMA Batik 2 Surakarta sudah berjalan dengan cukup baik. Sekolah telah memberikan fasilitas yang menunjang bagi kegiatan belajar mengajar siswa dan guru. Guru telah menggunakan media pembelajaran yang cukup bervariasi, namun kurang dalam menarik siswa agar lebih memperhatikan dalam proses pembelajaran. Kondisi ini disebabkan memudarnya nilai nasionalisme siswa, selain itu juga karena efek modernitas zaman yang merubah pola murid ke arah yang cenderung bermalas-malasan.
2. Pembuatan media pembelajaran komik sejarah ini melalui beberapa langkah yaitu : menganalisis media pembelajaran, mengumpulkan sumber pustaka, menyusun materi berdasar Standar Kompetensi dan Kompetensi Dasar, membuat *storyboard,* menyusun draf komik sejarah. Pada pengembangan media pembelajaran komik sejarah berbasis Perjuangan Letkol Slamet Riyadi kemudian dilakukan beberapa penilaian untuk mendapatkan kelayakan. Kelayakan pertama dapat dilihat dari hasil validasi ahli materi dan ahli media. Berdasarkan seluruh penilaian yang diberikan oleh ahli materi, ahli media dan siswa dalam uji coba lapangan, media pembelajaran komik sejarah berbasis Perjuangan Letkol Slamet Riyadi untuk meningkatkan nilai nasionalisme siswa dinyatakan layak untuk digunakan sebagai media pembelajaran sejarah. Hal ini dilihat dari kriteria penilaian kelayakan media yang menunjukkan nilai minimal baik.
3. Penggunaan media komik sejarah dinilai efektif dalam meningkatkan prestasi siswa di SMA Batik 2 Surakarta . Prestasi belajar siswa dengan menggunakan media pembelajaran komik sejarah berbasis komik lebih tinggi dibandingkan dengan menggunakan media *PowerPoint*. Hal ini

ditunjukkan dengan hasil perhitungan uji t dengan menggunakan kriteria penelitian koefisien thit lebih besar dari nilai koefisien ttab. Selain itu, media komik digital juga dinilai efektif dalam meningkatkan nilai nasionalisme siswa di SMA Batik 2 Surakarta. Nilai nasionalisme siswa dengan menggunakan media pembelajaran komik sejarah

berbasis Perjuangan Letkol Slamet Riyadi lebih tinggi dibandingkan dengan menggunakan media *PowerPoint*. Hal ini ditunjukkan dengan hasil perhitungan uji t dengan menggunakan kriteria penelitian koefisien thit lebih besar dari nilai koefisien ttab. Maka diperoleh kesimpulan bahwa penggunaan media pembelajaran komik sejarah berbasis Perjuangan Letkol

Slamet Riyadi dalam pembelajaran sejarah di SMA Batik 2 Surakarta efektif dalam meningkatkan nilai nasionalisme

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THE IMPACT OF THE WORK DISCIPLINE AND REMUNERATION (COMPENSATION) ON THE PERFORMANCE OF EMPLOYEES AT H. ASAN AIRPORT OPERATING UNIT OFFICE

Ansita Christiana[1)], Yuli Fitriani[2)]

STIE Sampit
Jl. Walter Condrat, Baamang, Sampit, Kal-Teng.
Email: ansitachristiana@gmail.com

Abstract. The research examined how much the impact of working discipline and remuneration (compensation) on employee performance at H. Asan Airport Operating Unit Office. Sample is an assemblage or part of population. Sampling technique is a method in taking sample. This study used Random sampling technique (A sampling method in which all members of a group (population or universe) have an equal and independent chance of being selected. This research used Independent variable; Work Discipline (X_1) and Remuneration /compensation (X_2), and Dependent variable Employee Performance (Y). The result of this research is the coefficient of dettermination (R^2) is equal to 0,311 (31,1%), it means that Work Discipline (X_1) and Remuneration/compensation (X_2) are able to influence variable Employee Performance (Y) of 31,1%. It indicates that there are 68,9% of others variables such as motivation, education, work satisfaction and work stress.

Keywords ; Work Discipline, Remuneration, and Performance

BACKGROUND TO RESEARCH

According to Malayu S.P Hasibuan (2002), work discipline is awareness and the willingness of a person to obey all company rules and social norms in force. Human resources in this research is Public Servant, as the main unsure in reaching the goal of government organization development. The public servants which is able to take the role play, is the one who has competence that is indicated by high work discipline, good performance and attitudes which are full of loyalty and obedience to the country, having good moral and mental, professional and aware of responsibility as public servant.

To increase the discipline of public servant, Government has issued a regulation. The regulation is Government Law No.53 2010 about discipline rules of public servant as government officials and public services in order to serve well and take responsibility. In fact, there is still undiscipline of public servant, it leads performance to ineffectiveness.

To increase quality of Public Servant, reward and punishment are given with the purpose of gaining prosperity, proffesional and carrier level in accordance with the performance. Public servant is supposed to apply work discipline and set well-organized government. With those efforts, the human resources can be increased regularly especially the quality, the efficient service to people and proffesional resources in conducting jobdesc. High quality services for people need good track record of human resources and commitment to apply work discipline.

Government Remuneration (compensation) is a part that is very important thing, which cannot be separated from bureaucracy reform policy. It is based on government willingness and commitment to make clean and good government. By giving the remuneration for the employee, it will create the worth and fair payroll system. Remuneration (compensation) is a tool to lead the public servant in applying a good and high quality performance and work effectively.

Each public servant always want and wait for the remuneration (compensation), they will get the remuneration regularly exclude the take home pay based on the job quantity and quality. Acording to Minister of Transportation Regulation number PM.79 in 2014 and PM.102 of 2015 states that every public servant of Ministry of Transportation has level and mapping in carier. Each carier level has main jobdesc that will be done by the person as his position. It can be said that the public servant who can do the job well will get more compensation.

Increasing of remuneration for the public servant aims to increase performance. The public servant is expected to have commitment in doing job and duty based on the jobdesc because of the proper remuneration that has gotten. By giving remuneration, there will be no excuses in doing job well, no others job after workhours because of earning the lack salary or alowance reason.

Knowing the importance of discipline work and remuneration (compensation) on employee performance in an organization, the writer of this paper entitle the research as: "The impact of the work discipline and remuneration (compensation) on employee performance at Kantor Unit Penyelenggara Bandar Udara H. Asan Sampit (H. Asan Airport Operating Unit Office)

Statement of Problems

According to the background written above, the things which will be examined in this research are: a) Is there any influence of work discipline on employee performance at H. Asan Airport Operating Unit Office? b) Is there any influence of remuneration on employee performance at H. Asan Airport Operating Unit Office? c) Is there any influence of work disciplineand remuneration on employee performance at H. Asan Airport Operating Unit Office.

RESEARCH PURPOSES

The purposes of the research are: a) To know the influence of work discipline on employee performance at H. Asan Airport Operating Unit Office? b) To know the influence of remuneration on employee performance at H. Asan Airport Operating Unit Office? c) To know the influence of work discipline and remuneration on employee performance at H. Asan Airport Operating Unit Office.

REVIEW OF REFERENCE

Work Discipline

Work Discipline is something that has many advantages. Both of the organization and the employee can get the advantages. The discipline has a strong impact on the organization to achieve success in the pursuit of goals that are planned. It also has impact on the employee in creating good condition in a workplace and leading the employee work in an orderly condition.

Public servant discipline regulation is a regulation that rules obligation, prohibition, and sanctions of the public servant. The regulation is stated in Government regulation No. 53 in 2010 about the employee discipline. Malayu S.P Hasibuan (20021) states that discipline is awareness and the willingness of a person to obey all company rules and social norms in force. The willingness of someone's efforts, encouragement and directing his behavior to carry out duties and responsibilities properly measured through indicators: earn rewards, the establishment of cooperation, respect, self-actualization and fulfillment in work environment

According to Nitisemino (2002) discipline is a behaviour, attitude, and action that accordance with both written and unwritten regulation.

Bejo Siswanto (2005) defines work discipline as an attitude of respecting, appreciating, obedience toward pervailing rules, both written and unwritten as well as capable tooperate and not evade to accept sanctions if he disobey the duty and authority which are given him.

Based on the definition above, it can be concluded that discipline is a willingness of a person to obey all the written or unwritten regulation and able to accept sanction when disobey the rules.

Work discipline principles

Husein (2000) states that an employee has done discipline work principles if he has already done these things:

1. Come to the workplace on time or before the worktime begins.
2. Work based on the procedures or regulation stated on organization.
3. Obey the leader's order.
4. Always keep the workplace clean and tidy.
5. Use the work tool effectively and effeciently.
6. Take the rest time in a proper way and leaving after worhours finished.
7. Never be lazy in working.
8. Never leaving workplace for no make sense excuse.

Sanctions of Discipline Violation

According to Veithzal Rivai (2011), there are some common sanctions of discipline violation in an organization.

1. Sanction of easy violation, by giving direct warning (unwritten), written warning, and unsatisfied statement.
2. Sanction of medium violation, by postponing salary increase, decreasing salary, and postponing carrier level.
3. Sanction of hard violation, through demotion, acquisition, and dismissal.

Remuneration (Compensation)

According to Bahasa Indonesia dictionary, remuneration (compensation) is reward or salary. For pubic servants, Remuneration in Policy Reform is the realignment of the provision for employee benefits in the form of allowances related to performance achievment.

According to Mochammad Surya (2004), Remuneration is something that is accepted by the employee as a reward from the contribution given to an organization.

Based on the meaning of remuneration mentioned above, It can be concluded that remuneration is a compensation granted by the employee as reward of service, and it is usually granted in cash.

Legal framework of remuneration policy is conducted in accordance with government regulation and law. These are:

1. The Law No. 28 of 1999, about organize independent and clean country from Corruption, Collution and Nepotism.
2. The Law No. 8 of 1974 on the Fundamentals of Civil Service, as amended by Act No. 43 of 1999. In the Article 7 is stated that each public servant deserve receiving fair and worth salary in accordance with duty and responsibility.
3. ILO Convention No. 100 as ratificated in 1999, states, Equal remuneration for jobs of equal value.
4. The Presidential Regulation No. 7 of 2005 about Medium-term National Development Planning.
5. The Law no 17 of 2007 about Longterm National Development in 2005-2025.

Tantoni (2007) states Governance Remuneration (compensation) is as part of the reform of the bureaucracy. It is based on government awarness and commitment to create clean and good government. However, Change and renewal related to clean and good governance cannot be realized without the prosperity of the public servant as the human resources. Change and renewal are so important in changing government bad image, the bad impression are;

a. Bad service quality (slow response, no rules, complicated, arrogant).
b. Involved in Corruption, Collusion, and Nepotism.
c. Bad discipline quality and lack of work ethic.
d. Unproductive, uneffective, and unefficient government management quality.
e. Unaccountable and not transparant public service quality.

Remuneration (compensation) has strategic meaning on the success of the reform of the burreaucracy, as known as the most signifcant impact on work performance which is determined by the bureaucracy culture changing in completing the obligation.

The public servant is excpected to do the duty and obligation accordance with the function and the main duty. Presence is one of important appraisal beside of main task evaluation. There will be a consequence in giving this remuneration. It will be decreased if the public servant disobey the regulation and have no performance. The remuneration will be cut if; for example, a public servant comes late to the office, leaves before workhours or absence for no reason. Assesment from the organization leader is needed to measure how good the epiloyee performance. If the result is not good, applying remuneration based on performane is not effective.

It is expected that there will be no more complains on bad public services through the remuneration based on preformance. Remuneration granted to the employee is to heal the worrieness of employee on lack of salary. It is also ecpected, there will be no low performance problems by applying the reward on organization.

Remuneration policy fundamental

Remuneration policy fundamental is fair and propossional. Through remuneration regulation, salary and reward are determined by the position and responsibility.

The Law No. 43 of 1999 as the eiger of remuneration regulation, payroll system of public servant based on Articel 7 First Verse states that public servant deserve the worth and fair salary as responsibity and duties. (Muwwardi, 2009)

The reform of Beurachracy has been begun by Ministry of Finance, one of the beurachracy changes remmuneration system from personal consideartion to grading the performance.

The reform of beurachracy needs to be done gradually for all public servants in all position, firstly done by the Minister of Finance, by changing remuneration (compensation) system in which the employee income beside salary based on class and also giving the extra compensation as reward on job performace. The rewards can be considered by the education and knowledge, experience and the complicated job.

According to Pormadi (2008), the remuneration indicators are:

1. Salary.
2. Honorarium.
3. Basic compensation.
4. Insentive.
5. Bonus and performance.
6. Severance of retirement.

Work Performance

According to Veithzal Rivai (2011) work performance is a real behaviour achieved by one employee in the performance of his duties in accordance with the responsibilities given to him.

Malayu S.P. Hasibuan (2002) states that the work achievement is a result of work accomplished person in carrying out the duties charged to him based assignments of know-how, experience and seriousness as well as time.

According to Mathis dan Jackson (2006), performance is something that has been achieved or not achieved by the employee.

Based on the opinions above, it can be concluded that performance is an achievment that is achieved by someone in doing the duty and responsibility as criteria and standart stated. The achievment will reach a job satisfaction and it will influence the reward given.

Employee Performance Characteristics

According to Mangkunegara (2002) the characteristics of people who have high performance are as follow:

1. Having high personal responsibility.
2. Dare to responsible and take risk.
3. Having a realistic goal.
4. Having whole work planning and struggle in making the goal.
5. Take advantage of concrete feedback in all work activities.
6. Search for chance to realize planned programs.

The Indicators of employee performance

Clear indicators are needed to know the empoyee performance. According to Nasution (2000), the indicators are:

1. Work quality

   The indicators are accuracy, skill and orderliness.
2. Work quantity

   The indicator is work quickness.
3. Work discipline

   The indicators are follow the leader's instruction, obey company regulation, and attendance obedient.
4. Innisiative

   The indicators is always active in completing the job without any encouragement from the leader.
5. Teamwork

   The indicator is the abbility in go along with others employee in a proper position.

Hypothesis

The hypothesis of this research are a) It is suspected there is the influence of work discipline on employee performance at H. Asan Airport Operating Unit Office? b) It is suspected there is the influence of remuneration on employee performance at H. Asan Airport Operating Unit Office? c) It is suspected there is the influence of work discipline and remuneration on employee performance at H. Asan Airport Operating Unit Office.

Object of Research

The object of this research is H. Asan Airport Operating Unit Office located at jalan Muchran Ali Baamang Hulu Sampit, Central Kalimantan. All employee of H. Asan Airport Operating Unit Office become the object which are researched, the leaders and all employee. There are about 60 employees are involved in this research. The research is done by filling the questioners, direct observation and also interview the employee so that knowing the impact of discipline and remuneration on empolyee performance.

Sampling Technique

According to *Arikunto* (2002:108), *population* is all of the subjects who are connected to the research. The population is the whole subject of research. Generally, Population is not only the total in the object or subject where study, but also all of the character that belongs by subject or object. The population in this research is the 60 employee of H. Asan Airport Operating Unit Office as respondent.

Sample is an assemblage or part of population. This research uses Random Sampling as sampling technique. Sugiyono (2003) states the random sampling is a technique in taking sample in which all population in a group

or personal have the chance to be choosen randomly. The total of sample in this research is 50 employees of of H. Asan Airport Operating Unit Office.

Data Collection Method

This research used collecting data technique as below:

Refference

This method is done by finding literatues, arranging and learning the research object, and article related to the reseach as refference.

Observation

Observation is one of method to collect data by observing the reseach in the location directly.

Interview

This method used some questions and ask them directly to all the employee of H. Asan Airport Operating Unit Office.

Questionnaire

Questionnaire or list of questions is collection data technique by arranging questions and providing answers. In spreading the questionnaires, the respondents only give the checklist on choosen answers. There will be given number or grade in every answers. The scale is between 1 to 5 based on Likert scale.

SS = Strongly Agree	5 point
S = Agree	4 point
KS = Undecided	3 point

TS = Disagree 2 point

STS= Strongly Disagree 1 point

This questionnaire test uses *statistical product and service solustion (SPSS) versi 16.0 for windows* program.

Definition of Variable operational

This reseach consist of Independent variables. There are Work dscipline (X_1) and Remuneration /compensation (X2), and Dependent variable Employee Performance (Y).

The deffinition are

Work dscipline (X_1)

It is the ability of the employee in accomplish with the works and responsibility and also avoid the violaton because there will be a punishment for who disobeys the regulation.

Remuneration/compensation (X2)

It is the extra benefit (cash) granted to the employee as a reward based on the presence and good performance.

Employee Performance (Y)

Good work result of employee in achieve the optimal goal, consist of quality, quantity, on time, effective and independent.

Hypothesis Testing

Hypothesis is a temporary opinion or conclusion. To proof the hypothesis that Independent variable, Work dscipline (X_1) and Remuneration /compensation (X2), affects the dependent variable, Employee Performance (Y), this reseach uses tool in this test. They are:

t-Test (partial)

Partial test is to test variable separately in knowing the influence of independent variable ,Work dscipline (X_1) and Remuneration /compensation (X2), affects the dependent variable , Employee Performance (Y) at of H. Asan Airport Operating Unit Office.

f-Test (simultaneous)

F test used in this study to determine the effect of several variables (independent variables) on the dependent variable.

The data analysis method and hypothesis test in this research use SPSS *(Statistical Package for the Social Sciences) for windows* versi 16.0.) program.

DISCUSSION

The discussion of the reseach is conducted reffering on the aims of the research and based on the statistic results (SPSS program),

Y = a + $\mathbf{b_1X_1 + b_2X_2}$

Y = 9,057+ 0,256 (X_1) + 0,299 (X_2)

As explanations:

Y = Employee Performance

(X_1) = Work discipline

(X_2) = Remuneration (compensation)

a. a = 9,057

   The constant number explaines that there are no work discipline and remuneration variable, so the work employement equals 9,057.

b. b1 = 0,256

   The regression coeffecient equals 0,256, means that the increasing one point of work discipline will influence 0,256 increasing of performance, X2 constant number required.

c. b2 = 0,299

The regression coeffecient equals 0,299, means that the increasing one point of remuneration will

influence 0,299 increasing of performance, X1 constant number required.

The equations show the correlation between independent variable. Work discipline (X1) and remuneration (compensation) (X2) on dependent variable which is peformance(Y).

To know how much the influence in each independent variable on dependent variable, the regression can be explained as below;

1. The result of test-t shows independent variable has impact on dependent variable. Evidenced by statistic count result which shows $t_{count} > t_{table}$ and followed by probility number < 0,05 so that H_o rejected, and H_a accepted. While the work discipline (X1) result is t_{count} (2,031) > t_{table} (2,0117) with significant number amount to (0,048 < 0,05) and remuneration (X2) result t_{count} (2,611) > t_{table} (2,0117) with the significant (0,012<0,05). It can be concluded that the result of t-test proves that

remuneration variable (X2) has more signifficant impact on performance (Y) than work discipline (X1).

2. Based on the result f- test , it can be concluded that independent variable (work discipline (X1) and remuneration (X2) has significant impact on dependent variable (performance). It is evidenced by the result that f_{count} (10,592) > f_{table} (3,1950) with signification 0,000<0,05
3. On model summary, R number equals 0,557, means work discipline (x1) and remuneration (X2) has strong relation on performance (Y) at H. Asan Airport Operating Unit Office. It can be said strong enough because the number is bigger that R square, which is 0,311 (31,1%)
4. The count of Coefficient of determination (r2) also shows the result that independent variables has impact on increasing performance (Y), the ammount is 31,1%. The 68,9: is explained by other variables beside the variable mentioned above, such as motivation, education, work satisfaction and work stress.

CONCLUSION

1. Obtained significance value of work discipline on performance of H. Asan Airport Operating Unit Office employee.
2. Obtained significance value of remuneration (compensation) on performance of H. Asan Airport Operating Unit Office employee.
3. Obtained significance value of work discipline and remuneration (compensation) on performance of H. Asan Airport Operating Unit Office employee.

   Work disipline and remuneration (compensation) are able to influence amount to 31,1% of performance variable (Y) change. It indicates there are still around 68,9% of other variables that effect the performance of employee, such as motivation, education, work satisfaction, and stress work.

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RELATIONSHIP BETWEEN SELF ESTEEM *(SELF ESTEEM)* AND AGGRESSIVE BEHAVIOR STATE CLASS VIII SMP 01 WAGIR

Ch. Erghiezha Ninuk. I.K., M.Psi., [1], Saidatul Munawaroh.,[2]

[1] *Guidance Counseling, Kanjuruhan Malang University*
erghiezha@gmail.com

[2] *Guidance Counseling, Kanjuruhan Malang University*
saidatulmunawaroh26@gmail.com

Abstract. Aggressive behavior is an act or behavior that is intended to harm others. Teens who have high aggressive behavior can not choose which behavior is appropriate and can not control how that will be done. Esteem *(self esteem)* high will be able to provide a positive assessment of the existence itself and can protect itself from the negative influences that come from within or from outside himself. It can make teens appreciate her good-value for themselves and their environment. Esteem*(self esteem)* is low allowing more to violent or aggressive behavior is often called. The purpose of this study to (1) determine the level of self-esteem *(self esteem)* to students, (2) determine the level of aggressive behavior of students and (3) determine the relationship of self-esteem *(self esteem)* and aggressive behavior of students. This research is quantitative research that is descriptive and correlational. The subjects that the research sample is class VIII as many as 121 students. The sampling technique used is *Simple Random* Sampling.The instrument used was a questionnaire, using as calling *Likert* models.Correlational analysis using correlation *product moment* technique.The main research findings are a significant relationship with the negative direction $r_{(count}$ = -0.514 and r_{table} = 0.179 at the level signifikation 0.05,r> $_{count}$ -0.514 r_{Table} 0.179. It can be concluded that the results of correlation *product moment* indicates that there is a significant relationship trending negative between self-esteem *(self esteem)* and aggressive behavior eighth grade students of SMP Negeri 01 Wagir, meaning that the higher the self-esteem *(Self Esteem)* owned by the students, the lower the aggressive behavior do.

Keywords: Self-Esteem *(Self Esteem),* Aggressive Behavior.

INTRODUCTION

Adolescence is a period of transition from childhood to adulthood. In teenagers action commonly known as student brawls / bulk is already too often seen, even tend to be considered normal. This is very alarming, violent acts often do teens actually the aggressive behavior of the individual or group. This aggressive behavior should then be considered, especially for the elderly so that teens can grow to be a better person in accordance with the norms prevailing in society, and if aggression in adolescent is not treated immediately it will lead to a criminal case that will be detrimental to teens and surrounding communities. The phenomenon that recently occurred, ie a lot going on and heard from various media about problems of aggressive behavior tendency is increasingly widespread,

especially here is the problem of adolescent aggressive tendencies. Aggressive here in question are instrumental aggressive, aggressive verbal, aggressive fisif, aggressive emotional, and

conceptual aggressive(Atkinson,1999). Based on observations and interviews in SMP Negeri 01 Wagir no form of aggressive behavior emerging phenomenon, namely the fight between students that caused someone to compare himself with groups or others are preferred. Attitudes are ignorant is often done by students because of their habit are too active, each forming gangs that want to master, influenced by his friends, and also due to feel the greatest, to be the center of attention, and misunderstanding conversations offensive students resulting trigger quarrels and fights among students.

Myres (in Sarwono, Wirawan 2002: 297) states that the action is aggressive physical or verbal conduct deliberate with the intent to hurt or harm others. Moore and Fine (in Koeswara, 1988) which explains that aggressive behavior as the behavior of physical violence or verbal against other individuals or against objects. Strickland in (in Hanurawan 2010) suggests that aggressive behavior is any action that is intended to injure, cause suffering and for the damaging others.

According Koeswara (1998), Aggressive behavior is caused by several factors, social factors, environmental factors, situational factors, hormonal factors, alcohol, drugs (factor that comes from outside the individual) and personality traits (factors that come from within the individual). Teens who have high aggressive behavior can not control his negative behavior such as frequent disputes between friends, fighting between teenagers, irritability, frustration etc. In addition, factors suspected to affect the behavior of aggression is self-esteem *(self esteem).* Lack of self-respecting individual is often revealed in the way of communicating that is less effective both in expressing an idea, an idea or opinion, inferior and easily discouraged in the study and reflected also with learning disabilities. According to Coopersmith (in Ekasari and Zesi: 2013) there are four elements that determine the level of self-esteem, the strength *(power),* virtue *(virtue),* significance *(significance),* competence *(competence).* Strength *(power)* indicates the ability of individuals to be able to regulate and control their own behavior. Virtue *is* (virtue)characterized by obedience to the moral, ethical, and religious. Significance *(significance)* indicates recognition, care and attention so that acceptance of the individual by others. Competence *(competence)* showed a high performance to meet the needs of achievement.

In the world of education, self-esteem is a very valuable capital base. Rewarding yourself is very important in order to succeed in school education. Self-esteem is realized by students with good behavior that impact on achievement. Based on this thinking then presumably researchers interested in conducting research with the title "The relationship between self-esteem with aggressive behavior eighth grade students of SMPN 01 Wagir".

Problem Formulation

Based on the above research problems can be formulated as follows:

1. What level of self-esteem in class VIII SMP Negeri 01 Wagir?
2. What level of aggressive behavior in class VIII SMP Negeri 01 Wagir?
3. Is there any relation between self-esteem with aggressive behavior in class VIII SMP Negeri 01 Wagir?

Objective

Referring to the existing problems, the goals to be achieved by this study:

1. To determine the level of self-esteem class VIII SMP Negeri 01 Wagir.
2. To determine the level of aggressive behavior in class VIII SMP Negeri 01 Wagir.
3. To determine the relationship of self-esteem with aggressive behavior eighth grade students of SMP Negeri 01 Wagir.

RESEARCH METHOD

Researchers used ades criptive study was to describe self-esteem *(self esteem)* and aggressive behavior of students, while the correlation study are used to determine the relationship between self-esteem *(self esteem)* and aggressive behavior of students.

Samples

Sampling Method usingtechnique *simple random samplingand* in the study subjects used a number of 121 students.

research instruments

According to thethe data to be obtained in the study, such as the relationship between self-esteem *(self esteem)* and aggressive behavior of students of SMP Negeri 1 Wagir, the instrument used was a questionnaire.

The stages are carried out in the preparation of instruments is as follows:

1. Construct instrument
2. Develop framework questions or statements
3. Re-order questions or statements
4. Arrange tool format
5. The test instrument
   a. validity test
   b. reliability test

data collection

1. phase of preparation
   This stage includes:
   a. Handling the permissions on the parties concerned, from the university, the school where the study and the relevant agencies.
   b. Prepare research instruments (questionnaire / questionnaire) that have been tested valid and reliability.

c. Doubling the questionnaire in accordance with the number of research samples.

2. The implementation phase of implementation of data collection is done by identifying those students who become sample of eighth grade students of SMP Negeri 01 Wagir.

Data analysis techniques

to determine whether there is a relationship between self-esteem *(self esteem)* with aggressive behavior analysis technique used is normality test

1. Normality Test aims to determine whether the obtained data were normally distributed or not. In this study determined the value of α = 0.05, so the distribution of test result data *Kolmogorov Smirnov test* is considered normal if the significance value> 0.05 and is said to be normal if the significance <0.05. Linearity test
2. linearity test is done by searching regression line X independent variable on the dependent variable Y. In this study determined that the value of α = 0.05 linearity test result data distribution is said to be linear if the significance value <0.05 and is said to be linear if the value significance> 0.05.correlation analysis *Product moment*
3. correlation analysis *Product moment* is used to connect one variable with another variable. The correlation seen if the significance value less than or equal to 0.05, it can be said to be significant, otherwise if the significance value greater than 0.05, it can be said to be insignificant.

RESULTS AND DISCUSSION

The results

1. **Analysis descriptions esteem *(self esteem)* class VIII SMP Negeri 01 Wagir.**

Based on the analysis of questionnaires esteem *(self esteem)* shows that students who have self-esteem *(self esteem)* includes the power *(power),* virtue *(virtue),* significance *(significance)* and competence *(competence)* with the classification was very high at 24%, students who have self-esteem *(self esteem)* high at 75.20%, the students who have self-esteem *(self esteem)* lower by 0.82% and the students who have self-esteem *(self esteem) is* very low at 0.00%. It can be concluded that the students of SMP Negeri 01 Wagir have self-esteem *(self esteem)* with high criteria.

2. **Analysis description aggressive behavior eighth grade students of SMP Negeri 01 Wagir**

Based on the analysis of questionnaires aggressive behavior indicates that students who have a tendency to aggressive behaviors include aggressive instrumental, aggressive verbal, aggressive physical, aggressive emotional, and aggressive conceptual classification was very high at 0%, students who have a high tendency to aggressive behavior by 10.74%, the students who have the tendency of aggressive behavior was lower by 82.65%. And students who have a tendency to aggressive behavior is very low at 6.61%.

Results Correlation analysis

a. Test Normality
Normality test results variable self-esteem *(self esteem)* shows that the probability value (Sig Asymp) or the price is 0.251 p> 0.05 so it is stated that the data-esteem *(self esteem)* are normally distributed. While the variable normality test results showed that the aggressive behavior probability value (Sig Asympg) or the price is 0.160 p> 0.05 so it was stated that the data are normally distributed aggressive behavior.

b. Linearity test
results linearity test on the variable self-esteem *(self esteem)* with aggressive behavior obtained F value of 48 132 with p = 0.000 and due to the value of p <0.05 (0.000 <0.05), then there is a relationship between the variables of self-esteem *(self esteem)* with aggressive behavior is linear, it can be concluded that between the variables of self-esteem *(self esteem)* and aggressive behavior there is a linear relationship.

c. Correlation analysis *Product Moment*
results of analysis of correlation coefficient variable self-esteem *(self esteem)* and aggressive behavior of students r xy =0.514 r table is greater than 0.179 and significant (p) was 0.000 with significance level of 5%. Thus because of the probability value <0.05 which is 0.000 and $r_{arithmetic}$ (-0.514)> r_{table} (0.179), then Ho refused and Hi accepted.

Discussion

In this discussion will be presented some exposure include self-esteem *(self esteem),* aggressive behavior and the relationship between the two variables, namely the relationship of self-esteem *(self esteem)* and aggressive behavior of students of SMP Negeri 01 Wagir.

1. **Self-Esteem *(Self Esteem)* class VIII SMP Negeri 01 Wagir**

Teens who have self-esteem *(self*

esteem) high will be able to choose which behaviors are appropriate, that is what he should do and what should be avoided. They can control their behavior and sure of his decision, himself would later affect us in the act. While individuals with poor self-esteem have low respect for themselves. (Severe: 2002).

Coopersmith (in Ekasari and Zesi: 2013) explains there are four elements that determine the level of self-esteem *(self esteem)* is the power (p*ower),*policy (virtue), significance*(significance)*and competence*(competence).*Strength*(power)* showed their ability to control the behavior of themselves and their recognition from others. Virtue*(virtue)*shows the power of the individual to the moral norms, ethics and religion. Significance*(significance)*indicates acceptance, care and attention received individual and others. Competence*(competence)*indicates the ability of individuals to achievement. In his life, the more people it has four elements in which case arises from feelings and individual assessments that to himself. The higher the level of self-esteem *(self esteem)* of the individual. Conversely, the individual does not have the four elements in his life, then the individual is classified as having self-esteem *(self esteem) is* low. In this study, especially the eighth grade students of SMP Negeri 01 Wagir have self-esteem *(self esteem)* high, this is because students are able to pass judgment on him, especially regarding her ability to positively or negatively expressed by acting, belief, as well as the extent to which considers himself capable, meaning, success, valuable, competent and useful.

2. **Aggressive behavior eighth grade students of SMP Negeri 01 Wagir**

From the research data showed that there is a class VIII student of SMPN 01 Wagir have a tendency of aggressive behavior are very high by 0 students (0%), students who have the tendency of aggressive behavior higher by 13 students (10, 74%), students who have a lower tendency to aggressive behavior as many as 100 students (82.65%). And students who have a very low tendency to aggressive behavior as much as 8 students (6.61%). This shows that students in class VIII SMP Negeri 01 Wagir most had levels of aggressive behavior which is low. Because of the 121 respondents are 100 students who are at low criteria.

The results are consistent with research conducted by Auliya and Desi (2014) which states that there is a negative relationship between self-control is strong enough with aggressive behavior. The result meant the higher the lower the self-control aggressive behavior, and vice versa, the lower the higher self-control aggressive behavior.

3. **Relationship Between Self-Esteem *(Self Esteem)*and aggressive behavior Grade Students of SMP Negeri 01 Wagir**

analysis showed that the known correlation coefficient variable self-esteem *(self esteem)* and aggressive behavior of students r xy = 0.514 greater than r table 0.179 and significant (p) was 0.000 with significance level of 5%. Thus because of the probability value <0.05 which is 0.000 and $r_{arithmetic}$ (-0.514)> r_{table} (0.179), then Ho refused and Hi accepted.

The negative sign on the correlation value (-0.514) indicates the direction a negative relationship means that the higher the value of the variable X, then followed by a low variable Y. In this case, the higher the level of self-esteem *(self* esteem),the aggressive behavior will be lower, so there the relationship between self-esteem *(self esteem)* and aggressive behavior eighth grade students of SMP Negeri 01 Wagir. This is demonstrated by testing the hypothesis that the receipt of Hα or alternative hypothesis in this study.

For teenagers who have self-esteem *(self esteem)* high, they tend to be able to protect themselves from negative influences that come from inside him and outside him. In connection with the rise of aggressive behavior committed by the majority of today's youth, it can be concluded that teens with self-esteem *(self esteem)* high made possible more could try to avoid to not engage in activities that are aggression, especially aggression made directly to the object of aggression.

It proves that a positive self-assessment also affects the reduction of negative behavior such as aggressive behavior. This is in accordance with the opinion of Tambunan (2001) which states how a judge about her, will affect their behavior in their daily lives. Teens who have self-esteem *(self esteem)* high can be said teenagers who have very positive assessment of his existence. The teenager will be able to appreciate him as a teen-value of both himself and his environment.

Teens who have self-esteem *(self esteem)* high can choose which behavior is appropriate, that is where he should do and what should be avoided. This is in accordance with the opinion of Fitch (in Byron & Byrne, 1994), that high self-esteem is associated with a tendency to attribute the failure on external causes rather than internal, and can show a good performance after a failure or success. Conversely, teens who have ratings and negative self-esteem tend to perform behaviors that are not contemplated indifferent and subsequent impact. Such behavior is often seen in a negative nature such behavior detrimental to the public interest or others. If this behavior is allowed to continue it is not likely to develop into the behavior of that nature can damage the object, be it a human or non-human objects. This kind of behavior is called aggressive behavior.

Based on the above opinion, it is in accordance with the results of the study Cohen (Hapsari, 2006: 8) found that people who have self-esteem *(self esteem)* is high tend to be more confident in life compared to those who have self-esteem *(self esteem)* is low. Nunally (Andriani and Marini, 2005: 48) says that the cause of the young people fall into the negative things, one of which is for a weak personality, such as less able to express themselves, receive feedback, criticized, respects the rights and obligations, less can control emotions and aggressive and can not resolve the problems and conflicts well.

Besides the impact of the lack of self-respect is not likely to develop into a situation where the individual was experiencing anger and frustration. Anger and frustration in some cases frequent disputes among his own. This kind of behavior if it continues to happen to an individual will develop into aggressive behavior. This is in accordance with the opinion of Baumister and Boden (in Barbara Krahe, 2002: 19) says that the threat to self-esteem *(self esteem)* triggers aggression by stimulating negative effects, namely anger.

CONCLUSION

Based on the results of the discussion about the relationship of self-esteem *(self esteem)* and aggressive behavior eighth grade students of SMP Negeri 01 Wagir, a number of conclusions as follows:

1. It can be concluded that the majority of eighth grade students have self-esteem *(self esteem)* in the high criteria as much as 91 students (75.20%).
2. It can be concluded that the majority of eighth graders have aggressive behavior with low criteria that as many as 100 students (82.65%).
3. A significant relationship with the negative direction $r_{(count}$ = -0.514 and r_{table} = 0.179 at significance level of 0.05,r> $_{count}$ -0.514 r $_{Table}$ 0.179). From the results of the test correlation statistics *product moment* indicate that there is a significant relationship between self-esteem negatively trending *(self esteem)* and aggressive behavior eighth grade students of SMP Negeri 01 Wagir.

Suggestions

Based on the above results can be presented some suggestions as follows:

1. School counselors

   School counselors should be able to help with other students who are having problems of self-esteem *(self esteem) is* low with techniques *assertive training* so that students can better appreciate themselves and identify and exploreits potential.
2. Teachers

   should be able to help school counselors to petrify motivate their students to self-esteem *(self esteem)* can increase students better through techniques or methods that stimulate students to be individuals who have self-esteem *(self esteem) is* positive.
3. Parents

   Parents should be more able to know and understand their role in the formation of self-esteem *(self esteem)* his children, especially in adolescence in order to obtain self-esteem *(self esteem)* good on their children. This can be done by being warm and open, giving children the opportunity to try new things and to support positive child activities, respect and non-judgmental or condescending children.
4. For further research

   for researchers interested in conducting further research on the relationship of self-esteem *(self esteem)* and aggressive behavior of students, should expand the study population in order to generalize more broadly.

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Learning Strategy in Second Language Learning

M. Bahri Arifin[1)]

[1)] *Faculty of Cultural Studies, Mulawarman University*

Samarinda, East Kalimantan, Indonesia

E-mail: mbahriarifin12@gmail.com

Abstract: Perhaps the most straightforward question any teacher of English has frequently got from those who are learning English is: What is the best way of learning English? This very common question could not be taken as if the one who is asking requires a straightforward answer showing a single magic formula of learning English for it is well understood that such a magic formula has not been, or better, will not be available. Question of this kind should have made us aware of the importance of investigation on language learning strategy. In different parts of the world, investigation on language learning strategy have been carried out since long time ago compassing several aspects of the issue ranging from formulating the most acceptable definition of learning strategy, determining language learning taxonomy, strategy use in different contexts and learning achievement, trainability of learning strategy to the investigation of factors and variables determining the choice and use of particular learning strategy. In the Indonesian context, Bambang [3] investigated learning strategy use of elementary school students, while Arifin [2] investigated language learning strategy use of adult learners of English.

Keywords: learning strategy, language learning, strategy use

I. Introduction

Perhaps the most straightforward question any teacher of English has frequently got from those who are learning English is: What is the best way of learning English? This very common question could not be taken as if the one who is asking requires a straightforward answer showing a single magic formula of learning English for it is well understood that such a magic formula has not been, or better will not be, available. This classic question would rather imply that the one who is asking it realizes that he must do something by himself in his learning and is ready for it. In other words, he is in fact curious to know English learning strategies appropriate for him. Question of this kind should have made us aware of the importance of investigation on language learning strategies. In different parts of the world, investigations on language learning strategies have been carried out since long time ago. In Indonesia, Bambang [3] argued, though much research has been done in the field of language teaching strategies, no study has been published in the field of language learning strategies.

This paper discusses the issue of learning strategy by making a brief review of the available literature as to trace the state of the art of the issue. The discussion will include: definition of learning strategy, learning strategy taxonomy, learning strategy use, learning strategy and students' achievement, and learning strategy determinants.

II. Learning Strategy Defined

Learning strategies refer to "the techniques or devices which a learner may use to acquire knowledge" [17]. The construct has been termed differently, e.g. "learning strategies" [17][11], "learning behaviors" [10], "cognitive processes" [10], and "tactics" [16]. In the present article, the first term is used since it was used in perhaps the earliest study in this area and it enjoys the widest currency today [19]. The way researchers defined the construct also varied from one another.

Brown [5] in his attempt to distinguish between learning strategies and learning styles, defines strategies as "specific methods of approaching a problem or task, modes of operation for achieving a particular end, or planned designs for controlling and manipulating certain information. Learning strategies differ from learning styles in that, according to Brown [5], strategies vary widely within an individual, while styles are more constant and predictable.

A more or less equal definition to that of Brown's has been previously proposed by Oxford and Nyikos [14] when they say learning strategies "are operations used by learners to aid the acquisition, storage, and retrieval of information".

While the definitions cited above share common features as approach, method, and operation, O'Malley and Chamot [6] and Anderson [1] give a sound position to cognitive processes. O'Malley and Chamot [6] take strategies as "internal cognitive or affective actions taken by the learner in order to learn both simple and complex material". To Anderson [1] strategies "are deliberate, cognitive steps learners can take to assist in acquiring, storing, and retrieving new information and can be accessed for a conscious report".

Arifin [2] defined learning strategy as: "a set of processes involving cognitive, metacognitive, and affective actions that cumulatively govern and foster learning behavior of individual learners".

III. LEARNING STRATEGY TAXONOMY

Naiman et al. [9] used semi-structured interview techniques to induce very successful learners to reflect their previous learning experience. They identified five general strategies in this way:

a. an active task approach;
b. a realization that language is a system;
c. a realization that language is for communication;
d. the capacity to handle the affective difficulties in language learning; and
e. the capacity to monitor one's own progress.

Rubin [18] emphasizing more the process of learning, proposed related list of learning strategies include deduction, practicing, and inferencing. Rubin also introduced the distinction between direct and indirect strategies, with the former being immediately involved in learning (e.g. inferencing) and the latter being more concerned with preparing the learner to exploit learning experiences more effectively later (e.g. in practicing).

Ramirez [16] identified eight strategies contributed differently to the general success of adolescents studying French in secondary schools. The eight strategies are (i) asking for clarification or verification, (ii) using inferencing skills or deductive reasoning, (iii) creating opportunities for practice, (iv) memorizing, (v) using vocabulary learning techniques, (vi) employing available linguistic and contextual cues, (vii) being able to self-monitor performance, and (viii) practicing.

Chamot and Kupper [6] conducted a study among high school students to demonstrate the use of three general learning categories: (i) metacognitive strategies, which involve thinking about the learning process, planning for learning, monitoring the learning task, and evaluating how well one has learned; (ii) cognitive strategies, which include teaching the material to be learned, manipulating the material, and applying specific techniques to complete a learning task; and (iii) social and affective strategies which involve interacting with another person, or using affective control, to assist learning a task.

Stern [22] identified four basic strategies. These include (i) an active strategy (select goals or sub-goals, recognize stages, and participate actively in the learning process), (ii) an explicit learning strategy (paying attention to linguistic features of the target language, conscious learning, practice, memorization, and progress monitoring), (iii) a social learning strategy (seek communication with target language users and language community, develop communication strategies, become involved as participants in authentic language use), and (iv) an affective strategy (approach task with positive frame of mind, develop necessary energy to overcome frustrations, and cope with emotional and motivational problems).

Oxford and Nyikos [14] classified learning strategies into five factors, based on factor analytic finding. The five factors are (i) formal rule-related practice strategies, (ii) functional practice strategies, (iii) resourceful, independent strategies, (iv) general strategies and (v) conversational input elicitation strategies.

Oxford introduced six global strategies, three direct and three indirect (cf. Rubin, [18]): (i) memory, (ii) cognitive, (iii) compensation, (iv) meta cognitive, (v) affective, and (vi) social strategies. In line with these global strategies, Oxford developed an instrument for gathering information on learner strategies, the Strategy Inventory for Language Learning (SILL). The SILL had been widely used in different subsequent studies [14].

Anderson [1] studying individual differences in strategy use in second language reading and testing by Spanish speaking students learning English in the Southwestern United States, classified reading strategies into five major categories: (i) supervising strategies, (ii) support strategies, (iii) paraphrase strategies, (iv) strategies for establishing coherence in text, and (v) test-taking strategies.

Given the many kinds of strategy taxonomy, a fundamental issue may immediately arise, the issue of the theoretical basis for classification of learning strategies. Each study came up with its own classification which conflicts with the others'. This is due to the evidence that the researchers determined the classification of learning strategies merely to meet the immediate need they each had at hand while doing their research. At present, however, investigators manifest a fair amount of agreement [21] with the proposed classification in two researches i.e. [13][11]. The degree of overlap between the two schemes is considerable but Oxford's compensation category is the major addition to the previously existing ones. Anyhow, the important point of the issue is that there is a need to go beyond the convenient classification that we now have and make links between these schemes and the underlying theory. The O'Malley and Chamot [11] research is an important step in this direction for it tried to ground strategy research with the cognitive theory of John Anderson [21].

IV. Strategy Use

During the 1980s, work on strategies continued but changed in character [21] both in the ways investigators elicited data and the perspective. Po!itzer and McGroarty devised questionnaires (based on the previous learner strategy research) that tried to assess how much individual learners were using particular strategies in, for example, classroom, self-study, and interaction [9]. In contrast, O'MalIey et al. [11] continued to use less structured data collection techniques. They discovered that group interview with ESL high school student were the most effective technique given the evidence that this technique generated far more strategies than they expected to find.

With regard to technique of data collection, research on learning strategy since the very early of its growth have utilized different methodological approach: anthropological techniques, classroom observation and intensive introspective interview, longitudinal case studies, "think aloud" introspections while performing a language task, and use of a self-report learning modalities inventory [16].

The use of strategies by second/foreign language learners is reported in a number of studies. Oxford and Nyikos [14] found that the most frequently used strategies were factor one, formal rule-related practice. Strategies which involved a concerted, extracurricular effort to communicate in the new language (functional practice strategies) or required working independently or mnemonic or metacognitive aspects (resourceful, independent strategies) were mostly shunned by the students in the sample of the study.

Douglas, reviewed in Oxford et al. [15] examined the learning strategies of American university students learning Japanese Kanji character—using Oxford's [13] SILL, found that while all strategy groups were used at a medium frequency level, it was possible to rank the frequency of use even within the medium range. More frequently used strategies were metacognitive, social, and cognitive strategies. Less frequently used sets of strategies were compensation, memory related, and affective strategies.

Using a slightly different version of Oxford SILL with 316 native Japanese speakers learning English, Watanabe, reviewed in Oxford et al.[15], found that one of his sample—from a prestigious university—used compensation and affective strategies at a high level, and metacognitive, authentic-communication, and memory related strategies at a medium level [13]. Another study conducted in Japan was by Naguchi. Studying junior high Japanese learners of English with a version of Oxford's SILL, Naguchi, reviewed in Oxford et.al.[15], found that there was a high use of metacognitive strategies and a low use of social categories in his group of 174 students.

Another study reported that beginning students at university level were more likely to use reading, translation, and writing behaviors (psychomotor support strategies) while participating in language learning activities. More advanced students, in contrast paid more attention to the systematic features of the target language and made greater use of contextual clues (Prokop, Fearon, and Rochet as reviewed in Ramirez, [17]).

The use of strategies, as obvious in the research reports reviewed so far, varied in terms of both setting and subjects as well as the categories prescribed by the investigators. Many determinant factors indeed involve in strategy use. Up to this point, suffice it to say that different research showed different patterns of strategy use.

V. ACHIEVEMENT AND TRAINABILITY

As far as proficiency is concerned, the available investigations on the relationship between learning strategies and language achievement indicate a statistically significant correlation, though one and other studies remain inconclusive.

In a study of *The Good Language Learner*, the researchers found "tolerance of ambiguity" as a significant predictor of success in French in grade 8 but not in grade 10 or 12 [9]. Along the same line, the traits of "conformity" and "control" (unwillingness to take risk or to communicate when grammatical features are unresolved) proved to be unsuccessful strategies in the immersion program, which emphasized experimentation and functional language use. The conclusion implies that other strategies must be applied in such a program and students must be encouraged toward being aware of and using the more appropriate strategies, another challenging task awaits the teacher in the programme.

Wesche [23] found a significant correlation between used learning strategies and listening comprehension, speaking skills, and teachers' ratings. Wesche concludes that in the classroom, both the diversity of observed learning activity and the relative amount of such activity characterized the better students.

While Oxford [3] supports research findings showing the successful language learners use not only more but more facilitative learning strategies, she acknowledged that :…direct causal linkages between strategies and proficiency have not been explored in detail" (p.37). She says that "… the relative contribution of various learning style dimensions to second and foreign language proficiency … has barely been investigated" (p.46) and that "many style and strategy instruments are used without adequate proof of reliability and validity, or without any clear theoretical basis" (p.51).

Anderson using two types of reading test (standardized reading comprehension test and textbook reading measure), found that the intensity of strategy use appeared to contribute to a higher score on these two measures of reading comprehension. When he applied simple regression procedure to determine if there was a statistical relationship between the number of unique strategies reported and the total score on each reading measure, the result indicated that there is no significant relationship between the number of unique strategies reported and overall performance on reading measure [1]. Anderson's finding may readily be argued in the following way. Total number of strategies used is not in itself characteristic of better language learners, rather it may characterize learners' ability to perform different strategies in a trial-and-error manner, regardless of whether or not the strategies used are effective and accurate to cope with the immediate problem. The case which may hold true is that better learners generally use various strategies appropriate to the task at hand, given that the task is within the reach of, and manageable to, their current competence.

The use of appropriate learning strategies, Oxford argues, enables students to take responsibility for their own learning by enchanting learner autonomy, independence and self-direction [13]. The question now is: How to make students aware of those strategies and capable of using them given the appropriate condition requiring their use? In other words, How to equip students with necessary strategic competence? The most straightforward answer people would think of it is, perhaps, by giving learning strategy training to students. And such an issue has been interesting to many groups of researchers in recent years, though it should not imply that the issue is a newly emerging one for it has had its early roots, Brown maintains, since a number of years ago in studies of good" and "bad" language learners [5].

Those who are interested in this area have in their own way contributed toward the run of the training. Ellis and Sinclair published a training course for learners of English that attempts to make accessible and relevant for classroom teachers the training techniques that may be used [7]. Similarly, Oxford provided a guidebook for teachers interested in strategy applications [13]. Brown provided a practical guide for classroom teachers on how to teach strategies in the classroom [5]. At least four different approaches Brown proposed one may take to teaching strategies in the language classroom. These include (i) teach strategies through interactive techniques, (ii) use compensatory techniques, (iii) administer a strategy inventory, and (iv) impromptu teacher-initiated advice. Along with these approaches, Brown also pointed out three "packaged" models of learner strategy training, i.e. textbook-embedded training, adjunct self-help guide, and learning centers [5].

VI. LEARNING STRATEGY DETERMINANTS

In the literature of language learning strategies, various factors related to learning strategies have been studied. Many of the factors have received sufficient empirical supports, hence have been widely recognized to be up to a point the determinants of learning strategy use. Other factors however, do not enjoy adequate supports and remain questionable. Even the factors that have been definitively claimed to be the determinants of learning strategies are potential for further inquiries either to provide them with additional support, so that they may keep on refining their position, or to supply them with conflicting evidence.

Since the earliest stage of the research on learning strategies, the researchers have proposed factors and variables related to language learning strategies. As early as Rubin's [19] work, there have been several variables proposed though not yet investigated. Rubin's work emphasized more on the delineation of strategies good language learners use. She therefore circumspectly notes that the utilization of strategies depends upon such variables as: the level of TL proficiency, learner's age, task, individual style, context, and possible cultural differences.

Level of TL proficiency is shown to be significantly related to choice of language learning strategies by Rubin et al. reviewed in Larsen-Freeman and Long [8], who claimed that intermediate level students tended to use proportionally more metacognitive strategies than students with beginning level of proficiency. They went on to conclude that the students who developed greater TL proficiency are more able to attend to metacognitive control of learning than are the beginners. Similar evidence, though in different context, was found [14], whose conclusion was based on student-self-rating proficiency in speaking, reading, and listening. Other variable, the task, was found to hold significant relationship with learning strategy in Anderson's study [1]. Anderson investigated individual differences in strategy use in second language reading and testing, and found that the subjects' use of strategy, given different tasks, showed a statistically significant relationship with the types of tasks they were assigned to perform. Similar result had been previously found [6].

A list of factors related to choice and use of learning strategy from various studies can be found in, for example, Oxford and Nyikos [14]. Those factors include: (i) language being learned; (ii) level of language learning, proficiency, or course; (iii) degree of metacognitive awareness; (iv) sex; (v) affective variables such as attitudes, motivation, and language learning goals; (vi) specific personality traits; (vii) overall personality type (viii) learning style; (ix) career orientation or field of specialization; (x) national origin; (xi) aptitude; (xii) language teaching methods; (xiii) task requirements; (xvi) type of training. Four factors out of the. fourteen (language learning level, national origin, field of specialization, and language teaching methods) have been definitively shown to be strongly related to language learning strategy choice. The others have until now not received sufficient supports to allow firm conclusion. In their study, Oxford and Nyikos themselves speculated on a number of variables i.e. sex, major study, years of study, course status, language skill proficiency, and motivation [14]. Based on their study, they reported that "the degree of expressed motivation was the single most powerful influence on the choice of language learning strategies, that sex had profound effect on strategy choice". The other variables, and some interactions among them, had significantly influenced learning strategy use.

In an earlier study, Ramirez found sufficient supports for his variable, year of language study, and maintained that the variable influenced the use of and the need for different sets of strategies for different language skills among adolescents studying French in secondary schools [16].

Chamot and Kupper proved other factors to influence learners' choice of strategies in the longitudinal study. Among the factors are: type of language classroom (classroom stressing grammar vs. those focusing on proficiency); prior language study, type of language task (reading comprehension, vocabulary learning, or oral production); the degree of task difficulty (summarizing a text, completing a doze exercise, or written communication); and student's motivation to learn [6].

In her literature review [4], Bacon put forward three variables that she invented deductively. Since the study was not devoted to investigate the predictive power of the variables remained unproved in that study. Bacon's aim in presenting the variables is to introduce them for the benefit of further research. Logically, Bacon wrote, an individual will apply different strategies depending on their personality, the task at hand, and cognitive style. Bacon's first and second proposed variables arc not typically new ones, since both have been listed in the literature just reviewed above. The last variable, cognitive style, is however a new additional one which promises a challenging inquiry.

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Optimazation of Scouting Education in Improving Student Life Leadership PGSD Kanjuruhan University of Malang

Yulianti[1)] Muslim[2)]

Universitas Kanjuruhan Malang
[1)]yulianti@unikama.ac.id

Universitas Kanjuruhan Malang
[2)]muslim@unikama.ac.id

Abstract: Development of national character in school was done through ekstakurikuler activities, one of them is scouting, in line with the strategic plan for 2009-2014. The main function of the scout movement is more emphasis on the implementation of scout movement as youth education institute. The fact showed that there were several obstacles in school, it was because of nature of scouting was followed by a few number of student, and because were no requirement to attend scout certified to teach scout in school. Which required these activities. In order to describe how to scout education in elementary school. Qualitative research design applied with case study design. It was done in attaining. The instruments used in this study were interviews, observation and documentation. The findings showed firstly scout not only but also elementary scout teacher. should have knowledge about education scouts before they become a scoutmaster in elementary school (SD). Education College Scouting in servicing the creativity of the students in developing their talents and interests for status as a student, that student participation is not just a voluntary no necessity PGSD students to follow or be actively involved UKM Scouts. UKM cooperation with branch quarter Scout of Malang through Scouting Education Orientation (OPP) Basic and Advanced Course (KMD) can motivate students in following the Boy Scouts PGSD well.

Keywords: UKM Scout, Scoutmaster, Student PGSD, Education Scouting

I. INTRODUCTION

Scouting as a guidance system and development of natural resources or the potential of youth, has experienced growth and renewal, in tune with the challenges of the times. Scouting is applied in the form of activities that lead to the formation of character plus skill / proficiency, develop science and technology skills (ability in science and technology). The existence of the scout movement in Higher Education (PT) is unique. Its uniqueness least can be seen from several aspects, first, scouts are students who are physically, psychologically and intellectually mature enough. In terms of age generally scout to PT ranged from 18-25 years of age. So they've been on enforcement groups and Pandega.[1]

Secondly, scouts in college is a student who is one of the components of the nation. This means that what is experienced or override this nation also experienced or overwrite scout. So scout humans is not sterile of developments in society, because they are also an integral part of the community of nations at large.

Third, scouting activities in higher education was one of the many types of student activities in universities, for example at the University Kanjuruhan unit activities at the Institute such as: UKM Scout, UKM Reasoning, the UKM PMI, UKM MAPALA and much more. Containers diverse student activities is very good because it gives students the opportunity to develop themselves according to their talents and interests of each. In addition, the amount of container that spur competition, so that all unit activities is growing.

Psychic maturity and supported by an intellectual maturity Pandega scout. Directed as a seedbed vehicle builder capable and reliable in order to develop the scout movement and build community, state and nation in the future[5].

Besides, as part of the academic community or campus academic community, scouts Pandega obliged to participate in the success of Tri Darma universities. Namely, education and teaching, research and service at community. If combined with coaching education for scouts Pandega, the value of community service (devotion) for scouts surely is the main activity and ideal. Living in the present era only armed with the ability of IQ alone is not enough, because the IQ intelligence is just one dimension of the potential possessed by humans to compete in life that emotional intelligence (EQ) and spiritual intelligence (SQ). Scouting activities actually train and improve EQ (Emotional Quotient) a new measurement paradigm that others do not refer again to the IQ (Intelligent Quotient). A study showed that EQ's role in supporting the success amounted to 27-45% [2].

The scouting movement leadership coaching (leadership) aimed at forming leaders wisely. Leadership is an attempt to do a human relations towards a goal or aspiration to be desired along with a way to influence others with communication and interaction. Leadership is an attempt to do a human relations towards a goal or aspiration to be desired along with a way to influence others with communication and interaction[3].

II. METHOD

Location research related to Scout activities of UKM in University Kanjuruhan Malang. Researchers took this location because researchers often see a lot of students PGSD on Sundays them were some who follow the scouts at the campus. In addition, the number of students who can not yet be PGSD scoutmaster SD / MI because it has no knowledge of scouting. so we are interested to conduct such research. The research was conducted for approximately one month, starting early november to finish by the end of november 2016.

In this study, researchers used interviews and observations to find and collect data that will then be processed to describe. Sources of primary data in this study is through direct observation in the activities of UKM scout and through interviews with teachers or scoutmaster. As for the additional data, researchers find and document all the data from other sources in order to enrich the data, be it through books, photographs, articles, newspapers, and so forth.

Data collection techniques are the most strategic step in the study, because the main goal of the study is to get the data (Sugiyono, 2012: 224). In this study, researchers used data collection techniques include:

1. Observation

According to W. Gulo (2004: 116), observation is the method of data collection, which the researchers noted the results of the information as they witnessed during the study. Observation involves two components, namely the perpetrators of observation or observer and the observed object or observe. In this study, researchers used a non-participant observation where the researcher simply observe firsthand the state of the object, but the researchers did not actively and directly involved. Some things that are objects of observation in this study of which include student activities PGSD in UKM scout.

2. Interview

Interviews are generally divided into two types: structured interviews and unstructured interview. Structured interviews means that the interview where the interviewer has its own set of problems that will be posed as a question. Whereas unstructured interview is an interview that has the characteristics of less interrupted, and arbitrators. The interviews were used to find the information in raw or single update [4]. In this study, researchers used a semi-structured interview. So before doing interviews, investigators have prepared questions that will be submitted to the informant. However, the implementation will be tailored to the circumstances of respondents.

3. Documentation

Documentation comes from the word document, which means goods writing (Arikunto, 2002: 135). Documentation is done by collecting data supporting documentation needed research. In this study, supporting data in case of a written or documents taken from various archives, as well as through a variety of news.

4. Study Library

Studies conducted with searching for appropriate references to the topic or theme being studied. This literature study is used to support the completeness of the data in the study by using the resources of the relevant literature.

Instruments in this study are researchers themselves (human instrument). Notch researchers in qualitative research can be quite complicated because in addition to planners, implementers of data collection, analysis, interpreter of the data, the researchers of course also as a reporter in his research findings (Moleong, 2007: 168). The instrument it self according Arikunto (2002: 126) is a tool when researchers used a method. Because in this study using the method of observation, interviews, and documentation, then the instrument is needed, among others, guidelines for observation, interview, tape recorder, camera, and stationery.

This study using purposive sampling technique for sampling with the aim to capture as much information from various sources and building (Moleong, 2007: 224). Samples to be used in this study is from the teacher coordinator scout or scout leader and student.

The validity of the data is an important part in a study in which the results of research that has been done by the researchers can be accounted for righteousness. In the examination of the validity of this data, researchers used data triangulation.

Triangulation is a technique that checks the validity or whether or not valid data by utilizing something else outside these data for the purpose of checking or as a comparison to the data (Moleong, 2007: 330). For his own technique, in this study used triangulation techniques with the source.

Triangulation source means to compare and check the degree of confidence the information obtained through time and different tools in qualitative research. According to Patton in Moleong (2007: 330) it can be achieved through:

1. Comparing the observed data with the results of the interview.
2. Compare what people are saying in public what he said personally.
3. Compare what people say about the situation of research in what he says all the time.
4. Comparing the situation and perspective of someone with different opinions and views of people like ordinary people, people whose secondary or higher education, people are, the government.
5. Comparing the results of interviews with the contents of the documents related.

In the source triangulation is done by comparing the information obtained by researchers of each informant. Information obtained from the teacher will be compared with information obtained through interviews on several students PGSD. The comparison will certainly be used as an analysis of the similarities or the differences between the information obtained by researchers.

In data analysis, there are four components in which all four components are cyclical and interactive process in a study. The four components are:

1. Data Collection

Data collected by researchers in the form of data from interviews, observation, documentation recorded in field notes consists of two aspects, namely the description and reflection. Note the description of the nature of data that contains what is seen, heard, tasted, seen, and experienced by the researcher (Miles and Huberman, 1994: 15). Observations also include other data both verbal and nonverbal Data from this study.

Note the reflection is a record that makes an impression, comment, and interpretation of the findings of the researchers encountered in conducting the research and the material data collection plan for the next stage. To obtain these records, the investigator should conduct interviews with informants (Miles and Huberman, 1994: 16).

2. Data Redusi

Data reduction is a process of selecting simplification of the data obtained either from interviews, observation, and documentation based on the focus of the problem. After going through the process of selecting the data, it will have important data and data that is not used. So, then the data is processed and presented dnegan and written language is more scientific and more meaningful (Miles and Huberman, 1994: 16).

3. Presentation of Data

Presentation of data is the display process data from all the research in the form of exposure to narrative representative tabular included in a matrix format, graphics and so on, which in turn can facilitate researchers in seeing the picture of the results of research because of the amount of data and information that researchers difficulty in making conclusions from the study this (Usman, 2009: 85). The data obtained need to be presented in a format that is more simple, so easy researchers in analyzing and making actions based on the understanding gained from the presentation of these data.

4. inference Data

The conclusion is the final step in a research report. conclusions withdrawal is an attempt to seek or understand the meaning, order patterns of explanation, the flow of cause and effect. The conclusion that has been drawn then later verified by seeing and questioning back and look at the record of the field to gain a proper understanding. Moreover, it also can discuss it (Usman, 2009: 87).

Miles and Huberman (1994: 20) explains that a conclusion should be done carefully and cautiously so that the conclusions obtained in accordance with the quality and research purposes. This is done so that data having the validity of the conclusions drawn so as to be strong.

BAB III
FINDINGS AND DISCUSSION

What the scouts? Scouting stands Praja Muda Karana and the organization or the scouting movement. Scouting is an organization that is a container scouting educational process taking place in Indonesia. In the international world, Scouts called the "Scout" (Boy Scout). The Scout Movement has a code of Code of Honor Scouts, as stipulated in the Articles of Association of the Scout, the Scout Movement has a Code of Honor consisting of promise called Satya and Conditions called Darma Moral Code of Honor Scout adjusted for age groups and physical and spiritual development, namely:

a. Code of Honor Scout Alert consists of Dwisatya and Dwidarma.
b. Code of Honor Scout Scout Penggalang consists of Trisatya Penggalang and Dasadarma.
c. Scouts Honor Code Enforcement and Pandega consists of Trisatya Enforcement Scouts and Scout Pandega and Dasadarma.
d. Code of Honor Scout Adults consists of Trisatya Adult Members and Dasadarma.

Scouting is an abbreviation of Praja Muda Karana which means young children who like berkarya. Scouting as a non-formal organization but it is recognized around the world, so the name of scouts in different countries are very diverse. The establishment of the scout movement till today due to berpramuka believed to increase the spirit of nationalism and patriotism. Scout movement also aims to shape the character of the nation who behave discipline, mandiri. peduli fellow and the cast model for everyone. all of it contained in the Code of Honor scout.

In his class, scouts consists of several groups such as: Group Alert, Group Penggalang, Enforcement Group, Group Pandega and several other groups are often called the scouts like; auxiliary builder, a major builder, trainer scout, officials saka, staff kwartir, assembly supervisor.

Scout education in Indonesia is one of the important national education, which cling to the AD /ART scout movement, structured, and based on the tri satya and dharma dasa scout. Scouting Education is the process of personality formation, life skills, and noble character scout through the appreciation and practice of the values of scouting.

The education system families conducted in the open in the form of interesting activities, challenging, fun, healthy, organized, and directed, by implementing the Basic Principles of Scouting and method of Scouting, in order to form the personality and character of the noble, independent, caring, love of homeland , and has a life skills.

Scouting Education is a process of progressive self-learning for young people to develop themselves the whole person, including spiritual, emotional, social, intellectual, and physical, both as individuals and as members of society. Education Scouting is the process of formation and development of the potential of young people to become active citizens qualified and able to provide a positive contribution to the welfare and peace of society both nationally and internationally and education scouting is widely interpreted as a process of building sustainable for young people, both as individuals and as members community. Scout movement aims to form each scout to be:

a. people who have:
   1) Personality of the faith and fear of god almighty, noble, spirited patriotic, law-abiding, disciplined, and uphold the noble values of the nation;
   2) Life Skills as a cadre of the nation in maintaining and developing the Unitary Republic of Indonesia;
   3) Physical healthy and strong; and
   4) Concern for the environment.

b. Indonesian citizens that spirit of Pancasila, faithful and obedient to the Unitary Republic of Indonesia as well as a member of the public good and useful, to establish it self independently as well as jointly responsible for the development of the nation.

Values and Basic Principles of Scouting as a norm of life of every member of the Scout Movement, planted and cultivated to each learner through the process of appreciation by and for themselves personally with the help of educators, so that its practice can be done on their own initiative, with full awareness, self-reliance, awareness, responsibility and moral attachment, both as individuals and as members of society. Therefore, every member of the Scout Movement are required to accept the value and Basic Principles of Scouting.

Scouting Methods are procedures and means to implement the basic principles of values and scouting. Each element in the method scouting has a specific educational function, which together and reinforce each other and support the overall achievement of educational goals scouting. Method Scouting is an interactive way of learning profresif through:

1. The practice of the Scout Honor Code

2. learning by doing
3. group activities, cooperate, and compete;
4. The activities are interesting and challenging;
5. The outdoor activities;
6. The presence of adults who provide guidance, encouragement, and support;
7. The award of marks prowess;
8. separate unit between men and women;

Practice values and Scouting Basic Principles implemented in the form of: comply with the commands of Almighty God and away from His prohibitions and to worshop according to the teachings of their religion;

1) have an obligation to preserve, maintain brotherhood and peace in society, strengthen the unity, as well as maintaining the Pancasila, the Constitution of 1945, the Unitary Republic of Indonesia, and diversity
2) to preserve the environment clean and healthy in order to support and provide comfort and well-being of society;
3) recognized that human beings do not live alone, but are based on the principle of humanity that is fair and civilized;
4) understand the potential for personal self-developed intelligently to the interests of his future in the life of society, nation and state; and
5) the practice of Satya and Dharma Scouts in everyday life. Code of Honor Scout consisting of promise called satya and moral conditions called dharma is one of the elements contained in Scouting Methods.

Satya Scout spoken voluntarily by a Member of the Scout Movement candidate after meeting the requirements for membership. Satya Scout is also used as a binder for voluntary personal self into practice and used as a starting point to enter the process of Scouting Education to develop the mental, moral, spiritual, emotional, social, intellectual and physical, both as individuals and as members of society. While Darma Scout is an independent progressive educational tool to foster and develop a noble character, but it is also an effort to provide practical experience that encourages its members find, menghayat, and adhere to the system of values that society in which he lives and become a member of that society. As the cornerstone of movement for the Scout Movement, Darma Scout serves as the means of achieving the goal of Education Scouting activities encourage students to unite with the community, being democratic, mutual respect, and have a sense of togetherness and mutual cooperation.

Darma Scout can also be equated with the Code of Conduct for Members of the organization and the Scout Movement which serves as a foundation and basic moral provisions are applied together with various other provisions governing the rights and obligations of its members, the responsibilities are distributed among the members as well as the decision by the members.

Implementation Of Trustees Scout In Primary Scoutmaster is a member adults who directly spicy together learners, guiding, providing support and facilities so that the students could operate only with friends in a unit with ;

a. persevering, guaranteed his safety, so the event these activities can be implemented smoothly and produce satisfaction mind at all learners.
b. In providing guidance and assistance so that learners can carry out activities as expected, Scoutmaster use Basic Principles of Scouting, Method Scouting, Allegories Basis and System Among, so that through the activities presented Scoutmaster can mendidikan attitudes and behavior based on the maturity of the spiritual, physical, intellectual, emotional and social.
c. Scoutmaster should be sensitive to the needs of learners, accept and want to understand (acceptance-understanding) to the needs of learners.
d. Scoutmaster as implementers of the Scout Movement is leading the task to provide education so that learners be: 1) the human personality, character, and noble character, 2) citizens Rebuplik Indonesia the spirit of Pancasila, faithful and obedient to the unitary state rebuplik Indonesia and a member of the public good and useful.

Thus the role of Scoutmaster can be summed up as follows:

1. The Scoutmaster is adult members directly involved in scouting activities to the satisfaction of the needs of learners, is the creation of activities that are contemporary, exciting, and challenging.
2. The Scoutmaster using the Basic Principles of Scouting, Scouting Method and System Among, utilizing the activities of learners into educational media.
3. The Scoutmaster is sukarelaan are highly committed to the principles involved in scouting and as a partner of the students are very concerned about their needs, and with patience: motivating, guiding, assisting and facilitating

activities so that the activities of learners can run smoothly, successfully and secure safety.

The task of a Scoutmaster. Scoutmaster has the task of fostering scout using the Basic Principles of Scouting, Method Scouting, and System Among, and is obliged to always pay attention to the three pillars of scouting activities, are: scouting activities must be modern (contemporary, new, not outdated), useful for the students and the community the environment, and their adherence to the Code of Honor Scouts. b. Scoutmaster duty voluntarily adjust its position as a partner of learners to be able to function the learner as the subject of education, because in essence Scouting is education for life and therefore learners should be prepared early on that they will educate themselves.

As a partner of learners scoutmaster duty to always provide motivation, stimulation, guidance, assistance and facilities activities. c. Scoutmaster Gugusdepan obliged to assist in the implementation of cooperation and mutual relations between the Scout Movement with parents / guardians and community scouts. 3. Responsibilities Scoutmaster In carrying out the roles and duties, responsibilities Scoutmaster is as follows: The Scoutmaster is responsible for: a). implementation of scouting the scout unit is as follows. b). remained subdued implementation of the Basic Principles and Method Scouting Scouting at all scout activities.

IV. CONCLUSION

Education Orientation Scouting for PGSD students need to be programmed or is required for students who do not follow the Advanced Course Basic (KMD) in order to provide supplies to the candidate scoutmaster of insight into what the scout, how to utilize the scouts as part of moral education and mental elementary school students and the end of the activity how they apply their knowledge to the students of SD/MI.

Implementation of this motivational orientation for prospective elementary school teachers, the suggestions for prospective elementary school teachers to be willing and able to follow and find the relevant literature to practice scouting on students in elementary school (SD). In addition, suggestions for policy makers in universities in order to improve the quality of education are suggested to help to program this activity as one of the activities required before students attend KMD.

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COMMUNICATION EXPERIENCE OF THE JAVANESE INDIVIDUAL IN PRACTICING *KASUNDAAN* IN BANDUNG

Santi Susanti

Communication Science Faculty, Padjadjaran University, Jatinangor, Indonesia
santisusanti2202@gmail.com

Abstract

The research was based on the diversity of the population of the multicultural city of Bandung. One of them is the The process of cultural learning through interactions with the Sundanese community foster a sense of belonging toward the Sundanese culture in a number of Javanese individuals so that they not only recognize, but also make the Sundanese culture as part of themselves by practicing it in daily life.The purpose of this research was to find the motive for berkasundaan as well as to reveal the communication experience of the Javanese individual in berkasundaan. Kasundaan is defined as matters related to Sunda. The research method used was qualitative phenomenological approach. The subjects of this study were the Javanese individuals who implemented kasundaan in the form of thought, behavior, and work results. Data collection was obtained through interviews and observations toward 7 of the subjects as well as the study of documentation, printed and online newspapers. Study results revealed that there were aspects of extrinsic and intrinsic driving force as well as aspects of expectations which became a motive for practicing kasundaan of the Javanese individuals in Bandung. Family environment, social environment and the natural environment play a big role in the formation of the meaning of berkasundaan on the subjects of this study through their experiences in cultural literacy. Communication is built and developed in the form of interpersonal communication, small group communication, and communication using symbols and media online. In order to become a Sundanese, for the study subjects it is defined as a nyunda perpective and mindset manifested in the form of tangible contributions to Sunda.

Keywords: kasundaan, nyunda, communication

Introduction

The city of Bandung, as the central government, is growing more rapidly than other cities in West Java. A variety of facilities to support the operation of the government are built and provided so that Bandung become an attraction for people from outside the region. Furthermore, Bandung has grown into a town with a wide diversity, included the cultural diversity of the inhabitants. Besides the Sundanese are the "owners" of the region, there are also other ethnics living in this region. One of these is the Javanese ethnic. They adapt to fit in with the local culture. Eventually, after the adaptation process, a sense of belonging emerged and made *kasundaan* as part of the Javanese individual-self which is applied in their daily lives.

Culture is a social fact confronting the individual in his/her life. Culture has three characteristics, that can be learned and exchanged, as well as growing and changing (Hebding and Glick, 1991:45) in Liliweri (2011:57-58). Culture can be learned because cultural traditions, values, beliefs and standards of conduct are all created by humans rather than just inherited instinct, but rather through a learning process in certain ways in accordance with culture. Cultural learning process according to Koentjaraningrat is composed of important concepts, namely internalization, socialization and enculturation (Koentjaraningrat, 2009:185).

Socialization is concerned with cultural learning process in relation to the social system. In that process, an individual from childhood to old age learns the patterns of action in interaction with all kinds of people around him/her who occupies a wide range of social roles that may exist in everyday life. Individuals in different communities will experience different socialization processes due to the process of socialization is largely determined by the order of culture and social environment in question (Koentjaraningrat, 2009:186).

Internalization is the process of learning instilled all the feelings, desires, passions and emotions that are required throughout the life of mankind in his personality.The process last all time, since the individual’s birth until the eve of death. The form and activation of a wide variety of such personality content is influenced by various stimuli from the natural environment, as well as social and cultural environment.

Other processes performed by individuals in learning culture in a society is enculturation, i.e. a process of an individual learning and adjusting the mind and attitude with custom, the system of norms and regulations existing in the cultural life The process is carried out by every person from childhood to old age, starting from the closest person in the family environment, then of his/her playmates. (Koentjaraningrat, 2009:189). In practice, the process of applying a culture within private individuals are through those three processes that, though not necessarily in sequence like the explanation.

The selection of the individual as the study subject is based on his adaptation power in interacting with the Sundanese. According to BPS Data of West Java, Javanese people occupy the second largest number of inhabitants of Bandung after the Sundanese people, with a percentage of 12.68% and the majority comes from Central Java. With that large number, the Javanese in Bandung will not get apart from interactions with the Sundanese as the majority of population of West Java capital. Meanwhile the process of adaptation is carried out to adapt to the local culture.

The interaction between the Javanese and Sundanese in Bandung continued through trade with the emergence of many food vendors. Since the early 1920s, many Javanese people have sold typical Javanese food and herbal beverage in traditional markets. Additionally, the Javanese traders have generated a large number of traders in Bandung. (Kunto, 1986).

Then, study on Java in Bandung conducted by Parsudi Suparlan in 1972 showed that migrants from Java tend to be like people of Bandung. They have fused into part of the Sundanese in Bandung by participating actively in social activities in the location where they live. In fact, in their daily family life, they also tend to use the Sundanese culture and language. Even their children tend to speak fluently in Sundanese and behave like Sundanese people rather than as the son of a Javanese. In this study, the Java informants have conformed to the socio-cultural conditions in Bandung. They are active individuals who constructed reality at will (Bungin: 2001 in Basrowi and Sukidin (2002:194).They absorb the Sundanese culture elements and apply *kasundaan* in their lives, whether in language, behavior, as well as in the results of their work.

The word *kasundaan* is used in this paper is defined as everything related to Sunda or having Sundanese characteristics, as stated in the Sundanese Dictionary by Danadibrata, who wrote that *kasundaan* are characteristics customs of the Sundanese. In this paper, the word *kasundaan* is defined as a word which contains matters related to Sunda.

Although diverse, Sundanese culture in Bandung city remains the dominant culture, which is still widely applied by the majority of the inhabitants are the Sunda ethnic. The research of Edward Bruner (1974) from Northern Illinois University, conducted in the 1960s and 1970s, shows the dominance of the Sundanese culture.

The research result of Bruner that compare two cities, namely Bandung and Medan show, the Sundanese in Bandung is the majority and dominant, that set the benchmark for decent behavior that should be shown in public places, and almost all the urban institutions of Bandung are controlled by Sundanese people and are operating in accordance with the cultural patterns of Sunda. They occupy key positions in the city's power structure of the Office of the Governor, the Mayor, the Rector of the local University, to the post of heads of regional offices. In the life in Bandung, the individual migrants adapted themselves with the Sundanese culture and tend to be Sundanese. While in the field, each ethnic group creates regularity in the social life of their ethnic community. In public places, they compete with each other by enabling their respective ethnicity.

In its development, Bruner hypothesis about Sundanese as dominant culture in the city of Bandung, is still relevant. Based on my observations, the elements of *kasundaan* are still felt in speaking as well as dress and artistic activity. The three element are still applied by the Sundanese. A key position in the power structure in the city of Bandung, still ruled by the Sundanese people. Also, the content of information or program in printed and electronic media in the city of Bandung. There is a local broadcast television program airing Sundanese in the form of information and entertainment.

Content of information in local newspapers, also dominated by the news that happened around the Sunda Lands of West Java. Some print media in the form of magazines and newspapers, there is still consistently publish information about *kasundaan* and written in Sundanese language.

Based on Bruner's description, Sundanese culture as the dominant culture has the power to attract its nonsundanese pituin (original descent) fit in with the culture. Neighborhood community cultured and sociable intensively with them, gradually makes a Javanese individual adapt and adjust their thoughts and feelings with patterns of Sundanese culture naturally. Cultural learning process conducted by Javanese individual through the interaction is then processed in critical thinking and results that became one of the force aspect for the Javanese individual to immerse oneself as part of the Sundanese culture, with plays an active role as the culprit. In this paper, they are referred to as the Javanese individual who practice *kasundaan*.

As for the purpose of this research is to find the motives of practicing *kasundaan* as well as revealing communication experience of Javanese individual in practicing *kasundaan*.

Research Methods

This study use qualitative methods with the phenomenological approach. With this method, the Javanese individual experience in practicing *kasundaan* was explored through deep interviews, participating observations, as well as a review of the documentation which is obtained directly from informants and writers earn independently through the internet or the library. Some of the theories used in this research. However, i do not attempt to prove the theory. The theory used in this study serves as a guidefor uncovering fenomena, not as the primary research runway, as in the study of objective-quantitative, which making theory as a reference to obtain data or information (Kuswarno, 2004:43).

Qualitative research, according to Bogdan and Taylor (in Moleong, 2006:4) is a procedure of research that generates descriptive data in the form of words written and spoken of people and behavior is observed. Facts, information or event was an early reference in qualitative research. Similarly, in this study, the research is expressed in the form of descriptive data in written words and oral by Javanese individual implements *kasundaan* in their daily lives.

A number of theories and concepts that complement each other is used as a guide to run the research, namely the theory of Transcendental phenomenology of Husserl and Schutz's theory of Social Phenomenology and Social Action theory of Max Weber.

Edmund Husserl, known as the father of Phenomenology specializes in the Phenomenology as a science about the fine points of consciousness (the science of the essence of consciousness). Husserl (1913) in Kuswarno, (2009:10) argues, with phenomenology can be studied forms of experience from the point of view of people who experienced it directly, as if we were to experience it for ourselves.

Still according to Husserl (in Kuswarno, 2009:6), the conscious experience of the individual is the right way to find reality. Only through the conscious attention, the truth can be known.To be able to do that, we must get rid of the bias that exists within ourselves. We should leave the various categories of our habits of thinking and looking at matters in order to feel the experience as it is. In this way the various objects in the world to be present in our consciousness.

Related to this research, *kasundaan* that Javanese individual lived it, is a manifestation of the meaning of Sundanese culture, thus, the form that individual displayed and lived was varied, in accordance with the ability of every individual to live it.

Meanwhile, Alfred Schutz developed a theory of Phenomenology that Husserl conceived by applying it on the research of social sciences. Schutz's core of thought is how to understand social action through interpretation. Schutz put human nature in subjective experience, particularly when taking action and take a stand against the world of everyday life.

According to Schutz (in Kuswarno, 2009:17), phenomenology linking scientific knowledge with everyday experience and activities where experience and knowledge places comes from. In other words, the phenomenology basing on social action to the experiences, the meaning and human consciousness. For Schutz (Mulyana, 2004:63), the main task of phenomenological analysis is to reconstruct "the real" world of human life into the form they have experienced.

The reality of the world is intersubjective in the sense that the community members share their basic perceptions about the world they internalized through socialization and allow them do interaction and communication.

In any fenomenological situation, such as context space, time, and historically that uniquely locates individuals, we have and applied stock of knowledge which is composed of all the facts, beliefs, desires, prejudices and the rules we learned from personal experience as well as ready to use knowledge which available for us in the world we were born (Mulyana, 2004:62).

Armed with knowledge, an individual can share their perspectives and do various forms of relationships with other individuals. The stock of knowledge allows mankind to recognize a situation and know how to deal with it appropriately.

If the individual is able to anticipate ways that can be used to deal with one life, then Schutz called one has been doing activities rationally. This activity is the experience lived and reflects the core of subjective awareness (Basrowi & Sukidin,2002:40-41). In everyday life, people will be faced with the reality of shared meanings. In the end, the whole experience can be communicated to others in the form of language and action.

In doing an action, according to Schutz, human was basing it by motives. Motives in the perspective of phenomenology, according to Schutz (1972: 86), is a configuration or context of meaning which appears to the actor as a meaningful ground of a given piece of behaviour.

Those reference theory and concepts is a thought-provoking approach to explain how the phenomenon of Javanese individuals who studied and live *kasundaan* can be explained subjectively. The theory of phenomenology is used as a basis for uncovering an experience of Javanese individual in Bandung practicing *kasundaan* in everyday life. Based on this theory, I explore the information about experience of Javanese individual in practicing *kasundaan*.

Reality of *kasundaan* lived and meant on construction of research informants standpoints. Researchers as a research instrument, do not assume anything about individuals who researched, but try stringing informants experience into reality that is found fit their point of view (Bajari, 2009:74). In this study, I did not attempt to prove problems but found the reality of practicing *kasundaan* which is meant by Javanese individuals from the perspective of individuals and their experiences.

In line with phenomenology of Schutz, this research uses social action theory, Max Weber inisiated, a pioneer of sociology in Germany. Weber defines actions or behaviour as any action or a meaningful experience which realized by a person or a group of people who appear in the form of a pattern of conduct of everyday life (Schutz, 1967:43). For Weber, social action is an act of individuals along that actions have subjective meaning for himself and directed to the actions of others (Weber in Ritzer, 1975). The action here could open or hidden, may be a positive intervention in a given situation or deliberate silence as a sign of agreeing in those situations. Social action for Weber was a deliberate action, for others as well as for the actor himself, his thoughts on active mutual interprets the behavior of other people, communicate with each other and control the behavior in appropriate communication mean.

Based on that explanation, every act committed by Javanese individuals within *kasundaan* is a behavior consciously done after going through the process of thinking up their interaction with society in everyday life. Communication with Sundanese community and various aspects in the environment of Javanese individual live, contributed in building construction of *kasundaan* meaning they have in personal, both during and after the interaction takes place.

Environment where Javanese individual who practicing *kasundaan* live in, is Sundanese environment where Sundanese culture exist as an integrated system which manifests in a way of thinking, behaving, and working. *Kasundaan* behavior that did was not only aimed for oneself, also addressed to other people through various forms of communication.

Sundanese Culture and *Kasundaan*

Sundanese culture is one of the nation's richness of Indonesia which live, grow and flourish among Sundanese people who generally live in Sunda Land or West Java (Ekadjati, 1995:9). Sundanese culture manifest itself in the form of physical or nonphysical which can be enjoyed and felt by the inividual who practicing it or enjoyed it.

Sundanese culture live in the neighborhood called Sunda etnicity or people of Sunda. In anthropology-culture, it can be said that Sunda etnicity are group of people or individual who orally using Sundanese as the mother tongue language and dialects in everyday life and they come from and live in the area of West Java, which often called as the land of Pasundan or Tatar Sunda (Harsojo in Koentjaraningrat, 1980:300).

In terms of socio-cultural, there are several definitions of who called the Sundanese people. According to people of Baduy, there are five conditions that made someone or people called Sunda. It is by blood, resides in the land of Sunda, have customs and religion of Sunda. Humanist Jakob Sumardjo explains, Sundanese religion, according to Baduy, is Sunda Wiwitan. However, because generally the Sundanese are Muslim, then Islam is regarded as the religion of the Sundanese people so there is the term "Sunda is Islam, Islam is Sunda." (Interview Jakob Sumardjo,29/9/2013)

Based on the research conducted by Suwarsih Warnaen and team (Warnaen, et al, 1987:1), Sundanese is a person who claims to be and recognized by others as Sundanese people. Others are Sundanese people or others who are not Sundanese people. This definition covered the criteria based on inherit and based on socioculture. According to the first criterion, a person or group of people could be called Sundanese people, if their parents, either from father or mother side or both are Sundanese people, wherever he or she or they are live and raised. According to the second criterion, Sundanese is a person or a group of people who grew up in the sosiocultural environment of Sunda and living their life as applying the norms and values of Sundanese culture. In this case, place of residence, socio-cultural life and attitude of the person is deemed important. Sunda humanist, Ajip Rosidi (2009:15) defined Sunda people based on the second criterion, the man who in his life living and utilizing Sundanese culture values.

Hidayat Suryalaga (2009:61-63), divide to four categories of person referred to as Sundanese people (urang Sunda) as follows: [1] the Sundanese subjective. When someone based on consideration of subjective of feeling that he was urang Sunda, the he was urang Sunda; [2] the Sundanese objective. When someone is referred to by others as urang Sunda, then such person, should able to actualize the assumption of others that he really urang Sunda. [3] the Sundanese genetic. Someone who is descended from parents has a lineage of urang Sunda pituin (Sundanese original). Even in the Sundanese culture is often traced to the seventh generation above ego, at present, with the interetnic marriage, probably quite marked with mother and his father are ethnically Sundanese. [4] the Sundanese socio-cultural. When someone has a mother and father or one of them instead of urang Sunda pituin (native), but in her everyday life, both in behavior, customs, language, cultural and artistic activity as well as has the concept of life as urang Sunda, then he is urang Sunda. Thus, the definiton of Sundanese people now need not be racist.

In this paper, Javanese individual are categorized as Sundanese people based on socio-cultural. They are not born as Sundanese pituin (native), but they behave and have character as urang Sunda, who is able to apply meaning and significance of Sundanese word (*kasundaan*) in the conduct of life (Suryalaga, 2009:17).

Further, an expert on the history of Sunda, Edi S. Ekadjati, in Suryalaga (2009:71) explained that *kasundaan* is knowledge and soul of Sundanese culture, values of life and livelihood of people of Sunda, which is applied in everyday life individually or socially along the journey of their lives. In other words, according to Edi, *kasundaan* is knowledge and soul of Sundanese culture. *Kasundaan* is something that referred with Sunda.

Research Results

Motives in *Kasundaan*

According to Fritz Heider (in Littlejohn & Fosh, 2009: 548) "People have reasons for the way they behave." There are always reasons in any human behavior. Thus, none of human behavior are unreasoned or no aims. For Weber (in Collin, 1997), reason was created due to a process of intersubjective in the form of a unique face-to-face relationship with another individual so that the behavior shown is known as social action.

Similarly as the Javanese individual research informants, there are motives that influenced them in practicing *kasundaan*. Schutz categorize such motives as motives for (in order to motives) and reason motives (because motives). ' Motives for' described as mean, plans, hopes, interests and so on that are future-oriented. Reason motives refers to an individual's past. In this study, reason motives referred to as force aspects that is divided into two, extrinsic force aspects , originating outside of the individual, such as social and environmental situation, and intrinsic force aspects, were sourced from individual's within and core family.

Based on study results, force extrinsic aspects of Javanese individual live *kasundaan* is the interaction with the social and nature environment, the information about the Sundanese culture as well as the rhythm and dynamics of motion.

Interaction with the social environment and nature, among others, expressed by Jeihan Sukmantoro, Trianti Nugraheni, Indrawati Lukman and Sunaryo.

Jeihan which is known as the most expensive painter in Indonesia, which has the characteristic of thick black eye on objects painted figures, revealed, before achieving success as currently, the ordeal began from below. Jeihan said, at the start of a career pioneer, he was already in Sundanese in Bandung. He lives in a House kontrakkan in the alley Mosques, Cicadas, which are surrounding it is the people of Sundava kind and helped him when he is in trouble.

> "From the beginning I was in the middle of the people of Sunda, in Sundanese village. I live with Sundanese people, so I know them very well. When I

was in trouble, in year ‘66, everybody who help me, they all are Sundanese." (Jeihan, 7/10/2014)

Such closeness slowly making Jeihan fused into the habit of Sundanese so he felt that he was a Sundanese.

"The process i’ve got into Sunda, I don’t understand myself. It is clear, environment mediated. Whoever close to something would be something. I entered the realms of Sunda, automatically be a Sundanese. It's unconscious interaction. It is very important that environment made me, not just physical and soul, mental spiritual also." (Jeihan, 7/10/2014)

Trianti, Javanese individual, a lecturer at the Universitas Pendidikan Indonesia (UPI) confesses, her love towards Sundanese culture grew after she married and settled in Bandung in 1995. Her husband is a Sundanese.He was her senior in Institus Seni Indonesia (ISI) Yogyakarta.

"I started got a felt into Sundanese culture was in year 98, when I studying magister in Unpad. Longer interaction with Sundanese people in the neigborhood and university environment, made me more getting in. " (Trianti, 11/10/2013)

While still enrolled Sociology-Anthropology master's degree program at FISIP, Trianti often do research about the culture by visiting location where the culture were belong. The interaction she did with the local people in the research is slowly making her dissolve with Sundanese culture.

Proximity to the Sundanese culture influence on many things, one of which is the mindset.

"My Mindset is now closer to Sunda to determine anything. It is because the external factors that affecting me were much more. Some Javanese consider me Sundanese. But when I interacting with Sundanese, look Sundanese. That’s according to several people who met me again. " (Trianti, 26/9/2013)

Interaction with the Sundanese, make Trianti comfortable and dissolved with the Sundanese culture. It affects many things in herself and make her way of thinking and her way of life tends to be Sundanese than Javanese.

The same thing perceived by Indrawati Lukman, who was born and grew up in Bandung. She was Javanese. How Indrawati, who was born in 1 April 1944, fell in love to Sundanese culture through dance, beginning from her childhood surrounded by Sundanese people. Life among the Sundanese made her to interact with Sundanese people and the results of those interactions made her no longer feel as the Javanese, but instead pure Sundanese, as it conveys the following,

"I was born in Bandung. Then my father and my mother was lecturer at ITB and Unpad and I wander with the Sundanese people, my daily life with Sundanese. To Javanese, that's just my father’s family. It is Tegal. Pure Javanese. But, my life cannot referred to Java, because of my childhood, from birth I've in Sunda. I am pure Sunda, although my name was half Javanese. Indrawati Lukman Carvacrolia Purwohadikusumo. " (Indrawati, 28/11/2014)

Meanwhile, for Sunaryo, the natural environment of Sunda is an aspect of the catalyst for implementing *kasundaan* in everyday life. For him, nature is a source of inspiration in the works that will never run out. Much of his works, inspired by natural and social surroundings, including his monumental work, Museum Batu (the Museum of Stone).

According to Sunaryo, the construction of the Museum, could not be separated from elements of nature where he lived, tatar Sunda, known as the land of Parahyangan.

"Combining the various elements of Sundanese in nature it so inspiring. Because I am here. People see this fits with Sunda, indeed adapt the closest environment. Anyway that is fitting with life, in accordance with the environment these days. " (Sunaryo, 14/10/2014)

Through the ability to blend with the natural surroundings, Sunaryo was able to produce works that are inspired from the land of Pasundan, as one form of application of *kasundaan* in daily life.

Information about the Sundanese culture is the extrinsic force factors for informant Anthony and Jakob Sumardjo to love Sundanese culture and apply it in everyday life. For Jakob, the ease of obtaining source data encouraged him to explore more about *kasundaan*, mainly related to Sundanese mindset found in artifacts relics of Sundanese buhun (ancient) which he explore intensively. Professor of Institut Seni Budaya Indonesia (ISBI) Institute of Indonesian Art and Culture confessed, his fascination with Sunda, due to the abundance of data needed to understand Sundanese people way of thinking through such artifacts. Sometimes, the data itself come without she asked for.

"The appeal of Sundanese culture, because I live in Bandung, teaching here, in the college of Sundanese arts. Getting data it's easier here, because its already on hand. A lot of Sundanese culture material I earned here. Sometimes, every time I meet people, I can directly ask and get new data. Even data like come itself, offered, such as in Sukabumi, on Mount Salak." (Jakob, 29/9/2013)

The dynamics of Sundanese dance moves and rhythms is the extrinsic aspects for Endang Caturwati, a professor in art of dance ISBI, to apply *kasundaan* in life through the art of dance.

Endang who lived in a family that applied Javanese Culture very powerful, since she was a child, felt any difference in opposite between the Javanese dances he had learned in advance with the Sunda dance he saw, like the mask dance and dance Anjasmara. According to her, the Sundanese dance movement is more energetic and the music was more attractive so it brought her spirit of life.

"I love Sundanese dance since by the attractive dynamics of movement. First, I learn Javanese traditional dance which is very smooth, very slowly. When I saw Sundanese traditional dance, Tari Topeng, Tari Anjasmara, it’s energetic, the sound of kendang was more attractive, bringing the spirit of life. " (Endang, 10/1/2014)

In addition to extrinsic force aspects, the love of Javanese individuals to Sundanese culture driven by the intrinsic driving aspect, which in this study consists of three aspects, i.e. aspects of hobbies, interests and talents, on Sundanese culture as well as the desire to fit in.

For Anthony, internalization on Sundanese culture he lives through the internalization of philosophical values Sundanese culture into him so that way of viewing life and inwork based on the philosophical values. Results of Sundanese culture which he gained through social interaction as well as search independently through written sources, opening his insights that Sundanese have turned out to be local wisdom values a very sublime, especially relating to the natural environment, Anthony favored.

Communication Experience of Javanese Individuals in Practicing *Kasundaan*

Refer to Max Weber's theory of Social Action, communicating is human behavior that can be categorized as social action, because there is a goal to be achieved from the delivery of the message. According to George Ritzer (2004, in Bungin, 2008:81), human action is not entirely determined by the norms, customs, values and so on, because the man is a creative actor of social reality. Human beings develop themselves creatively through a response to a stimulus in the world of cognitive. Practicing *kasundaan* is a subjective reality that is formed through a process of absorption of objective reality and symbolic back into the individual through a process of internalization. Javanese individuals as entities that interpret the reality from their subjectivity perspective, represents the self-meaning in practicing *kasundaan* based on the accompanying motives to be understood and meant by others who finally reflecting on their identity.

In Schutz perspective (in Kuswarno, 2009:18), humans are social beings, so, the awareness of the world of everyday life is a social consciousness. Littlejohn and Foss (2009:546) explains that a person establish meaning through communication with others. Each individual has a unique communicate experience, because each has a different background who lead them on an option that they have to nyunda (act like a Sundanese).

Communication is an important part of the Javanese individual who lived *kasundaan*. Through communication, the Javanese individual know and convey their *kasundaan*. Thomas M. Scheidel as quoted by Mulyana (2007:4) says, we communicate mainly to reveal the identity, build social contact with people around us, and to influence others to feel, think or behave like we want. So it is with the Javanese individual in this paper. Communication in practicing *kasundaan* performed, among others, has the meaning as describe by Scheidel, through the manner and media in accordance with their wishes and their ability to deliver it.

Communicating Experience through Works

According to J.J. Honigmann in his book, The World of Man (1959:11-12), a form of culture is divided into three, namely ideas (ideas), activities (actions) and artefacts (works). Similar to Honigmann, Koentjaraningrat divided any cultural into three in existence, namely the ideas, values, or norms; human actions or patterns of activity in the community; cultural exists as the objects of human work. (2009:150-151).

Many kind of works that produced by Javanese individual perpetrator of *kasundaan* in communicating *kasundaan* live through articles and books, dance, painting, craft, building/monument.

Writing articles and books is a great way to deliver *kasundaan* in the form of writing. Through writing, thought and knowledge of *kasundaan* that attracted conveyed to reach a wider public. In addition to meet the information needs of its readers, the book is also a means for documenting the results of the thinking of the author.

"I write about Sunda, because very few people who write about art and the Sunda shows. But I need the Sundanese literature as well. Sunda was only a few, so I have to write some post or article about Sunda." (Trianti, 16/10/2013)

Writing about *kasundaan* for Jakob is a form of love of Sundanese culture environment in Bandung that he had been lived in for more than 50 years Material benefits from his writing was not being ultimate goal. The scientific clarity of Sundanese mindset is so why.

> "Write about kesundaan its financially nothing. It's all about love to it. I just want to know the clarity. After Pengen I knew it, I contribute that I have thought of this in the past. " (Jakob, 3/1/2014)

Kasundaan in the form of a mindset, examined by Jakob since year 2000 through Pantun Sunda and archaeological artifacts. Thoughts about *kasundaan* communicated in the form of a book he wrote. More than six books have already produced associated a *kasundaan* that Jakob examined. Among them are Simbol-simbol Artefak Budaya Sunda: Tafsir-tafsir Pantun Sunda (2003), Hermeneutika Sunda: Simbol-simbol Babad Pakuan/Guru Gantangan (2004), Khasanah Pantun Sunda, Sebuah Interpretasi (2006), Paradoks Cerita-Cerita Si Kabayan (2008), Sunda: Pola Rasionalitas Budaya (2011), Kosmologi Pantun Sunda (2011). Content of the books largely a collection of Jakob articles about Sundanese culture has ever been published in various print media in Indonesia.

Dance is one of this research informants work of arts in communicating *kasundaan*. Through dance, the informant delivered *kasundaan* in motion and music in accordance with the existing standard of Sunda.

Endang Caturwati, who studied dance since kindergarten, accustomed to creating dances since Elementary School for the purpose of stage performance the children citizens of Gumuruh, shelter where Endang with his family lived was. In addition performing existing dance, Endang creating some dances, such as Tari Tempurung, Tari Payung, Tari Kelangan, Tari Kembang Ligar dan Tari Balebat. In communicating her work of dance, Endang was aided by the dancers. Group communication is a form of communication that is chosen to communicate Endang’s new work of dance to the dancers. Tari Kelangan is the work of dance most frequently staged at events both inside and outside the country. Dance themed on ' don't lose your identity has been performed at many events and many countries.

Indrawati was senior dancers who learn to dance since grade 5 Elementary School to the maestro of classical dances of Sunda, Tjetje Somantri at Badan Kesenian Indonesia (BKI). He also studied choreography at Stephens College, United States, on getting scholarships from Burral International Scholarship. Indrawati begins creating dances since coming home from America. The first dance he made was Batik Dance, in 1970. (Indrawati, 4/12/2014)

More than 30 dances have been created by Indrawati with basic dance Princess/ Tarian Putri as he had learned from Tjetje Somantri, among others Tari Rineka Dewi, Tari Anom Sari, Tari Anggana Laras, Tari Gentra Pinutri, Tari Ringkang Topeng dan beberapa tarian anak-anak, yaitu Tari Kijang, Tari Cika-Cika, Tari Belibis, Tari Ayam, Tari Moyek.

Indrawati admitted, in creating the dance,there is a difference between her and her teacher, Tjetje Somantri. If the teacher is stillbound by the standard movement or music, Indrawati who have earned knowledge about choreography, change the rules of the existing pattern becomes more dynamic in music and movement, also shorter duration, but still in Sundanese pattern, with more melodic and more dynamic music.

"I made dances that not monotonous, dynamic, but in accordance with the dance character." (Indrawati, 9/12/2014)

The changes of music and movements which become more dynamic brief, not only done by Indrawati to the dances she created, but also to the dance that already exists. The change was made to attract better the attention of the younger generation, to learn classic dances of Sunda.

Painting

Jeihan communicating his *kasundaan* in the form of painting. He raised *kasundaan* through the female models are presented in the paintings, most of which are Sundanese female around his first residence in Cicadas.

"Maybe if I wasn't here, my paintings were not many women. Yes, indeed, I think this hometown girls in Cicadas are my models. It was my neigbourhood, flow in my soul. I've also felt odd. If I'm not here, maybe my paintings are not all female, probably like everyone else, there are men there." (Jeihan, 28/9/2014)

Jeihan also believes, his paintings were influenced by *kasundaan*.

> "Look at my paintings, such as kecapi suling, simple but full of meaning. I think there is a connection between my works with cultural environment of Sunda. I myself not understand. The lines, like the sound of suling, kecapi. Its colour. I was not aware, I'm melting. " (Jeihan, 28/9/2014)

Crafts

Crafts or hand made is one of the forms produced by the research informants in communicating their *kasundaan*. Anthony shows his *kasundaan* through the work of accessories made from the grain of nature that strung with nylon threads using the technique of rigging. For Anthony, nature has a very tight linkages with the community of Sunda. As for Sundanese, especially the Sunda wiwitan, humans are part of nature and are equally God's creation so that humans must maintain harmony or balance to live with nature. Nature teaches many lessons about the origins of life, including humans and for Anthony, grains represent the origins of life.

> "I tried to introduce to the people that the grain is also the same as modern jewelry.The value of each seed was actually not inferior to modern values, nominal values. The difference just..if the grain is more to the value of life, a philosophy, that this is the beginning of everything. This is the seed of life. That's what I want to introduced to people. " (Anthony, 1/12/2014)

Buildings/monuments

Sunaryo is an artist who is very close to nature. For him, nature was a source of inspiration that will not be endless. The father of three children, communicating his *kasundaan* through a number works, that are spread in some areas and around his home in Bukit Pakar Timur, such as Monumen Perjuangan Rakyat Jawa Barat at Jalan Dipati Ukur. The design of the monument was the work of Sunaryo that won the competition held by West Java Government in 1984. The basic concept of the monument is a clump of bamboo or awi are identified as typical Sundanese plants because of the similarity of its character.

> "I created the monument, the idea is from awi. Awi was grew not only one, but branched out, it's a symbol of democratic rule. The symbol of pluralism, not a centrist like Jogja, because in here, there are a Sundanese of Banten, Sunda Garut, Sunda Bogor, Cianjur, Sumedang, so many and they exist respectively. I see no coercion must use Sunda Cianjur. Here is more open. Then I made a monument in front of Unpad it like the idea of babakan awi. Open from a far, humble, kindly, hospitality. " (Sunaryo, 8/10/2014)

Meanwhile, Museum Batu/ Museum of Stone that was built not far from Selasar Sunaryo is the latest work of art project built by Sunaryo since two years ago. The concept of a spiritual nature applied in the making of Museum Batu. One of the spiritual concept of Sunda are taken from Sunda Wiwitan.

> "It used to be that Sunda actually universal and very spiritual. Museum Batu, if we see the Sunda wiwitan, its all fit in. Before the coming of Islam, there is already a religion here. So I made it carefully, not letting issued a single conflict. Hence there is a mushola, there is this, and this, and this, as described the elements of nature, earth, water, fire, wind, that Sunda wiwitan there. If in Islam, human, God, nature. There also exist. Sunda wiwitan assumes we are part of nature. " (Sunaryo, 14/10/2014)

Communicating Experience through Activities

Many activities carried out by Javanese individual perpetrator of *kasundaan* in communicating their work. The activities undertaken are divided into several forms, namely teaching, performances, and seminars/discussions.

Teaching is a form of communication that is done by the informant of this research in implementing *kasundaan*. By teaching, Javanese individual *kasundaan* knowledge and skills transfer to the learners. Teaching is conducted by research informant in formal and informal.

One of the ways that Javanese individual informant did to communicate *kasundaan* is to do a stage performance, festival or art performances. Based on the data collected, not all Javanese individual research informants do staging, festival or art performances. Informants who perform staging, festival or art performances are Endang, Sunaryo, Indrawati and Trianti.

Seminar is one form of communication used by the informant research in practicing *kasundaan*. In the seminar, the informant research acts as a speaker who communicates their *kasundaan* before audiences become participants of the seminar. This activityis carried out by some informants. In addition to books, lectures and write articles, Jakob knowledge in *kasundaan* communicated through seminar.

Similarly with Endang, which often became speaker in various seminars. Material about art and culture are often delivered in her speech. Often, dance works by Endang perfomed as complementary methods seminar material.

> "One of the methods also emulated with motion, we also bring the dance to a seminar. Many seminar participants who eventually ... like the time when I was keynote speaker have to brings my latest works which developed from some movement of penca silat, finally got a tremendous compliment and many grateful on facebook. " (Endang, 10/1/2014)

Following the exhibition is also one of the ways to communicate *kasundaan*. Through the exhibition, Anthony can interact directly with visitors about his work while hoping get to impart awareness to visitors to better appreciate the nature, so that we can live in harmony with nature. Through the exhibition, Anthony did two communications at the same time, communication activities through the exhibit itself and interpersonal communication through interaction with the visitors of the exhibition.

For Anthony, when interacting with the visitors of the exhibition, a good appreciation of the visitors gave rise to pride in himself. Through direct interaction, there is a message that always Anthony wanted to delivered in his works to people who buy or ask, as it conveys the following,

> ".. First, these grains are living things. We cultivate this fact we appreciate nature, we try to appreciate. It's also living beings. Seeds and the man is actually the same. The difference is, if it's still baby, still seeds, we've grown as the tree. " (Tony, 10/1/2014)

Communicating Experience through Media

The language

Language is a primary means to express thoughts, feelings and intentions (Mulyana, 2007:261). The language uses words that represent different aspects of our individual reality. Through language, information can be communicated to others.

Larry L. Barker (in Mulyana, 2007:266-267) held the privilege of language as a means of transmitting information that cross time, by connecting the past, present and future, enabling the sustainability of our culture and traditions. Without language, we could not exchange information, we could not bring all the objects and places that we refer to in our communication. From the side of culture, language is one of the seven elements of universal culture. Language indicates the identity of the nation. Sundanese-speaking with means have shown *kasundaan*..

Using language as a medium of communication is also one form of social action. Max Weber explains that individual action is a subjective action that refers to a purpose motives (in order to motives) which had previously undergone the process of intersubjective in the form of uniqly face to face interaction (within Basrowi & Sukidin, 2002:41-42). For Weber, social action is a deliberate action, good for others as well as for the actor himself, his thoughts on active mutual interprets the behavior of other people, communicate with each other and control the behavior of their respective appropriate communication mean.

Based on my experience, the Javanese individuals perpetrator *kasundaan*, actively use the Sundanese language, mixed with Indonesia language in conveying the experience and views about *kasundaan*.

Communicating Experience through Objects Symbols are Used

Clothing and accessories

Clothing, generally serve as body armor. But, more than that, the clothes have a symbolic value for the wearer who is associated with the identity, status, hierarchy, gender and as an expression of a certain way of life. In other words, the outfit is skin of social and human culture. Kaye (1994:122) argued that the significant impact of clothing on a person's self image. How does someone look at himself and how someone wants to be seen or treated by others strongly influenced by appearance.

Everyday, Anthony use to wearing traditional Sundanese cloth, which is pangsi, be combined with shirt in the inside, iket Sunda (Sundanese bandage), as well as a vassal of jeans or pangsi pants /kampret (shucks). Tony uses clothes and bandage if he work in his workshop, in the area of Taman Hutan Raya (Tahura) Ir. H. Djuanda. Pangsi dress worn since 2010, because it felt more comfortable. Meanwhile, Anthony thought that iket Sunda as a reminder that he should work, utilizing a productive time for anything.

> "I use the usual t-shirts at home. Wear this if it worked... More comfortable.The philosophy of iket itself as a reminder, it should work, it should not just hang out, with no result. "(Anthony, 1/12/2014)

In addition, using his own accessories is a way of communicating that Anthony did. Anthony's hand and neck filled with accessories that he created specifically for him. Anthony felt, how effective such way to attract people asking about the accessories he wore.

> "Until now, its very effective. because with only use this, quite a lot of people asking me what is that? At that time, most people easy to say, "Oh, its grain," while holding it, they say, "what the tree looks like?" To the people who are not known, I could immediately direct promotions, introduce about the grains. Quite often, if I'm to PVJ, either men or women, holding it directly. What is this.? Perhaps

people assume it is something strange. But, at list, at least they're open. A mere beginning to succeed. " (Anthony, 1/12/2014)

Meanwhile, in every stage performances, Indrawati doesn't want Sunda to look ugly. Therefore, he made changes to the costume of dancers from simple be glamorous.

"The costume is ordinary, not interesting. I changed it to something glamorous. So the hallmark of my dance it is glamorious. People who don't know, also liked it. As look so pretty gorgeous-dancer, glamorous clothes, especially the dance, the music, it is the best. " (Indrawati, 4/12/2014)

The Architectural Design Of Building

Painter Jeihan applied *kasundaan* style architecture in building of his house in Cigadung. The building of the house applied Sundanese shaped of roof, Julang Ngapak/ Hornbill Flapping, which widened on both sides of the field, resembles the Hornbill bird flapping its wings. At the front entrance of the House, Jeihan made a fish pond under a small bridge that connects the homeyard with the terrace of his home. Meanwhile at the very top of the gazebo of his house, which is dealing with parts of the house roof Julang Ngapak, mounted kujang, which is an armor from Sunda.

"My home style is *Julang Ngapak*, the style of Sumedang. On the top of gazebo, mounted *kujang*. There is a fish pond, too. From the beginning, my principled is dimana bumi dipijak, disitu langit dijunjung. Then I am better known as an artist from Sunda. " (Jeihan, 26/9/2014)

Similarly, Sunaryo, artists in producing his works always maintain harmonization with nature, adapting elements of *kasundaan* in the design of outside of the building and the yard of Selasar Sunaryo Art Space. The roof of the building which was inaugurated in 1998 adapt forms of Julang Ngapak and at the yard, Sunaryo made fish ponds and a row of yellow bamboo trees.

"The Sunda elements at Selasar, as Julang Ngapak or fish pond, that I created something according to the environment here. There's a fish pond, there are carp, it's the need for modern, contemporary, the idea was Julang Ngapak. On the front there is a stone. I build it in the year 97-98." (Sunaryo, 8/10/2014)

Similarly, the home environment at Bukit Pakar Timur, not far from the Selasar Sunaryo Art Space, although made in *Limasan* concept based on his childhood experiences in Banyumas, but this international artists incorporate Sunda elements inside the house which was inhabited since 1980 in the form of nonvisual.

"I'm not visual person, but the spirit are there, the wind, the incoming rays. So, the spirit, we kind of welcoming guest. That spirit of Sunda. So it's not the form that literally. " (Sunaryo, 8/10/2014)

Various forms of communication which delivered by Javanese individual perpetrator of *kasundaan*, in fact is an attempt of cultural socialization that aims to strengthen and maintain the sustainability of *kasundaan* in any kind of forms.

Conclusion

The existence of individuals who live nyunda or practicing *kasundaan* is a reality that exists in the environment of Sundanese people. Their existence could not be released from the Sundanese community itself, because they are already unified and become part of the Sundanese. They are Sundanese people in socio-cultural and subjective of Sunda, which behaves and character as Sundanese. Meaning construction of *kasundaan* they have built from literacy process that is done through communication and interaction.

Apply the values of the Sundanese culture is a form of consciousness that Javanese individual done Java without coercion. *Kasundaan* is meant philosophically as the embodiment of the philosophical values in everyday life, which manifests in the mindset, behaviour and work. *Kasundaan* is not just physical, but rather look at the contribution to Sunda.

Family environment and social environment plays a major role in introducing and practicing *kasundaan* in everyday life. In fact, the family became the first environment to introduce *kasundaan*. Interactions that lived with the family and the surrounding community became a stimulus that affects the thoughts and feelings of the Javanese individual to set options in implementing *kasundaan* values in their lives. The selection is based on by the awareness of the existence of the Sundanese culture in their daily environment, both in the family environment and in the social environment, although some are still applying their ancestral cultural heritage, such as language and culture.

The consciousness formed while the interaction and communication between Javanese individual with Sundanese living in their neighborhood. Although not the original descendants of the Sundanese people, however, the Javanese individual perpetrators *kasundaan* were individuals who are born and grew up in Tatar Sunda. They are individuals who have become part of the community and live the life of *kasundaan*. Interaction with the Sundanese persisted for a long time influenced them to dispersed *kasundaan* values into their souls and make it as an integral part.

Formed of practicing *kasundaan* lived by individuals are mostly different, among others in speaking, eating food, application of philosophical values/local wisdom in Sundanese, and others, that are applied by the individual perpetrators *kasundaan* in the realm of education, environmental and artistic activity.

Communicating Experience of Javanese individual in practicing *kasundaan* were delivered in the form of interpersonal communication, group communication, mediated communication and arts communication, through the works, activities and the use of social media. Various forms of communication and behavior conducted by the Javanese individual perpetrator of *kasundaan*, is a manifestation of their love and appreciation for the culture of Sunda.

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