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E-Proceeding

iRandau 2021

RANDAU@UPMKB: INTERNATIONAL CONFERENCE OF SOCIAL SCIENCES AND MANAGEMENT

**Theme:
Empowering Community and Beyond**

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AND MANAGEMENT

iRandau 2021

22 – 23 June 2021
Universiti Putra Malaysia

Kampus Bintulu Sarawak, Malaysia

Published 2021

Faculty of Humanities, Management and Science,
Universiti Putra Malaysia Bintulu Sarawak Campus

<http://psasir.upm.edu.my/id/eprint/91133/>
<https://conference.upm.edu.my/irandau2021>

Randau@UPMKB: International Conference of Social Sciences and Management (2021: Sarawak)

E-PROCEEDING of the Randau@UPMKB: International Conference of Social Sciences and
Management Editors: Mohamad Ibrani Shahrudin Adam Assim, Yasmin Yacob, Shairil
Izwan Taasim, Ribka Alan, Nurul Hidayu Mat Jusoh, Chan Siaw Leng, Anita Rosli, Mark Lee
Wun Fui, Ko We Liong, Woon Wai Cheong, Ramuni Incham

Mode of access: Internet

Perpustakaan Negara Malaysia

Cataloguing-in-Publication-Data

e-ISBN 9789672633501

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CAMPUS DIRECTOR'S FOREWORD

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera

It is my pleasure to welcome everyone to the “International Conference on Social Sciences and Management (iRandau 2021)” organized by Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus, Malaysia.

In conjunction with UPM's 50th Golden Jubilee Celebration, UPM shows that it continues to strive to strengthen its role and importance as a Reference Centre for community and university transformations. The iRANDAU 2021 Conference, highlighting the empowerment of human capital in line with UPMKB's re-engineering plan in the ethnic research and social studies which focuses on progress in various fields to enhance economic development and improve quality of life. This conference serves as a good platform for experienced as well as young researchers to share and explore related research work and innovations particularly focusing on three key areas, in the field of social science, economics and management, and science and technology. The well-diversified topics are an excellent display of the theme of the conference “Empowering Community and Beyond”. iRandau 2021 is attended by three distinguished speakers Distinguished Profesor Datuk Dr. Shamsul Amri Baharuddin, Prof. Dr. Muhammad Abdullah bin Haji Zaidel, Director, Sarawak Economic Planning Unit and Prof. Dr. Jayum Anak Jawan from their respective areas. Therefore, this conference will provide us not only crucial knowledge but also a great opportunity to share experiences both operational and theoretical issues.



In managing the welfare of the community, the educational environment approach is a platform to implement knowledge transfer in accordance with the Industrial Revolution 4.0. Hence the Randau platform as a very important core foundation to be the basis for the involvement of students, lecturers, and the community to share aspirations, ideas, research findings through this intellectual platform.

I would like to take this opportunity to express my sincere thanks to the organisers and our partners in iRandau 2021. All of them have been working wholeheartedly since the beginning of the planning stage and they are still here today for all of us, even though they are highly occupied with their responsibilities in their respective departments. We truly appreciate your dedication. Congratulations to all the accepted oral and posters presenters as your research studies certainly contributed to the research “data bank”. I hope that everyone would take the results of this conference to receive and present new findings from their research and explore new collaboration.

Thank you again to everyone for being here to enliven the iRandau 2021! Have an inspired day!

Assoc. Prof. Dr. Shahrul Razid Sarbini
Campus Director
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CONFERENCE CHAIR'S FOREWORD

Salam Sejahtera,

“Selamat Petego” and Welcome to International Conference of Social Sciences and Management (iRandau 2021).

First of all, it gives me great pleasure to welcome all participants to the International Conference of Social Sciences and Management (iRandau 2021). On behalf of organizing committee, I would like to extend our appreciation and a special thanks to YB Datuk Seri Dr. Noraini Ahmad, Minister of Higher Education, Malaysia for her willingness to officiate this conference and for supporting us to organise the first ever International Conference on Social Sciences and Management 2021 at University Putra Malaysia Bintulu Sarawak Campus truly online.



The International Conference of Social Sciences and Management (iRandau 2021) is an international conference organised by the Faculty of Humanities, Management and Science, Universiti Putra Malaysia Bintulu Sarawak Campus. The conference is a collaboration between the Faculty of Humanities, Management and Science, Universiti Putra Malaysia Campus Bintulu Sarawak (UPMKB) in collaboration with Sarawak Economic Planning Unit, Ir Education Consultancy Birmingham, United Kingdom, Telkom University, Indonesia, Ministry of Agriculture and Food industry (MAFI), Business Event Sarawak, TellnSearch PLT, Tan Sri Empiang Jabu Research Chair, Institute of Social Sciences and Faculty of Human Ecology, University Putra Malaysia, Serdang. The two days international conference has four (4) slots with knowledge sharing on the theme "Empowering Community and Beyond" and 3 related sub-themes, namely social science, economics, and management as well as science and technology. The sharing of study findings can contribute towards the sustainability of community development. During this conference, about 40 presenters (including 3 papers by keynote speakers) and 200 participants from Malaysia and foreign countries had presented their papers in this program. By sharing knowledge and experience, this conference had given space and opportunities as well as great benefits to all presenters and participants in social sciences, economics and science and technology to collaborate in research in the near future.

Finally, I would like to thank all the presenters, participants, sponsors, and all those involved either directly or indirectly in the success of iRandau 2021. Many thanks also to all the iRandau 2021 Committee Members involved in the production of the iRandau 2021 e-Proceedings.

Finally, we hope all of you will have a wonderful experience.
Happy conferencing!

Dr. Ribka Alan
Chairman

FOREWORD BY EDITOR IN CHIEF

Assalamualaikum WBT and Greetings from iRandau 2021

Alhamdulillah & praise to Allah Subhanahu Wa Ta'ala. It is a great pleasure for me to welcome you to the e-Proceeding issue of Randau@UPMKB: International Conference of Social Sciences and Management (iRandau 2021). This issue highlights three subthemes which are holistically and yet, an epistemologically 'Sea-to-Space' approach to the areas of studies of Social Sciences, Economic and Management and Science and Technology.



The global pandemic environment had proven to be a non-issue in organizing an online international conference. iRandau 2021 is a testimony of a global scholarly which will never be hindered by any forms of restrictions, physically nor intellectually. Thus, the manifestation of these international collaboration of the scholarly community-of-learners are translated in the publication of the current e-proceeding of iRandau 2021. The e-conference that being conducted two days back-to-back between 22 and 23 June 2021 was a great success, with large number of submissions from both local and international participants with diverse backgrounds and expertise. Therefore, the selected submissions for this issue shed new lights with the theme of the conference "Empowering Community and Beyond".

On behalf of the editorial board to which I am grateful for their support, I congratulate all those who contributed to successfully completing this first edition of e-Proceeding of Randau@UPMKB: International Conference of Social Sciences and Management (iRandau 2021), I look forward to future intellectual contribution and scholarly engagements.

Thank you for your interest in reading the papers published here.

Ancora.Imparo.

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Penan Community Satisfaction Towards Infrastructure Facilities: A Case Study at Murum Resettlement Site, Belaga Sarawak

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Abstract

Murum Resettlement Site (MRS) is one of the government's programmes aimed at ensuring a better future for communities impacted by Sarawak's dam developments. The Penan was the largest community being relocated to MRS in 2013 for the construction of Murum Dam. This relocation programme has resulted in various impacts and reactions from those involved. The objective of this study is to examine the programme's impact and to determine the Penans' level of satisfaction with the infrastructure development provided. This study was conducted in December 2020 at MRS using quantitative and qualitative approaches. Data were collected using questionnaires, in-depth interviews, and field observations. A total of 269 household heads and six key informants were interviewed. SPSS software was used to analyse the data collected. The findings indicated that the Penans were somewhat satisfied with the facilities and infrastructures provided at MRS because they improved their socioeconomic situation. However, study suggest that there need more improvements in terms essential service such as providing multiple clean water use priorities for households, healthcare, and better road conditions. Better road conditions can stimulate economic activity and social improvement, leading to easier access and a virtuous circle that reduces poverty and improves the lives of the Penans.

Keywords: Penan, resettlement site, dam, Belaga, Sarawak.

Introduction

Infrastructure facilities is vital for the day-to-day life of the people. It is defined as the totality of institutional, material, and personal facilities and data which area available to economic agents and which contribute to realizing the counteraction of the remuneration of comparable inputs in the case of appropriate allocation of resources that is complete integration and maximum level of economic activities (Jochimsen, 1996). Infrastructure according to area (ISTAT, 2006), which are territory, social and economic; (Volpe, 2007) classified according to sectors: economic, human capital, social and residential building. However, (Buhr, 2003), classified infrastructure into two main groups based on physical and social requirements.

Satisfaction is referring to achievements of a hodomistic or satisfy the tastes of a user (Eranza, 2020). Based on their study, satisfaction need to focus on predictive factors and expectations by someone. Satisfaction refers to the like or disappointment of an expected product or service. Besides that, satisfaction can be the maximum response from using a product or service.

Based on this concept, the emotion is derived from psychology towards fulfilling expectations and achievements based on the product or service offered. Thus, many types of infrastructure become pull factors for the comfort and needs that influence the residents in an area to continue residing there. On the other hand, lack of infrastructure service will serve as dissatisfaction among residents and major factor of decreasing the success rate of resettlement programmes. An individual's life satisfaction can be measured based on his or her job; self-esteem, relationship; basic physical needs such as food, shelter, clothes, belongings, and other factors (Hofstede, 1984; Maslow, 1987; Lotfi et al., 2009).

There were previous researchers that has been done regarding the satisfaction level of infrastructure services at residential areas. In India, Dabhi and Bhatt (2016) found that most of the respondents were satisfied with the sewage, educational and health infrastructure service. Research on road infrastructure by (Resdiansyah et al., 2020) discovered that the road users in Satellite City, Indonesia were satisfied with the road quality. Studies done by (Danquah et al., 2014) and (Abankwa et al., 2020) in Africa observed that the residents of the resettlement housings were satisfied with the community facilities and infrastructure provided. However, some residents were dissatisfied with the size of the housing units (Danquah et al., 2014).

A study in China showed satisfaction among respondents because the system greatly improved their housing and living conditions (Tong et al., 2020). A case study on long-term satisfaction of resettled disaster victims on post-disaster housing in Sri Lanka found that all three resettlement residents were satisfied overall with the housing infrastructure provided except for a few that would like to be involved in the planning and design stages to meet their needs (Wijegunaratna et al., 2018).

Resettlement of Rural Community

Resettlement satisfaction studies were also conducted in South East Asia. In the Philippines, a study in disaster-induced resettlement sites in Cagayan de Oro concluded that the residents were dissatisfied with the housing infrastructure (Carrasco et al., 2016). Extensions have been made by the residents because of the lack of service areas for cooking, storage, and laundry (Carrasco et al., 2017). A study was conducted along the Mekong River basin found that a more detailed understanding of the residents' adaptation process is crucial in rebuilding and improving their livelihood affected by development projects (Kura et al., 2017).

Seo et al., (2021) studied about property ownership and resettlement options of the riverfront slum housing residents in Vietnam. Most of them preferred in-situ slum upgrading or site and services relocation. In Malaysia, case studies involving resettlements of Orang Asli in Pahang that have been conducted by Abdullah et al., (2018) found that they were dissatisfied with the resettlement project in terms of livelihood, traditional lifestyle, and cultural needs. In addition, studies by Ali et al., (2016) and Lee et al., (2018) discovered that the Orang Asli were satisfied with the facilities that has been provided as compared with their old villages. There were positive impacts on their quality of life such as healthcare access, livelihood, and education opportunity after the relocation.

Nevertheless, Well and Iman (2019) found positive impacts in Sabah regarding the Gana Resettlement and Intergrated Development Programme. The residents were satisfied with the easy access of infrastructure and increased education opportunity. However, the residents lost access to forest produce and land ownership. The same findings were found for the Bakun resettlement programme (Ahsan et al., 2016). Resettlement programmes made it difficult for the people to continue with their daily activities such as hunting and gathering forest produce and changes to farming. Many of the breadwinners chose not to settle down in these resettlement areas because

they worked as fishermen and hunters while those who stayed chose agriculture as their new source of income.

Even though certain resettlement programmes gave positive impacts, but most of them caused negative impacts, especially in the socioeconomic aspect for example job loss, property ownership loss, poor infrastructure provision and cultural value loss. These impacts were due to the lack of commitment by the implementing parties when the resettlement programmes were carried out. Overall, the success or failure of a certain resettlement programme is highly dependent upon the programme implementer and the residents involved. The construction of suitable facilities and infrastructure is important to ensure that the residents' needs are met as these are the essence of the quality of life and influence the livelihood of the people involved.

Resettlement of Penan Community

The Penan is one of 28 indigenous communities residing in Sarawak. Penan is in the same group as Dayak but categorized as Orang Ulu together with Kayan, Kenyah, Kelabit and many more. This is spelled out in Article 161 (A) Clause 6 (a) and Clause 7 in the Federal Constitution of Malaysia and Section 3 Sarawak Interpretive Ordinance (Chapter 61, 2005) that recorded the Penan as a native race and people of Sarawak. According to Yearbook of Statistic Sarawak (2015), the Penan population was estimated to be about 12,485 people. Most of them resides around Mt. Mulu, Ulu Baram, Tutoh Apoh, Patah, Pelutan, Hulu Akah, Selaan, Baram valley to the border of Brunei and Hulu Sungai Limbang Sarawak (Kaidir, 1993).

In Bintulu and Kapit divisions, they can be found along Balui, Belaga, Murum and Linau rivers (Langub, 1975). The main economic activities of the Penans are farming, collect forest produce, fishing, and hunting. Besides that, some of them also work at logging camps and oil palm plantations. The economic activities and occupation choices depend on their abilities and skills. Other factors include development of a certain area and job opportunities that are being offered to them. Since the Penan moves to the resettlement's areas of Metalun and Tegulang eight years ago there are no comprehensive study has been conducted to identify their problems. Common issues exist through their awareness and satisfaction level toward the basic facilities and infrastructure provided at resettlement areas such as residence, water and electrical supply, road and communication, religious centre, health centre and sport facilities.

Majority of the Penans reside in longhouses, much like the other natives in Sarawak. Their longhouses are simple and usually do not have basic necessities like continuous clean water supply, 24-hr power supply nor facilities like clinic, school and good road system. The living condition contribute to the limited number of educated Penans, poor healthcare and make it difficult for them to get out of poverty. Resettlement is a programme whereby a community is being relocated from one place to another to make way for large-scale development projects. Akpanudoedehe (2010) explained that resettlement is a big scale relocation of a community from their place of origin to a new site whether willingly or by force. Resettlement can be done spontaneously or with proper planning from and original residential area to a new place where the community need to get used to the biophysical, social, and new administrative system (Agba et al., 2010). A few factors may cause resettlement to happen which includes conflicts, natural disasters, livelihood improvement and development projects (Mulugeta and Woldesemait, 2011).

In Malaysia, resettlement is nothing new. The resettlement programme in Pahang for the orang asli was set-up because of land development. In Johor, the resettlement programme for the residents of Perintis I Garden was established to give way to the development of the Wilayah Iskandar project. Besides that, the residents of Taman Permata in Selangor also had to be relocated because of the project to set-up Putrajaya city. The villagers of Kg. Gana, Marudu in Sabah also went

through a similar programme for the establishment of protected forest areas.

In Sarawak, many resettlement programmes have taken place such as in Triboh, Melugu, Skrang, Hanga Sekuau, Nanga Ngungun, Jagau, Tada and Nanga Dap, Sg. Asap and the latest being the resettlement programme in Murum. In 2013, a total of six Penan villages were relocated to the resettlement area to make way for the Murum dam construction in Belaga, Sarawak. The villages involved were Long Wat, Long Malim, Long Luar, Long Manapa/Pelutan, Long Singu and Long Tanga. A total of 1,417 Penans from 335 families were being relocated. This makes them the highest number as compared with the Kenyah communities which only consisted of 113 people from 18 families. This programme was the first ever to relocate such a big number of Penans. Prior to this, 30 Penan families were relocated to the Bakun resettlement area.

Primarily, not many will agree of being relocated to a new resettlement area. This is since the new place may not bring much good whether financially or socially. Furthermore, the people have to leave behind their valuable assets like their home, land and rich forest. They also believe they will have a hard time getting use to the new lifestyle and new environment. Therefore, the first and fundamental step to take by the parties involved in the resettlement programme was to ensure that the facilities and infrastructure were being provided at the resettlement areas. Among the facilities and infrastructure provided were clean water supply, power supply, house, road, sports field, school and religious.

Research Methodology

Study site

This study was conducted at two Penan resettlement sites, namely Tegulang Resettlement Site and Metalun Resettlement Site. The resettlement near Tegulang River is approximately 60 kilometers whereas the one near Metalun River is about 130 kilometers from the Bintulu-Bakun Road. **Figure 1** shows the locality of the study areas in Sarawak map.



Figure 1: Location of the study area, Metalun and Tegulang Resettlement site, Belaga, Sarawak, Malaysia.

Data Collections

Data was collected from 269 respondents from six villages, namely, Long Luar, Long Menapa, Long Tangau, Long Singu, Long Waat and Long Malim from 10 December 2020 to 8 February 2021. Four techniques of data collection were applied which are questionnaire survey, interviews, and site observations. Primary data consists of a questionnaire distributed to selected 269 respondents, In-depth interviews and site observations were conducted to gather additional and details information.

Secondary data were collected from literature review through the journal, articles, and government official documents. This research relied on primary data collected through structured questionnaire, in-depth interview and physical observations derived from level of satisfaction with infrastructural facilities in the resettlement sites. **Table 1** shows the number of samples collected from each village where the respondents were asked to select the options that corresponds with their level of satisfaction with the specific infrastructure service as mentioned earlier.

Table 1: Number of respondents from resettlement site

Resettlement Site	Village	No. of Respondents	Percentage (%)
Metalun	Long Menapa	32	11.9
	Long Luar	45	16.7
	Long Tangau	28	10.4
	Long Singu	51	19.0
Tegulang	Long Malim	41	15.2
	Long Wat	72	26.8
	Total	269	100.0

Data Analysis

Data collected were analysed using the quantitative descriptive method. Scores setting was used as suggested by Alias (1999) to rate the mean scores determined from the analysed data. Subsequently, the ranking was given to indicate the position for each of the facilities or infrastructure evaluated. The Likert scale is usually built in the form of stages. In this study, a 5-point Likert scale was used. A 5-point Likert scale offers five different answer options were given related to an agreement that would be distinct enough for the respondents, without throwing them into confusion. It also includes a neutral midpoint. **Table 2** shows the score rating scale used in this study.

Table 2: 5-Point Likert Scale Score

No.	Scale	Rating
1	Very dissatisfied	1
2	Dissatisfied	2
3	Neutral	3
4	Satisfied	4
5	Very satisfied	5

Table 3 shown the level of satisfaction, the mean scores derived from the analysed data were divided into five stages. The qualitative data were analysed using narrative analysis because they were obtained based on the respondents' personal experience when living in their place of origin and the resettlement area. The analysed data were then presented in the form of narratives and quotes.

Table 3: Mean Score based on Level

No.	Mean Score	Level
1	1.00 - 1.80	Very low
2	1.81 - 2.60	Low

3	2.61 - 3.40	Medium
4	3.41 - 4.20	High
5	4.21 - 5.00	Very high

Research Methodology

Sociodemographic Characteristics of Respondents

Table 4 shows the sociodemographic profile of respondents in Tegulang and Metalun that were interviewed through the questionnaire survey. Most of the respondents (48%) are aged between 25-34 years old. This age group was followed by those between 35-44 years old (36.4%), 45-54 (8.9%), 15-24 (5.6%) while the least was (1.1%) from those between 55-64 years old. Out of the total number of respondents, 96.3% were men while the rest were women. Most of the respondents, 97% were married. Respondents who were single made up 1.9% while the rest were divorcees. It was also found that all 100% (269) respondents are Christians.

In terms of education, most of the respondents have no formal education, which is 83.3%. 14.1% of the respondents has primary level education while only 2.6% have been to secondary school. None of the respondents have been to college or university. For their main job background, 43.1% were self-employed, followed by 33.5% who work in oil palm plantations, 10.4% work in other fields while 6.3% work with logging companies. A total of 2.6% were government servants.

For the income aspect, a total of 44.2% respondents has monthly incomes that is RM500 and below while 38.7% respondents earn between RM501-RM1000 monthly. Besides that, 14.5% respondents earned between RM1001-RM1,500 while 2.6% respondents earn between RM1,501-RM2,000. None of them earn RM2,000 and above.

Table 4: Sociodemographic Profile of Respondents

Demography	Criteria	No. of Respondents	Percentage (%)
Age	15-24 years	15	5.6
	25-34 years	129	48.0
	35-44 years	98	36.4
	45-54 years	24	8.9
	55-64 years	3	1.1
Gender	Male	240	89.2
	Female	29	10.8
Marital status	Single	5	1.9
	Married	261	97.0
	Divorced	3	1.1
Religion	Christian	269	100
	Muslim	0	0
	Pagan	0	0
	Others	0	0
Education level	No formal education	224	83.3
	Primary school	38	14.1
	Secondary school	7	2.6
	College/University	0	0
Main Job	Self-employed	126	43.1

Monthly income	Working at timber company	18	6.3
	Working at plantation company	90	33.5
	Government servant	7	2.6
	Others	28	10.4
	RM500 and below	104	38.7
	RM501-RM1,000	119	44.2
	RM1,001-RM1,500	39	14.5
	RM1,501-RM2,000	7	2.6
	RM2,000 and above	0	0

Satisfaction Level of Respondents toward Infrastructure Provided at their Resettlement Area

The discussion in this part focuses on the satisfaction level of the respondents toward existing infrastructures. **Table 5** shows the min score for deliverables based on rank and satisfaction level. There were five types of infrastructure that were ranked as high: religious buildings (3.78), quality of the house (3.71), house size (3.62), sports facility (3.49) and primary school (3.44). Electricity supply (3.30), clean water resources (2.91) and communication (2.87) were ranked as medium while road accessibility (2.09) and clinic (2.02) were low in rank. There were no facilities that had very high or very low mean scores.

Table 5: Mean Scores for Facilities from the Highest to the Lowest Score

No.	Facilities	Mean	Level	Rank
1	Religious building	3.78	High	1
2	Quality/materials of the house	3.71	High	2
3	Size of the house	3.62	High	3
4	Sports facility	3.49	High	4
5	Primary school	3.44	High	5
6	Electricity supply	3.30	Medium	6
7	Clean water resources	2.91	Medium	7
8	Communication	2.87	Medium	8
9	Clinic	2.09	Low	9
10	Road Accessibility	2.04	Low	10

For min score analysis, the score category by Alias (1999) was used. There are five min scores, which are 'very low' (1.00-1.80), 'low' (1.81-2.60), 'medium' (2.61-3.40), 'high' (3.41-4.20) dan 'very high' (4.21-5.00).

Table 5 also revealed that many respondents were very satisfied with the religious buildings because they are strategically located besides being well-equipped with musical instruments and basic furniture. The churches are also spacious and comfortable for the church members to conduct religious activities. They also take special care of these buildings as a sign of appreciation. Most of the respondents were also very satisfied with the materials used to build their houses. Their houses are still in good condition even though it has been eight years since they moved in. Besides, the structure of the houses also made it easy for them to do their own repair

and maintenance. They were also satisfied with the house size because they were so much better than their previous homes. These houses have bigger spaces and has separate rooms in each house for the comfort of the families. Besides, they claimed that the size is comfortable and suitable for their lifestyle.

Primary schools were built at both resettlement areas, namely SK Metalun and SK Tegulang. The parents felt that it was easier to send their children to school now as compared to before they were relocated. They also participate more actively in any school activities. For this, the respondents were mostly satisfied with the education facility. Nevertheless, most of the children never continue their studies past primary education. The main reason was their parents think the secondary schools were too far away and they lack resources to send their them to school.

The resettlement areas get electricity supply from SEB GRID, generator sets provided by Sarawak Energy Berhad. These gen sets were able to supply 24-hour electricity to the villages. Most of the respondents said that this has positive impacts for them eg. storing perishable items in the fridge. They were forced to preserve meat before this so that leftovers would not go bad. They could also save money because SEB GRID is provided free for them. They used to need to buy their own petrol for power supply from their gen sets. It was really difficult before this when we had to depend on the village's generator for power supply. The cost of the diesel was high. We had to limit our use to only a few hours a day. Now, we can store our food in the refrigerator. Last time, we had no choice but to preserve our food, especially meat because we did not have adequate power supply to ensure the refrigerator work continuously (Respondent F, 22).

The main source of water supply for both resettlement areas was sourced through gravity feed from nearby hills. Mini water dams were built that then supplied water through water pipes to the longhouses. However, they still wanted improvement for sourcing water supply because they often got cut-offs or muddy water due to heavy rain. Each time that happened, they needed several weeks to fix the problems because they lacked funds and resources. In the meantime, they had to depend on rainwater which is scarce during dry season.

In terms of getting information, there were three main mediums. They were smartphones, television, and radios. Smartphones were only available about five months prior to the interview because their resettlement areas have internet access known as ConnectMe. They also watched television (satellite channels) and listened to the radio (Iban channel) because only these were accessible in their resettlement areas.

The road accessibility is a major issue in the resettlement areas. The nearest town was still a whopping 150 kilometres away from the nearest resettlement. The condition of the road is also terrible, whereby it would be cut-off whenever there was any heavy rain. Because of that, it was difficult for the villagers to go to travel out of the village. In one of the in-depth interviews the residents said that their current road condition is terrible. If it rains, we will never be able to use it. Besides, it will become too muddy and slippery for vehicles to pass safely. This made it difficult for us to go to the next town for work, buy groceries or even seek medical attention (Responden C, 13).

The road has been in disrepair for a long time, but nobody ever came to fix it. We really hoped that the government will help us repair the road as soon as possible. If they cannot provide us with a good, paved road, at least help us maintain the existing road from time to time" (Responden D, 22). These statements showed how disappointed the residents were with the road in their resettlement areas. Roads make a critical contribution to economic development and growth and bring important social benefits. They are of vital in order to make a nation grow and develop. In addition, providing access to employment, social, health and education services makes a road system crucial in fighting against poverty.

This study also revealed that healthcare access was unsatisfactory where it was ranked the

lowest of all the facilities and infrastructure assessed. The nearest clinic was situated approximately 130-150 kilometres away, in Sungai Asap and Belaga. The distance between Metalun to Sg. Asap is approximately 150 kilometres through the logging road. Even though the clinics were perceived as comfortable, the distance to get medical consultation was their main concern, especially during emergencies. They needed enough money to travel some four hours one way if the road condition is good. Transportation to get there cost them a fortune. It is the responsible of the government to provide the best healthcare service for any community who resides in Malaysia.

Conclusion

The study concludes that most of the residents were satisfied with the resettlement programme's facilities and infrastructure such as, religious building, house, sport facility and primary school. Besides, the study also discovered that the electricity, water resource and communication were moderately rated by the respondents. The healthcare and road system however got bad reviews and should not be taken lightly by the government. Both are crucial during emergency situations and the Penans deserved better. A key conclusion of the study was that the improvement of facilities and infrastructure has perceived by the residents was vital in raising residential quality of life. The government should channel more fund to achieve adequate provision of infrastructure and amenities in Murum Resettlement Areas.

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The Effect of Website Quality and Trust on Customer Loyalty on TIX ID in Bandung

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Abstract

In digital era, technology development is rapidly, there are many benefits of technology advances felt by the public, one of which is in the online cinema ticket purchase service. TIX ID is an application that can make it easier for users to buy cinema tickets. The purpose of this study was to determine whether is an effect of website quality and trust on consumer loyalty of TIX ID app users in Bandung. The research uses quantitative methods with descriptive and causal research types. The sampling technique used nonprobability sampling with purposive sampling type, and the number of respondents was 100 respondents. The data analysis technique used is multiple linear regression analysis and it processed using SPSS version 23. The result show what that the variables of website quality and trust have appositive and significant effect on customer loyalty on TIX ID application, partially of simultaneously. Based on the result of the coefficient of determination test, it is known that the effect of website quality and trust on customer loyalty on TIX ID application is 83.1% and remaining 16.9% is influenced by other variables not examined in this study.

Keywords: Website Quality, Trust, Customer Loyalty

Introduction

The development of technology in this digital era is growing rapidly, technology serves as a means or system that provides comfort and convenience for humans. The emergence of technology provides many benefits just as the internet can make it easier for users to do an activity quickly and briefly. The use of the internet for business interests began to grow rapidly such as the emergence of various types of startups that rely heavily on the internet, namely mobile commerce, one of its activities is mobile ticketing (M-Ticketing). Through mobile ticketing customers can make reservations to make ticket payments only via smartphone. M-ticketing is currently used in various activities in the field of services such as flight ticket sales, train tickets, concert tickets and cinema tickets. One of the benefits of online ticket sales is felt by moviegoers, who initially had to queue but after mobile ticketing, cinema tickets can be purchased only through smartphones anytime and anywhere easily and practically.

Quality websites affect customer loyalty. Loyalty can be interpreted as loyalty, this loyalty arises without coercion but arises from self-awareness (Warnadi and Aris, 2019). Loyalty is a function of customer satisfaction, loyal customers may not always be satisfied but satisfied customers are loyal customers (Sari, 2020). The higher quality of the website, the better customer perception of the online store to increase customer loyalty (Samboro, 2018). The website begins to play a role to support relationships or (interests), sales to the satisfaction and trust of consumers or prospective consumers, to the brand of the company (Warnadi and Aris, 2019).

Trust is defined as one party's trust in the intentions of the other party. Customer trust is defined as the customer's expectation that a service provider can be trusted or dependent on to fulfill its promises. Customers who have confidence in online stores and buy products are regularly referred to as loyal customers (Sari, 2020). Trust from consumers is important to note businesses,

both offline or online such as e-commerce, and the key to the relationship created between consumers or prospective consumers (customers) with companies or sellers (sellers) is Trust (Samboro, 2018).

The object of this study is a user of the TIX ID application in Bandung, TIX ID is a platform that offers convenience for consumers to buy movie tickets. TIX ID release since March 21, 2018, was downloaded by 5,000,000+ smartphone users with the highest rating from other cinema e-ticket application. Consumers can use TIX ID to reserve movie tickets without having to queue, they can do anytime and anywhere.

Based on the above information, the author is interested in researching the users of TIX ID application in Bandung, especially on the quality of the website and consumer confidence that affects customer loyalty of the TIX ID application.

Methodology

This research uses a quantitative approach with descriptive analysis and causality. This study uses multiple linear regression analysis. The sampling technique used in this study is non-probability sampling with purposive sampling type. The research sample uses as many as 100 respondents with specified respondent criteria, namely, consumer who have download and transacted through the TIX ID application.

The research hypothesis:

H¹: Website quality has a partially affect customer loyalty on TIX ID application users in Bandung.

H²: Trust partially has a affects customer loyalty on TIX ID application users in Bandung.

H³: Website quality and trust simultaneously has an affect customer loyalty on TIX ID application users in Bandung.

Result and Discussion

a. Descriptive Analysis

According to respondent's responses to the website quality on TIX ID application, get a percentage value of 81.5% and it is in the category of excellent. This means that TIX ID has implemented to five dimensions website quality very well.

According to respondent's responses to trust on TIX ID application, it got a percentage value of 79.1 % and it is in a good category. This means that TIX ID has implemented four dimensions of trust variables well.

According to respondent's responses to customer loyalty on TIX ID application, it gets a percentage value of 80% and is included in the good category. This shows that TIX ID application has implemented five dimensions of customer loyalty well.

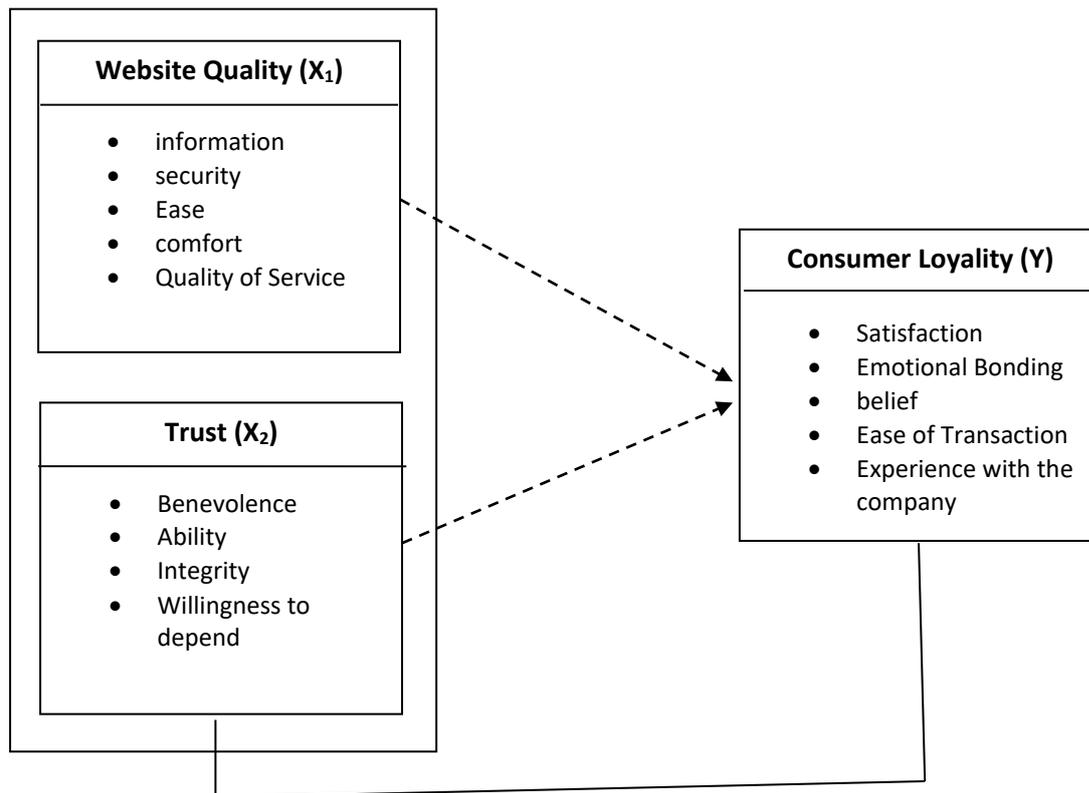


Figure 1 :Mind map research

Information:

- - - - -> = Partial
- > = Simultaneously

b. Multiple Linear Regression Analysis

Table 1: Multiple linear regression test result

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.152		3.346	.001
	Website Quality	.160	.078	.145	2.040	.044
	Trust	.447	.040	.790	11.103	.000

a. Dependent Variable: Customer Loyalty

Source: SPSS Data Processing Result, 2021

According to table, the regression equation is obtained:

$$Y = 0,509 + 0,160 X_1 + 0,447 X_2$$

According to this equation it can be concluded that there is a positive/undirectional effect between the website quality and trust with customer loyalty. This means that if the website quality and trust variables are improved, then the customer loyalty variable will increase.

c. F-test (Simultaneous)

Table 2: F-test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.122	2	19.561	238.896	.000 ^b
	Residual	7.942	97	.082		
	Total	47.064	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Trust, Website Quality						

Source: SPSS Data Processing Result, 2021

Based on table, the calculation obtained is $F_{count} > F_{table}$ or $238.896 > 3.090$, and the significance level is $0.000 < 0.05$. So, it can be concluded from the calculations that website quality and trust significantly influence customer loyalty.

d. T-test (Partial)

Table 3: T-test result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.152		3.346	.001
	Website Quality	.160	.078	.145	2.040	.044
	Trust	.447	.040	.790	11.103	.000
a. Dependent Variable: Costumer Loyalty						

Source: SPSS Data Processing Result, 2021

Based on table, the t-test between website quality (X_1) and customer loyalty (Y) obtained $t_{count} > t_{table}$ or $2.040 > 1.984$ and the significant level is $0.044 < 0.05$. From calculations, it can be concluded that partially there is a significant effect of the website quality on customer loyalty. The t-test between Trust (X_1) and customer loyalty (Y) obtained a value for $t_{count} > t_{table}$ or $11.103 > 1.984$ and a significant level is $0,000 < 0,05$. From these calculations, it can be concluded that partially these is a significant effect of trust on customer loyalty.

Conclusion

Based on the result of research and discussion that has been previously stated about effect of website quality and trust on customer loyalty of TIX ID application users in Bandung. Based on the result of descriptive analysis, website quality on users of TIX ID application in Bandung, included in the category is very good. Variable trust and customer loyalty belong to the good category. The result of simultaneous hypothesis test (F-Test), variables website quality and trust have a positive and significant effect on customer loyalty.

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The Effect of Free Shipping and Online Customer Review on Purchasing Decision at Shopee

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Abstract

This research is motivated by technological developments that change human behavior, especially in shopping. With the increasingly fierce competition between online shopping service providers, service providers are expected to be able to create value to retain consumers and the company is also expected to be able to continue to grow. This study aims to determine and analyze free shipping and online customer reviews on purchasing decisions on the Shopee application and their effects. The research method used in this research is quantitative with descriptive analysis and causality. The population of this study is Shopee consumers who have used the application and made transactions using free shipping coupons, the sampling technique used non-probability sampling with purposive sampling and the number of respondents was 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis. Based on the results of descriptive analysis of free shipping, online customer reviews and purchasing decisions, the variables are in a good category. The results of this study indicate that based on the variables measured simultaneously, namely free shipping and online customer reviews, they have a significant positive and significant impact on purchasing decisions. Meanwhile, the variables that are measured partially, namely free shipping and online customer review, affect purchasing decisions.

Keywords: Free Shipping, Online Customer Review, Purchasing Decision

Introduction

In the current era of globalization, technological developments in Indonesia are growing rapidly. This has an impact on the pattern of people's lives, one of which is in the economic field. Changes in shopping patterns that previously came directly to the store to be online without meeting face to face have become commonplace among the public. There are more and more online shopping service providers, so the competition is getting tougher. For this reason, online shopping service providers are expected to be able to create a different value so that consumers can differentiate from competitors, so that the company is able to survive and continue to grow. In addition, online shopping service providers must also prepare the right strategy to retain customers by following trends among consumers and always improving e-commerce services so that consumers feel satisfied.

Free shipping and online customer reviews are the main concerns of consumers to choose an online shopping service provider which influences their purchasing decisions. Purchasing decision is a process by which consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem (Asra et al., 2019).

Sales promotion is a form of direct persuasion using various incentives that can be arranged to stimulate product purchases immediately or increase the number of items purchased by customers (Wasiun et al.,2015). Sales promotion tools include: coupons, deals, discounts, contests, sweepstakes, samples, trading stamps, point of purchase displays, and rebates (Asra et al., 2019). Free shipping is another form of sales promotion that uses various incentives to stimulate product purchases as soon as possible and increase the quantity of products purchased by consumers (Wasiun et al.,2015). Free Shipping is part of an additional promotion of an online store to make it easier for consumers to shop and attract online purchases (Burhanuddin, 2018). Online customer reviews are reviews given by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have bought products from online sellers (Mo et al.,2015). Online customer reviews are an important source for consumers to find out the quality of a product (Zhu & Zhang, 2010).

The object of this research is Shopee. Shopee is an online shopping platform that is adapted to the lifestyle of users in each region, namely Singapore, Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. The reason the author examines this online shopping platform is because Shopee has various strategies that can attract the attention of consumers, one of which is free shipping. Shopee provides various free shipping coupons that can be used by consumers with a certain minimum spending limit. In addition, Shopee also provides a product review column with photo and video features so that consumers can more easily see which products are in accordance with their wishes. The existence of online customer reviews is very helpful for consumers who cannot see the product directly or the authenticity of the product as shown in the picture.

Based on the description above, the author is interested in researching the field of e-commerce, especially in the strategy of free shipping, online customer reviews and purchasing decisions which can support an e-commerce to continue to survive in conditions of increasingly fierce competition.

Methodology

This research uses a quantitative approach with descriptive and causal analysis. This study uses multiple linear regression analysis. The sampling technique used in this research is non-probability sampling with purposive sampling type. The research sample uses 100 respondents with predetermined respondent criteria, namely consumers who have made purchases at Shopee. The framework for this research is virtually presented in **Figure 1**.

The hypothesis in this research is:

1. There is a partially significant effect of Free Shipping on Purchasing Decisions at Shopee.
2. There is a partially significant effect of Online Customer Review on Purchasing Decisions at Shopee.
3. There is simultaneously effect of Free Shipping and Online Customer Review on Purchasing Decision at Shopee.

Results and Discussion

Descriptive Analysis

According to respondent's responses to free shipping on Shopee, the percentage value is 76.68% and is included in the good category. This shows that the free shipping that Shopee offers to consumers is good.

Based on respondent's responses to online customer reviews at Shopee, the percentage value was 78.60% and was included in the good category. This shows that the online customer reviews on Shopee are good.

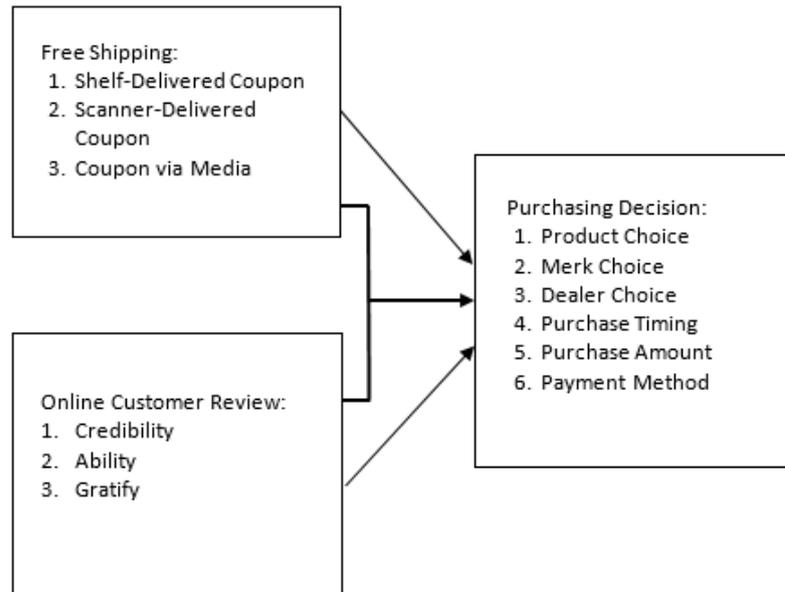


Figure 1: Mind map research

Information :

- = Partial
- = Simultaneously

According to respondent's responses to purchasing decisions at Shopee, they get a percentage value of 77.83% and are included in the good category. This shows that Shopee has implemented the six dimensions of purchasing decisions well.

Multiple Linear Regression Analysis

Table 1: Multiple linear regression test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,985	1,548		1,929	,057
	Free Shipping	,238	,062	,324	3,856	,000
	Online Customer Review	,384	,071	,457	5,427	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Result, 2021

According to table, the regression equation is obtained:

$$Y = 2,985 + 0,238X_1 + 0,384X_2$$

According to this equation it can be concluded that there is a positive/unidirectional effect between the free shopping and online customer review with purchasing decision. This means that if free shopping and online customer review increased then the purchasing decision will increase.

F-test (Simultaneous)

Table2: F-test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	359,258	2	179,629	38,457	,000 ^b
	Residual	453,081	97	4,671		
	Total	812,339	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Online Customer Review, Free Shipping						

Source: SPSS Data Processing, 2021

Based on table, the calculation obtained is $F_{count} > F_{table}$ or $38.457 > 3.090$, and the significance level is $0.000 < 0.05$. So it can be concluded from the calculations that free shopping and online customer review significantly influence purchasing decisions.

T-test (Partial)

Table3: T-test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,985	1,548		1,929	,057
	Free Shipping	,238	,062	,324	3,856	,000
	Online Customer Review	,384	,071	,457	5,427	,000
a. Dependent Variable: Purchase Decision						

Source: SPSS Data Processing, 2021

Based on table, the t-test between Free Shipping (X_1) and Purchasing Decision (Y) obtained $t_{count} > t_{table}$ or $3.856 > 1.984$ and the significance level is $0.000 < 0.05$. From these calculations, it can be concluded that partially there is a significant effect of the free shipping on purchasing decisions. The t-test between Online Customer Review (X_2) and Purchase Decision (Y) obtained a value for $t_{count} > t_{table}$ or $5.427 > 1.984$ and a significance level is $0.000 < 0.05$. From these calculations, it can be concluded that partially there is a significant effect of online customer review on purchasing decisions.

Conclusion

After analyzing, it can be concluded that according to the results of a descriptive study of variables free shipping, online customer review, and purchasing decisions belong to the good category. At the same time, free shipping (X_1) and online customer review (X_2) have a positive and significant impact on Shopee's purchase decision. Meanwhile, some measurement variables composed of free shipping (X_1) and online customer review (X_2) affect the purchase decision of Shopee. The better the free shipping that can store provides; the more consumers make purchasing decisions. Similarly, about

online customer review, if the online customer review offered by the store to consumers is good, consumers' purchasing decisions will increase.

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The Effect of Knowledge Sharing on Employee Performance at PT Haleyora Power Region I Jawa Barat

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Abstract

Human resources in a company are employees who are the main driving factor in achieving company goals. Therefore, the company must manage the performance of its employees well. In the period January to November 2020, the employee performance of PT Haleyora Power Region 1 West Java has not been optimal. This research was conducted to determine the effect of knowledge sharing which consists of knowledge donating and knowledge collecting on employee performance. This research uses quantitative methods with descriptive research type. The sampling technique used a nonprobability sampling technique with a saturated sampling category of 30 respondents. Data collection is using a questionnaire, which will be analyzed by multiple linear regression techniques. The results of the analysis show that partially the knowledge donating variable has a significant effect on 15.9%, while the knowledge collecting variable has a significant effect on employee performance variables by 49.1%. Simultaneously, knowledge sharing with the previously mentioned variables has a significant effect on employee performance by 65% while the rest is influenced by other variables not examined in this study.

Keyword: Knowledge Sharing; Knowledge Donating; Knowledge Collecting; Employee Performance

Introduction

Along with the development of the times, organizations are required to manage the knowledge they have to gain competitive and innovative advantages in order to compete, because now knowledge has been seen as a valuable resource. Another factor that influences in determining the success and failure of an organization is the human resource factor. One of the human resources in a company is employees, where employees are the main factor driving the achievement of company goals. Therefore, companies must manage the performance of their employees properly. According to Armstrong & Baron in Fahmi (2013) performance is the result of work that has a strong relationship with the organization's strategic goals, customer satisfaction and contributing to the economy. To determine the performance of employees in a company, it is necessary to conduct a work assessment. The data for the performance assessment of PT Haleyora Power Region 1 Jawa Barat in 2020 is as follows:

Table 1: Performance Assessment of PT Haleyora Power Region 1 Jawa Barat Period 2020

No.	Month	Target	Realization	Achievement
1.	January	91,00	85,15	93,57%
2.	February	91,00	81,20	89,23%
3.	March	91,00	74,64	82,02%
4.	April	91,00	85,65	94,12%
5.	May	91,00	79,96	87,86%
6.	June	95,00	89,00	93,68%
7.	July	91,00	89,23	98,05%
8.	August	95,00	94,97	99,96%
9.	September	91,00	90,15	99,06%
10.	October	91,00	90,69	99,65%
11.	November	91,00	88,08	96,79%

Source: SPV SDM and Umum PT Haleyora Power Region 1 Jawa Barat (2020)

Based on **Table 1** obtained the results of employee work assessment based on the target work and employee work results. From the table, it can be known that from January to November 2020 the performance of employees of PT Haleyora Power Region 1 Jawa Barat has not been optimal because it did not reach the target set by the company. August was the highest achievement obtained during 2020, which was 94.97 of the targets set at 95.00, the work target that had been achieved was 99.96%. Then the lowest achievement was achieved with the target of 82.02% in March with a performance result of 74.64 from the target set at 91.00. Judging from the table above, it can be concluded that there are fluctuations in performance results from January to November 2020. According to Moeheriono (2012) employee performance can be influenced by various factors, one of which is knowledge owned by human resources. In the organization there is a focus on the management of knowledge owned called knowledge management. Knowledge sharing is one of the main processes in knowledge management, Tiwana in Nawawi (2012) mentions in knowledge management there are varied process terminology that is divided into three main processes namely acquisition, knowledge sharing and utilization of knowledge. For employees to think critically and creatively, sharing activities can help individuals in the organization. So that the organization obtains knowledge that is useful for the company. Here organisasi has an important role to encourage its employees to conduct knowledge sharing activities.

The knowledge sharing process conducted by PT Haleyora Power Region 1 Jawa Barat is conducted online by using e-learning through video conferences and does not yet have its own knowledge management portal as an effective forum for sharing knowledge between employees. In addition to online, the knowledge sharing process is also done offline, namely by conducting briefing every morning before starting their respective work, but in interviews with SPV SDM and Umum he mentioned that in its implementation not all employees follow the briefing activities because the company does not require its employees to follow the briefing activities and the lack of willingness of the employees themselves. Other media used in the knowledge sharing process are seminars, workshops and trainings that are followed according to the needs, but currently only held for managerial positions only. Researchers conducted a small study through a pilot study that was distributed to 20 employees of PT Haleyora Power Region 1 Jawa Barat based on the theory of Van den Hooft & Ridder in Hidayatunnisa (2014) that there are two dimensions in knowledge sharing, namely knowledge donating and knowledge collecting. The following are the results of a pilot study conducted on 20 employees of PT Haleyora Power Region 1 Jawa Barat:

Table 2: Pilot Study Knowledge Sharing Results

No.	Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Percentage of Approvals
1.	The Company holds face-to-face meetings to exchange knowledge between employees	55%	45%	0%	0%	100%
2.	I share knowledge with my coworkers both from one organization and from another	40%	60%	0%	0%	100%
3.	When I learn something new, I share and channel it to colleagues in one organization	35%	50%	15%	0%	85%
4.	When I learn something new, I share and channel it to colleagues from other organizations	20%	55%	25%	0%	75%
5.	I share my knowledge with my colleagues either directly or uploaded to the web portal provided by the company	30%	70%	0%	0%	100%
6.	Coworkers in one organization share the knowledge they have, when I ask them.	30%	70%	0%	0%	100%
7.	Colleagues from other organizations share the knowledge they have, when I ask them	20%	70%	10%	0%	90%
8.	I receive knowledge shared by my coworkers either directly or through the web portal provided by the company	40%	60%	0%	0%	100%

Source: Author Processed Data (2021)

Seen from Table 2, almost most of the respondents agree with the statement. However, there were several statements where respondents disagreed, namely in the statement "When I learn something new, I share and channel it to colleagues in one organization" there are 15% of respondents who disagree. Then in the statement "When I learn something new, I share and channel it to colleagues from other organizations" as many as 25% of respondents disagreed, and in the statement "Colleagues from other organizations share the knowledge they have, when I ask them" there are 10% of respondents who disagree. This shows that there are still employees who do not want to share their knowledge with colleagues in both one organization and co-workers from other organizations.

From the background description of the problem above can be drawn a formulation of the problem as follows:

1. How is knowledge sharing implementation in PT Haleyora Power Region 1 Jawa Barat?

2. How are employees performing at PT Haleyora Power Region 1 Jawa Barat?
3. How much influence of knowledge sharing on partial employee performance in PT Haleyora Power Region 1 Jawa Barat?
4. How much influence of knowledge sharing on the performance of employees simultaneously in PT Haleyora Power Region 1 Jawa Barat?

Literature Review

Frappalo in Budihardjo (2017) defines knowledge management by channeling collective policies to improve security and innovation. According to Bergeron in Budihardjo (2017) suggests that knowledge management approach consists of eight basic components namely acquisition, modification, use, storage, transfer, translator, access, and disposal (disposal). Knowledge sharing is included in one of the eight basic components of knowledge management presented by Bergeron. Experts reveal the definition of knowledge sharing with different concepts but have the same key. According to Nonaka and Takeuchi in Tung (2018) knowledge sharing is considered a process of social interaction between individuals, a process that cannot be done by only one individual. Meanwhile, according to Mitchell in Budiharjo (2017) knowledge sharing is a process of discussion, exchanging ideas such as in terms of know-what and know-how to enable the company to remain highly competitive.

Meanwhile, according to Van Den Hoof and Ridder in Tung (2018) knowledge sharing is the process by which individuals exchange knowledge, both tacit and explicit knowledge, to generate new knowledge. From some of the opinions of the above experts, it can be concluded that knowledge sharing is the process of exchanging knowledge between individuals to generate new knowledge so that there is an increase in the value of knowledge owned by the company to have high competitiveness. According to Hoof & Ridder in Hidayatunnisa (2014) there are two knowledge sharing activities, namely: Knowledge Donating (X_1) is an activity performed by someone to communicate the intellectual model they have in order to transfer the intellectual capital to other individuals and knowledge collecting (X_2) is the activity of a person in another individual to obtain an intellectual model owned by someone. Hoof & Ridder also explains that knowledge collecting and knowledge donating each have two dimensions or the same sub variables that are within department and outside department.

According to Priansa (2017) performance in English is called job performance or actual performance or level of performance, which is the level of success of employees in completing their work. Performance is not an individual characteristic, such as talent or ability, but rather the embodiment of the talent or ability itself. Performance is the embodiment of ability in the form of real work or is the result of work achieved by employees in carrying out tasks and jobs derived from the company. According to Martoyo, Narmodo and Wajdi in Kandou et al. (2016) "employee performance is the result of work over a certain period compared to various possibilities, such as standards, targets, or mutually agreed goals or criteria". While according to Fahmi (2013) Performance is the result obtained by every organization both profit-oriented organizations and organizations that are not profit-oriented produced over a period of time. Based on the description of the above definitions can be concluded that performance is the embodiment of the work that has been carried out or produced by employees measured in various ways in a period or period. Bernaddin and Russel in Priansa (2017) stated that can be judged from employees namely quality, quantity, timeliness, cost effectiveness, supervision needs and interpersonal influence.

Research Methods

The research methodology used in this study is a quantitative method with descriptive research type. The independent variable used in this research is knowledge sharing. Knowledge sharing is measured using the dimensions of knowledge donating (X_1) and knowledge sharing (X_2) by Hoof & Ridder in Hidayatunnisa (2014). While the dependent variable used in this study is employee performance (Y) which is measured using the theory of Bernardin and Russell in Priansa (2017) as a research instrument. The population in this study was a permanent employee of PT Haleyora Power Region 1 Jawa Barat which amounted to 30 employees. In this study the sample was taken using a non-probability sampling technique, with a saturated sample of 30 employees. The scale used in the questionnaire uses a Likert scale where there are four answers consisting of very low to very high. Data collection techniques in this study were conducted in several ways, namely through the dissemination of questionnaires, informal interviews to SPV SDM and Umum PT Haleyora Power Region 1 Jawa Barat, and through library studies to obtain references from various literatures that can support this research. And the data analysis technique used is multiple linear regression.

Results Of Research and Discussion

Descriptive Analysis

In this research knowledge sharing is described into two dimensions of variables namely knowledge donating (X_1) and knowledge collecting (X_2). Variable knowledge donating has a percentage of 88.06% which belongs to a very high category. This shows that employees of PT Haleyora Power Region 1 Jawa Barat have implemented knowledge donating very well.

Knowledge collecting as a whole is in a very high category. This is indicated by the overall value obtained by knowledge collecting variables is 86.94%. This means that PT Haleyora Power Region 1 Jawa Barat has implemented knowledge collecting very well.

So, the average share of knowledge gained a percentage of 86.25 percent which belongs to a very high category. This indicates that the entire knowledge sharing process conducted at PT Haleyora Power Region 1 Jawa Barat has been classified as good and worthy to be maintained or developed.

Overall employee performance is in a very high category. This is indicated by the overall value of employee performance variables of 89.86%. This means that PT Haleyora Power Region 1 Jawa Barat has implemented six dimensions of employee performance very well, namely quality, quantity, timeliness, cost effectiveness, supervision needs, interpersonal influence.

Classic Assumption Test

Normality test is done to see the normality of a data. Based on the test results using Normal Probability Plot, the data spread is around a diagonal straight line. Then it can be concluded that the data is normally distributed. Multicollinearity test results showed that the VIF value < 10 or $1,431$ and Tolerance > 0.1 or 0.699 , it can be concluded that there was no multicollinearity problem found in this study. Based on observations on the image of heterokedastisity test results it is known that the points do not form a clear pattern, and the points spread above and below zero. Thus, it can be concluded that there is no problem of heterokedastisitas. The result of the autocorrelation test obtained D-W result of $1,821$. So, it can be concluded that there is no autocorrelation because the D-W result is between -2 to $+2$.

Multiple Regression Analysis

Table 3: Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.878	.552	.586	.552	.586
	X1	.874	1.921	.049	1.921	.049
	X2	1.985	4.650	.000	4.650	.000

a. Dependent Variable: Y

Source: SPSS 25 Processing Results (2021)

Based on the results of multiple linear regression tests in Table 3, it produces the following multiple linear regression equations: $Y = 4.878 + 0.874X_1 + 1.985X_2$. That is, if Knowledge Donating (X_1) and Knowledge Collecting (X_2) the value is 0, then employee performance value is 4,878. The value of the variable regression coefficient Knowledge Donating (b_1) is positive, which means that every increase in Knowledge Donating by one unit, the Employee Performance will increase by 0.874. And the value of the coefficient of regression variable Knowledge Collecting (b_2) is positive, which is 1,985, then every increase in Knowledge Collecting by one unit, then employee performance will increase by 1,985.

For results based on the Test t it is clear that the Variable Knowledge Donating has t_{count} (1,921) > t_{table} (1,703) and a significance level of $0.049 < 0.05$. The results showed that H_0 was rejected, and H_a was accepted, meaning that the Knowledge Donating variable had a positive and significant effect on the Employee Performance of PT Haleyora Power Region 1 Jawa Barat.

Based on the partial test results of the t test, the influence of knowledge collecting on employee performance obtained by the value of t_{count} (4,650) > t_{table} (1,703) and significance level of $0.00 < 0.05$. The results showed that H_0 was rejected, and H_a accepted, meaning that the knowledge collecting variable had a positive and significant effect on the performance of employees of PT Haleyora Power Region 1 Jawa Barat.

Table 4: F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	679.316	2	339.658	25.126	.000 ^b
	Residual	364.984	27	13.518		
	Total	1044.300	29			

Source: SPSS 25 Processing Results (2021)

Based on the results of simultaneous testing with F Test in Table 4 shows that the F_{count} value is 25,126 > F_{table} of 3.35 and a significance level of $0.000 < 0.05$. The results showed that variable knowledge sharing (knowledge donating and knowledge collecting) simultaneously positively influenced the performance of employees of PT Haleyora Power Region 1 Jawa Barat, so that the third hypothesis can be accepted.

Based on the coefficient of determination testing in this study obtained a value of 65%. The results of this test showed that 65% of employee performance is influenced by knowledge sharing (knowledge donating and knowledge collecting). While the remaining 35% was influenced by other variables that were not studied in this study. With this, it can be concluded that the variable knowledge sharing (knowledge donating and knowledge collecting) has a moderate influence on employee performance because it gets a coefficient of determination value of 65%.

Conclusion

1. Based on the results of descriptive analysis, Knowledge donating at PT Haleyora Power Region 1 Jawa Barat is in a very high category.
2. Based on the results of the descriptive analysis, Knowledge collecting at PT Haleyora Power Region 1 Jawa Barat is in a very high category.
3. Based on the results of descriptive analysis, employee performance in PT Haleyora Power Region 1 Jawa Barat is in a very high category.
4. The direct partial influence between knowledge donating on employee performance is 0.159 or 15.9%. Hypothetical test results are known to have a significant influence. While the direct partial influence between knowledge collecting on employee performance amounted to 0.491 or 49.1%. Hypothetical test results are known to have a significant influence.
5. Knowledge sharing (knowledge donating and knowledge collecting) simultaneously has a significant influence on the performance of employees of PT Haleyora Power Region 1 Jawa Barat with a percentage of influence of 65%.

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The Influence of Organizational Culture and Knowledge Sharing on Employee Performance of Indonesia Bureau of Logistics (BULOG) Head Office

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Abstract

The Public Company of Indonesia Bureau of Logistics (BULOG) is one of the organizations that require a mechanism that can optimize various components of existing resources in order to regulate and improve human resources so that the company is able to adapt to its environment that are constantly changing. Many factors can be done by organizations related to this, including by optimizing aspects of organizational culture, knowledge sharing, and employee performance. This study aims to determine and analyze the influence of organizational culture and knowledge sharing on employee performance at BULOG Head Office. This research is using a quantitative method with a descriptive research type. The sampling method is non-probability sampling techniques with a total of 85 respondents from all employees at BULOG Head Office. While the data analysis technique used is descriptive analysis and multiple linear regression analysis. The results of the research based on the tests and multiple linear regression analysis conducted shows that there is a significant influence of organizational culture and knowledge sharing on employee performance, either partially or simultaneously. This shows that the higher the level of organizational culture and knowledge sharing, the performance of employees at BULOG Head Office also increases.

Keywords: Organizational Culture, Knowledge Sharing, Employee Performance.

Introduction

In the era of globalization with the growing industrial world with increasingly fierce competition and increasingly sophisticated technological advances, human resources are required to be able to work skillfully, professionally, and with quality. Indonesia Bureau of Logistics (BULOG) is a state-owned public company engaged in food logistics. As a company engaged in the distribution of food, this company is required to work effectively. Labor is very important as a factor that supports the production of both company goods and services to meet personal and community needs. A mechanism is needed that is able to optimize the various components of existing resources in order to regulate and improve human resources (Suryanto, 2020). One of the factors that influence the success of an organization or company is employee performance. Harsuko said performance is the extent to which a person has implemented the company's strategy in achieving specific goals related to their respective roles or by demonstrating relevant competencies for the company (Ardi, Astuti, & Sulisty, 2017).

Performance evaluation needs to be done so that the results can be used as a consideration in making company policies and strategies because performance is a measure of the success of an organization that is produced over a period of time by the organization. Later, based on data of attendance and tardiness of employees related to time discipline, it shows that employees are not discipline yet and orderly to be present on time at office hours. This is supported by the results of

distributing pre-questionnaire sheets to 15 employees, it is known that there is a phenomenon of employee performance that has not been maximized as desired by the company. Meanwhile, one of the factors that influence performance is organizational culture (Ikhsan, 2016). Vecchio defines that organizational culture is the values and norms that exist in an organization and become a belief which is then taught to workers in the future (Sari, 2017). Other than organizational culture, there are other factors that can improve employee performance, such as knowledge sharing. Organizational culture influences the implementation of knowledge sharing in a company to improve employee performance.

According to Lumbantobing, the core that supports the successful implementation of the entire knowledge management process is knowledge sharing because without the practice of sharing, the learning process and additional knowledge will be difficult to channel (Andra & Utami, 2018). Based on pre-questionnaire conducted, it is known that the application of organizational culture and the implementation of knowledge sharing by employees has not met expectations of the company which also reduces the employee performance, it means employees still need to improve and develop on related variables in carrying out their work. So, the purpose of this study is to determine and analyze the influence of organizational culture and knowledge sharing on employee performance at BULOG Head Office.

Literature Review

Human Resource Management

Human resource management is a process of utilizing HR through planning, mobilizing, and controlling all values to become the strength to achieve company goals effectively and efficiently (Sedarmayanti, 2017).

Organizational Culture

Edgar H. Schein states that organizational culture is a pattern of basic assumptions that exist in a particular group because it understands the problem of external adaptation and internal integration, which works well to be considered and taught to new members in a way that is well-perceived, thought and felt right concerning the problem (Alsaqqa, 2020).

Knowledge Sharing

Lumbantobing states that knowledge sharing is a systematic process in sending, distributing, and disseminating multidimensional knowledge and contexts from a person or organization to other people or organizations in need through various methods and media (Triana, Utami, & Ruhana, 2016).

Employee Performance

Performance is defined as the result of work that employees get from every effort made in carrying out their duties and these results can be judged from the quality and quantity (Safitri, Supriyanto, & Sultoni, 2018).

Research methods

This type of research used in this research is quantitative research. The measurement scale used to measure the statement instrument in this study is the Likert scale with a sample of 85 respondents. In addition, the data analysis technique used is descriptive analysis, classical assumption test, multiple linear analysis, hypothesis testing, and the coefficient of determination using IBM SPSS

version 23 as a tool in the data processing.

Results and Discussion

Characteristics of Respondents

The characteristics or respondents' profiles are very important in this study to find out the background of the respondents as employees of the BULOG Head Office. There are four components of respondents will be examined, as described in the table below:

Table 4.1: Characteristics of Respondents

Characteristics	Criteria	Amount	Percentage
Gender	Man	66	78%
	Women	19	22%
Total		85	100%
Age	21 - 31 years old	14	16%
	32 - 42 years old	31	36%
	43 - 53 years old	35	41%
	54 - 64 years old	4	5%
	> 65 years old	1	1%
Total		85	100%
Background	High School / equivalent	6	7%
	Diploma	8	9%
	Bachelor's degree	50	59%
	Master's degree	19	22%
	Doctoral Degree	2	2%
Total		85	100%
Years of service	<1 Year	2	2%
	1 - 3 Years	3	4%
	4 - 6 Years	7	8%
	7 - 9 Years	19	22%
	> 10 Years	54	64%
Total		85	100%

Source: Researcher Processed Data (2020)

Descriptive Analysis

Descriptive analysis is done by processing and describing the results obtained from the calculation of the total score of respondents' answers to the questionnaire divided by the ideal score. The calculation results are presented in the following table:

Table 4.2: Descriptive Analysis Results

Variable	Score	Category
Organizational Culture (X ₁)	85.06%	Very good
Knowledge Sharing (X ₂)	79.84%	Good
Employee Performance (Y)	83.79%	Good

Source: Researcher Processed Data (2020)

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of Independent Variables (Organizational Culture and Knowledge Sharing) on Dependent Variables (Employee Performance) which was carried out on 85 respondents of employees of the Indonesia Bureau of Logistics (BULOG) Head Office. The following table is the results of multiple linear regression tests:

Table 4.3: Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-.056	.230	
Organizational culture	.800	.080	.731
Knowledge Sharing	.193	.076	.185

a. Dependent Variable: Employee Performance

Source: Researcher Processed Data (2021)

Based on the results of data processing in **Table 4.3**, the multiple regression equation model can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = -0.056 + 0.800X_1 + 0.193X_2$$

Based on this equation, it can be described as follows:

- Constant (a) = -0.056. That is, if the organizational culture and knowledge sharing value is 0, then the employee performance value will be -0.056.
- The regression coefficient value of the organizational culture variable (X₁) is positive, namely 0.800. This means that if there is an increase in the organizational culture variable by one level, the employee's performance will increase by 0.800.
- The regression coefficient value for the knowledge sharing variable (X₂) is positive, namely 0.193. This means that if there is an increase in the knowledge sharing variable by one level, the employee's performance will increase by 0.193.

Hypothesis testing

- F test

This test is intended to determine whether there is a joint influence on the independent variables of organizational culture and knowledge sharing on the dependent variable of employee performance at the Indonesia Bureau of Logistics (BULOG) Head Office. The following below is an F test table:

**Table 4.4: F Test Results
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27,785	2	13,893	116,506	.000b
Residual	9,778	82	.119		
Total	37,563	84			

a. Dependent Variable: Employee Performance

b. Predictors: (Constant), Knowledge Sharing, Organizational Culture

Source: Researcher Processed Data (2021)

In **Table 4.4**, it can be seen that F_{count} is 116.506 with a significance level of 0.000. Therefore, in both calculations, namely $F_{\text{count}} > F_{\text{table}}$ ($116.506 > 3.11$) and the significance level is $0.000 < 0.05$. This shows that H_0 is rejected, and H_a is accepted, meaning that the Independent Variables consisting of Organizational Culture and Knowledge Sharing together have a significant influence on Employee Performance.

b. T-test

Hypothesis testing is partially used to test the significance level of the effect of each independent variable on the dependent variable. The following below is a t-test table:

**Table 4.5: T-test results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.056	.230		-243	.808
Organizational culture	.800	.080	.731	10,052	.000
Knowledge Sharing	.193	.076	.185	2,543	.013

a. Dependent Variable: Employee Performance

Source: Researcher Processed Data (2021)

Based on table 4.5 it can be seen that:

- The organizational culture variable (X_1) has a value of t_{count} (10.052) $>$ t_{table} (1.66) and a significance level of $0.000 < 0.05$, then H_0 is rejected. Therefore, it can be concluded that partially there is a significant influence of organizational culture (X_1) on employee performance (Y).
- The knowledge sharing variable (X_2) has a t_{count} (2.543) $>$ t_{table} (1.66) and a significance level of $0.013 < 0.05$, so H_0 is rejected. Therefore, it can be concluded that partially there is a significant influence of knowledge sharing (X_2) on employee performance (Y).

Then, the analysis of the magnitude of the partial influence is used to determine how closely the influence of each independent variable on the dependent variable is. The partial correlation analysis based on the results of calculations with SPSS that has been processed by the author as follows:

Table 4.6: Partial Influence

Variable	Standardized Coefficients Beta	Zero-order Correlations	The amount of influence partially	The amount of influence partially (%)
Organizational Culture (X ₁)	0.731	0.848	0.619888	62%
Knowledge Sharing (X ₂)	0.185	0.647	0.119695	12%
Total			0.739583	74%

Source: Researcher Processed Data (2021)

Based on Table 4.6 above, it can be seen that the influence amount of Organizational Culture (X₁) on Employee Performance (Y) partially is equal to 62% and the influence amount of Knowledge Sharing (X₂) on Employee Performance (Y) partially is equal to 12%. So, the total influence of Organizational Culture (X₁) and Knowledge Sharing (X₂) on Employee Performance (Y) together is 74%.

c. Determination Coefficient Test

The coefficient of determination (R²) in essence measures how far the model's ability to explain the dependent variables. The following below is a test table for the coefficient of determination:

Table 4.7: Determination Coefficient Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860a	.740	.733	.34532

a. Predictors: (Constant), Knowledge Sharing, Organizational Culture

b. Dependent Variable: Employee Performance

Source: Researcher Processed Data (2021)

Table 4.7 shows that the R value is 0.860 and R Square (R₂) is 0.740. This figure is used to see the magnitude of the influence of Organizational Culture and Knowledge Sharing on Employee Performance simultaneously (together). The way to calculate R Square using the Coefficient of Determination is by using the following formula:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= (0.860)^2 \times 100\% \\
 &= 0.740 \times 100\% \\
 &= 74\%
 \end{aligned}$$

This shows that the influence of Independent Variables consisting of Organizational Culture and Knowledge Sharing on the dependent variable, namely Employee Performance is 74% while the remaining 26% is influenced by other factors that are not examined in this study.

Conclusion

Based on the results of data processing and analysis that have been stated previously, several conclusions can be drawn which are expected to provide solutions and answers to the problems in this study are as follows:

- a. There is a significant influence of organizational culture on the performance of the employees at the Indonesia Bureau of Logistics (BULOG) Head Office.
- b. There is a significant effect of knowledge sharing on the performance of the employees at the BULOG Head Office.
- c. The organizational culture and knowledge sharing simultaneously and partially have a significant influence on the performance of the employees at the BULOG Head Office because it has a determination coefficient of 74%.
- d. There are other variables that may affect employee performance at the BULOG Head Office that can be explored in future research.

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The Impact of Social Media Influencer on Purchase Decisions Mediated by Brand Image Variable on MATOA Watch Product

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Abstract

Matoa is a pioneer of wooden watches in Indonesia. With the presence of competitors, making one of the promotional strategies using social media influencers is used to convey information to make it look more attractive to potential consumers. Therefore, this study was conducted to determine how much influence social media influencers have on the intention to buy Matoa watches mediated by Brand Image. Using quantitative and descriptive research methods. The population in this study are Instagram followers @Matoa_id with a sample of 400 respondents. The sampling technique in this study is non-probability sampling with an analytical method, namely path analysis. Data processing is done using SPSS ver.25. From the results of the hypothesis that social media influencers (X) on purchase intention (Y) have a significant direct effect. Social media influencer (X) has a significant direct effect on brand image (Z). Brand image has a significant direct effect on purchase intention (Y) and social media influencer has a significant indirect effect on purchase intention mediated by brand image (Z).

Keywords: Brand Image, Purchase Intention, Social Media Influencer

Introduction

Purchase Intention is the magnitude of the possibility for consumers to buy an item or service and the desire to own the goods or services (Kotler & Keller, 2016). Purchase Intention in Maybelline lipstick products (Kristi & Trenggana, 2020) shows that buying interest in a product is a concern for research.

This study discusses Matoa Indonesia, which is a pioneer of wooden watches in Indonesia, which is currently active on social media, especially Instagram to shape the perception of followers when viewing content in the form of photos or information about products. Seeing the interest in buying matoa which is quite high by achieving production of 1,500 units of hours each month. PT. Matoa Indonesia gets a turnover of around Rp. 1 billion per month (Triwijanarko, 2017). This is supported by a presurvey of interest in buying matoa which got results of 60.9% interested in buying Matoa watches and 39.1% not interested in buying matoa watches.

Since the emergence of one of the competitors, namely Garvinoes, the level of purchase intention Matoa watch products has decreased significantly in buying interest, Matoa Indonesia pays attention to the social media influencer promotion strategy which is currently booming giving a considerable influence on buying interest. Lim et al., (2017) stated that social media influencers who have high expertise and attractiveness and are considered more influential on the behavior of followers. So that it can affect the buying interest of consumers. One of the advantages of using social media influencers as a medium for promoting a product is that businesspeople will easily

interact with customers who have a high potential to buy, because social media influencers have their own charm when promoting a product that will shape the perception of followers on social media (Kolarova, 2018). For a company, the emergence of a perception of interest in buying from the minds of consumers is a form of success for companies that have created superior products and provided information about these products. However, there are several previous studies that have found different results (research gaps) such as research conducted by Wibowo & Heryjanto (2020) which states that social media influencers have no effect on buying interest.

In this study, brand image acts as a mediation or indirect relationship of social media influencers to buying interest. Brand image is an extrinsic trait that is owned by everyone towards a product or service which is then reflected through associations or consumer memories (Kotler & Keller, 2016). The image of a brand can be implemented using marketing communication activities through social media influencers so that it can increase buying interest in a product as well as research conducted by Nugraha & Fahmi (2018) which states that there are several factors that can shape the brand image of a product, namely strength, association, favorability association and uniqueness association so that they have an influence on purchase intention. Thus, the relationship between social media influencers and brand image is very important in this study to determine how much influence it has on purchase intention. From the previous explanation regarding the brand image that has an influence on buying interest, this study has a different research result (research gap) conducted by Negarawan (2018) which states that brand image has no effect on buying interest. From the description that has been submitted, the current goal of the researcher is to find out how much influence social media influencers have on purchase intentions mediated by the brand image of Matoa watch products by conducting research that will analyze social media influencers, purchase intentions and brand image of products watches Matoa.

Literature Review

Social Media Influencers represent a new type of independent third-party endorsers to shape audience behavior through blogs, tweets, and the use of social media channels (McCracken in Rachmy & Ismail, 2017). Social media influencers are internet users who accumulate relatively large followers on blogs and social media through textual and visual narratives of personal life and lifestyle by utilizing followers in the digital space, social media influencers integrate a product or service through postings on the personal social media used (Abidin, 2016).

Brand image is a form of association and is the belief of consumers towards a particular brand. Brand image is an observation held by consumers which is reflected through associations or consumer memories (Tjiptono, 2015). Brand image can be described as the extrinsic nature of the product or service, brand image can also be categorized as a way how the brand tries to meet the psychological or social needs of customers (Kotler & Keller, 2016). Purchase intention is how likely it is for consumers to be able to buy a brand and service or how likely it is for consumers to be able to choose from one brand to another of interest (Beneke et al, 2016).

Methodology

On this research, usually use quantitative and descriptive methods. The independent variable is social media influencer which is measured by: Source Credibility, Source Attractiveness, Product Suitability, and Meaning Transfer (McCracken quoted by Rachmy & Ismail, 2017), Brand image is a mediating variable, which is measured by: Strength Association, Favorability Association, Uniqueness Association (Kotler & Keller, 2016). While the dependent variable is purchase intention, which is measured through four dimensions (Kotler & Keller, 2016), namely: Transactional Interest, Reference Interest, Preference Interest, and Explorative Interest.

The population in this study are followers from @Matoa_id Instagram a sample of 400 respondents. The sampling technique on this study is nonprobability sampling with path analysis method.

Result and Discussion

In this study, path analysis is used to determine the effect of Social Media Influencer (X) on Purchase Intention (Y) mediated by Brand Image (Z).

Table 1: Sub-Structure Model 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.165	1.249		8.936	.000
	Social Media Influencer	.604	.042	.581	14.223	.000

a. Dependent Variable: Brand Image

Source: SPSS ver. 25 (2021)

From the results of data processing get a significance value of $0.000 < 0.005$. The effect has a value of 0.581. concluded that social media influencers have a significant effect on brand image.

Table 2: Sub Structure Model 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.857	1.705		5.195	.000
	Social Media Influencer	.129	.065	.106	1.981	.048
	Brand Image	.509	.062	.434	8.153	.000

a. Dependent Variable: Purchase Intention

Source: SPSS ver.25 (2021)

From the results of data processing, the significance value of social media influencers on purchase intention is $0.048 < 0.050$ with an impact value of 0.106, meaning that social media influencers have a significant effect on purchase intention. Brand image on purchase intention has a significance value of $0.000 < 0.050$ with an effect value of 0.434, meaning that brand image has a significant influence on purchase intention.

a. Coefficient of determination Sub Structural 1

Table 3: Coefficient of determination Sub Structural 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.337	.335	3.255
a. Predictors: (Constant), Social Media Influencer				
b. Dependent Variabel: Brand Image				

b. Coefficient of determination Sub Structural 2

Table 4: Coefficient of determination Sub Structural 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.249	4.054
a. Predictors: (Constant), Brand Image, Social Media Influencer				

1) Direct Effect

$$\begin{aligned} X \longrightarrow Z &= 0,581, & e1 &= 0,814 \\ X \longrightarrow Y &= 0,106, & e2 &= 0,864 \\ Z \longrightarrow Y &= 0,434, & e2 &= 0,864 \end{aligned}$$

2) Indirect Effect

$$\begin{aligned} (X \longrightarrow Z \longrightarrow Y: P_{zx} \times P_{yz}) \\ &= P_{zx} \times P_{yz} \\ &= 0,581 \times 0,434 \\ &= 0,2521 \end{aligned}$$

This means that social media influencer (X) has an indirect influence on purchase intention (Y) through brand image (Z) which has a value of 0.2521. With a direct influence value of 0.106 which is smaller than the indirect effect with a value of 0.2521 ($0.106 < 0.2521$), it means that social media influencers (X) through brand image (Z) have a significant influence on purchase intention (Y). This shows that social media influencers have a significant effect through brand image on Matoa watch products.

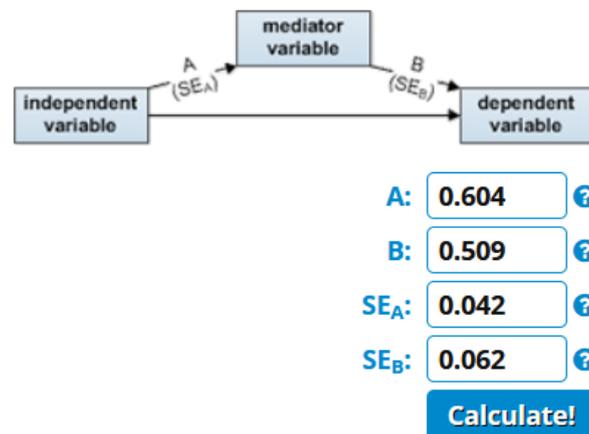
T-Test

The value of t table with a significance value of 5% ($\alpha = 0.05$) and the degree of df (0.025;398) is 1.966. By comparing t table and t count. Then it can be concluded as follows:

- 1) Social media influencer variable on purchase intention: t-test (1.981) > t table (1.966). This means that social media influencers have a role that can influence consumers to be interested in Matoa watch products. This supports the research conducted by Purwanto & Purwanto (2019) which states that social media influencers influence purchase intention.
- 2) Variable social media influencer on brand image: t-test (14,223) > t table (1,966). This means that social media influencers have the credibility to be able to convey the brand image of a product. This supports the research conducted by Hermanda, et al (2019) which states that social media influencers influence brand image.

3) Brand image variable on purchase intention: t-test (8,153) > t table (1,966). This means that the brand image of a product determines consumers are interested in the product. This is supported by research conducted by Adnan (2017) which states that there is an influence of brand image on the purchase intention of a product.

Sobel Test



Sobel test statistic: 7.12970607

One-tailed probability: 0.0

Two-tailed probability: 0.0

Figure 1: Sobel Test

Source: Sobel Test (Calculator)

From Sobel Test Calculator (regression coefficient of social media influencer on brand image) is 0.604. While B (regression coefficient of brand image on purchase intention) is 0.509. The value of SE_A (standard error of A) is 0.042 and SE_B (standard error of B) is 0.062. The results of the Sobel test calculator (t arithmetic) get the results of 7,129. Then the t table value is obtained with an error rate of (5%) with a 95% truth level, then the t table value is 1.98. Therefore, t count > t table with a value of 7.129 > 1.98. So, it can be concluded that there is a mediation effect. The results show that indirectly social media influencers have a significant effect on purchase intention mediated by brand image.

Discussion

Social media influencers get an average percentage value of 83.22%, this means that social media influencers have good abilities to become promotional media so that the products delivered can be accepted by consumers. The highest highest value is on the dimension of source credibility with a value of 85.75%. It can be concluded that respondents feel that social media influencers have good credibility in terms of conveying information about products so that they can influence consumer opinions on products from Matoa watches so that they can influence consumers to be more interested in Matoa watch products. The lowest value of this variable is on the dimension's product match-up with a value of 80.22%, which means that respondents do not pay too much attention to the suitability between products and social media influencers. This is different from previous research which states that the dimension of product match-up has a big influence and must be owned by social media influencers (Rachmy & Ismail, 2017).

Brand Image gets an average percentage value of 83.22%. From this, it can be concluded that respondents feel that Matoa watches have a good brand image. The highest value given by the respondent is the strength association dimension with a value of 83.925%, this shows that the respondent assesses the strength of the association possessed by the Matoa watch. The lowest value of this variable is the favorability association dimension, which is 80.483%. This is different from previous research which states that the favorability association or the superiority of the association is very influential on brand image (Hermanda et al, 2019).

Purchase intention gets an average percentage value of 74.57%, this shows that from the questionnaire distributed to respondents, it is concluded that they want to buy Matoa watch products. The highest value of the referential interest dimension is 82.3%, this shows that respondents will provide references about Matoa watch products to other people so that they will be interested in Matoa watch products. The lowest value of this variable is preferential interest, with a value of 68.15%, which means that respondents prefer other products if there is a discrepancy with the Matoa watch product. This is in accordance with previous research which shows that referential interest is very influential on buying interest in a product (Purwanto, 2019). The results of the regression coefficient test show that the significance level value is 0.000, which is smaller than 0.050 (< 0.050). The t-test on the social media influencer variable on brand image shows that the t-count value (14.223) $>$ t table (1.966). The regression results show that the social media influencer variable has a significant influence on brand image. The results of the regression coefficients show that the significance level of the social media influencer variable on purchase intention is $0.048 < 0.050$. The results of the T test, there is a social media influencer variable (X) which has a significant influence on the purchase intention (Y) of Matoa watch products. This can be seen from the value of t count (1.981) $>$ t table (1.966). That is, social media influencers have a significant effect on purchase intention on Matoa watch products.

Brand Image has a significant effect on purchase intention on Matoa watch products. Based on the results of the regression coefficient test, it is known that the significance level value of 0.000 is smaller than 0.050 (< 0.050). The T test results show that the t count (8.153) $>$ t table (1.966) this indicates that the regression results of the brand image variable have a significant effect on purchase intentions. Social media influencers have a significant indirect effect on purchase intention mediated brand image on Matoa watch products. Based on the results of the path model test using the path coefficient, the value of the significance level of social media influencers and brand image is 0.048 and 0.000, which means it is smaller than 0.050 (< 0.050). In addition, brand image has a direct effect on purchase intention with a value of 0.434 and social media influencers have direct or indirect influence on purchase intention with a direct influence value.

Conclusion

Social media influencers are in the good category. This shows that source credibility, source attractiveness, product match-up and meaning transfer on social media influencers of Matoa watch products have been considered good as a medium to promote and provide information about Matoa watch products by respondents. Brand image is in the good category. This shows that the strength association, favourability association and uniqueness association of Matoa watch products as dimensions of brand image on Matoa watch products are considered good by the respondents.

Purchase Intention is in the good category. This shows that respondents have an interest in matoa watches both in terms of transactional interest, referential interest, preferential interest, and exploratory interest. Social media influencers have a significant effect on purchase intention on Matoa watch products. Social media influencers have a significant effect on the brand image of Matoa watches Brand image has a significant effect on purchase intention on Matoa watch products.

Social media influencers have a significant indirect effect on purchase intention mediated by brand image.

Limitation of the study

This study has a problem limitation, only discussing the variables of social media influencer, purchase intention and brand image. social media influencers and brand image are taken to see their effect on purchase intention. so that it is possible for future research to examine other factors such as brand identity, brand equity, brand ambassadors, marketing strategies, marketing mix and others. The object of research can also be developed more broadly to provide results that may be different, so that it can add to the scientific repertoire.

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The Effect of he Event Virtual Impact Circle AIESEC Bandung on The Awareness About Sustainable Development Goals on Students in Bandung City

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Abstract

Pandemic COVID-19 disrupts every aspect of human life and causes quite tragic consequences for everyone. In the short term, it is clear that COVID-19 is a significant threat to world progress, especially Indonesia in improving the SDGs. AIESEC in Bandung created a webinar event to helps students in overcoming difficult situations like this by providing knowledge and created awareness about Sustainable Development Goals (SDGS). The purpose of this paper is to analyse whether the existence of the Virtual Impact Circle Event can affect students by increasing their understanding and knowledge about the SDGs. The result shows that event virtual impact circle has a positive impact on establishing awareness about the SDGs. This paper will be useful for other researchers in other similar fields to understand that an event can be a great strategy to develop awareness for students.

Keywords: Event; Awareness, Sustainable Development Goals, Students.

Introduction

In this era, digital media communication has increased and varied, everyone in this world is presented with a new reality, namely the COVID-19 pandemic which disrupts every aspect of human life and causes quite tragic consequences for everyone, one of the consequences is the lack of social interaction because of the health protocols that require the public to social distancing. Nowadays, with the help of technology, it is easier to communicate with each other in a wider reach and all around the world. Information is also very easy to disseminate and can be accessed at any time. All activities and events that are usually carried out face-to-face starting from work, education, to other non-formal activities such as events have to be online.

AIESEC in Bandung created a webinar event called Virtual Impact Circle (VIC), the purpose of this VIC itself is to provide awareness about Sustainable Development Goals (SDGs). In the short term, it is clear that COVID-19 is a significant threat to world progress, especially Indonesia in improving the SDGs. The author sees that since this pandemic, much of the world's work has not been completed to improve the situation, the current crisis has exposed many risks and vulnerabilities in all economic, social, and environmental systems around us.

Data obtained from the Sustainable Development Report (2020) shows that Indonesia occupies the 101st position out of 166 countries, although there is an increase in the ranking which was previously in the 102nd position out of 166 countries in 2019, there are still many unfinished works to achieve the SDGs. Therefore, to create awareness about SDGs, all parties from various aspects in the country must contribute, including students. Students must be able to become "agents of change" by using their social capability by going directly to the environment around them. The first step that students can take is to understand and aware the goals of the SDGs.

However, based on the results of pre-research conducted in this study, it shows that from the 50 student respondents in Bandung, 82% of them do not know about the meaning and purpose of Sustainable Development Goals. This proves that it is true that awareness of the SDGs is still very low among students. So, the author conducted this study intending to know whether the existence of the Virtual Impact Circle Event can affect students by increasing their understanding and knowledge about the Sustainable Development Goals.

Literature Review

Event

Event is an activity carried out by a company or organization with the aim of providing information or to support public relations' activities in order to create a positive corporate image in the eyes of the internal public and the external public. Event according to Any Noor (2013: 8) is an activity held to commemorate important things throughout human life, either individually or in groups bound by custom, culture, tradition, and religion which is held for a specific purpose and involves the surrounding community which is held at a certain time.

Then Ruslan (2005) also suggests that special events are events that are usually produced or held to get good attention to be displayed in the media for clients, companies, or products. Special events can also be designed to convey a certain message about the company, such as a product launch or a product publication event. According to Sulaksana (2003), an event is an event held to communicate a particular message to the target audience, and event definition by Allen (2002) is a special ritual of appointment, appearance, or celebration that is planned to achieve social, cultural, or common goals.

From some understanding of the special event that has been described by the experts, it can be concluded by the author that an event is held at a certain time and with a specific purpose, with the aim that can convey the intention and purpose so that visitors who attend can get an experience that is not easily forgotten. An event can be in many various forms, ranging from conferences, talk shows, music festivals, concerts, and webinars which are currently all used in an online format, quoting, webinars are online learning events that aim to disseminate knowledge and skills to the target audience by using audio sounds, slides, screen sharing, and chat platforms.

Each webinar has a facilitator, as well as one or more presenters. The facilitator plays a big role in promoting the event, setting up an online platform, opening webinars, providing various types of technical support, and ensuring the continuity of the event. Presenters who are invited or who bring material are usually professionals who master certain fields then create and present learning content in webinars, presenters can also involve participants who take part in the webinar through interactions such as question and answer (Q&A) activities.

Awareness

Based on the opinion of Hasibuan (2012) awareness is the attitude of someone who voluntarily obeys all regulations and is voluntarily aware of his duties and responsibilities. And according to the Big Indonesian Dictionary (KBBI) awareness is awareness of awareness, a state of understanding, things that are felt or experienced by someone.

Awareness according to Endsley (1995) is knowledge about how the state of the environment that occurred at that time, there are elements that are bound between space and time, along with the people who interact in it. Then, Albercht (2005) also imply that awareness is a will to be able to understand and be sensitive to the needs and rights of others.

In the Cambridge International Dictionary of English (1995) awareness is defined as the condition of a person who is awake or able to understand what is happening around him. Second,

awareness is defined as all feelings, ideas, opinions, and so on that are owned by a person or group of people, then awareness is also defined as a person's understanding or knowledge of himself and his existence.

From the various definitions according to experts above, it can be concluded that awareness starts from having the knowledge and understanding of others' needs.

Table 1: Dimension of Variables

Authors	Variable	Dimension	Indicators
Any Noor (2009)	Event (X)	Uniqueness	Guest speakers' choices
			Different from the other events
			The uniqueness of the theme used in the event
		Perishability	Facilities
			Time and Date of the event
		Intangibility	Video and audio quality
			Decoration and atmosphere
Personal Interaction	The interaction with the MC		
	Discussions with the speakers		
Endsley (1995)	Awareness (Y)	Perception	Interested in knowing more about the SDGs.
			Interested to participate in the Virtual Impact Circle Event to sharpen soft skills.
		Comprehension	Learned about the SDGs from the Virtual Impact Circle event.
			Acknowledge that students can be 'agent of change'
		Projection	Motivated to take part in achieving the SDGs
Participate in other programs to achieve SDGs			

Research Methodology

This researcher used the quantitative method as well as questionnaires to collect the primary data. Sugiyono (2009: 14) explains that the quantitative method is a research method based on the philosophy of positivism, which is used to examine certain populations or samples, which are generally taken randomly, and data are collected using research instruments, then analyzed quantitatively/statistically with the aim of testing the established hypothesis.

Population and Sampling

The population in this study were college students in the city of Bandung who attended the Virtual Impact Circle Event organized by AIESEC in Bandung which had approximately 800 audiences. The sample of this research involved 100 respondents consisting of 41 male and 59 female who ranged in age from 17 to 22 years old. In selecting participants, purposive sampling was employed. While the independent variable of this research was event, the dependent one is awareness.

Result and Discussion

This paper used a simple linear regression method and coefficient of determination Analysis to analyse the impact of virtual impact circle event on developing awareness about sustainable development goals.

Table 2: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	14,186	3,215		4,412	0,000
Event	0,416	0,050	0,643	8,319	0,000

a. Dependent Variable: Awareness

As shown in table 2 the function $Y = a + bx$ and the result was $Y = 14,186 + 0,416 X$. The value of constant (a) was 14,186 and the value of event (b) 0,416. The above equation can be interpreted as follows:

$b_0 = 14,186$, means that if the variable X (virtual impact circle event) is zero (0), then the Y variable (awareness) will be worth 14,186 units.

$b_1 = 0,416$, means that if the event (X) increases by one unit and the other variables are constant, then the Y variable will increase by 0.416 units.

Table 3: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,643 ^a	0,414	0,408	4,77670

a. Predictors: (Constant), Event Virtual Impact Circle

b. Dependent Variable: Awareness

$$\begin{aligned} \text{Coefficient of Determination} &= R^2 \times 100\% \\ &= (0.643)^2 \times 100\% \\ &= 41.4\% \end{aligned}$$

From the results of the above calculation, the coefficient of determination (CD) obtained 41.4%, which shows that the event variable has a simultaneous influence of 41.4% on awareness (Y). While the remaining 58.6% is influenced by other factors that's not examined in this study.

Descriptive Analysis

Event (Variable X) have 4 Sub Variables or commonly called dimensions, namely Uniqueness, Perishability, Intangibility, and Personal Interaction (Any Noor, 2009:13-15). the following is an explanation of the results obtained by the author:

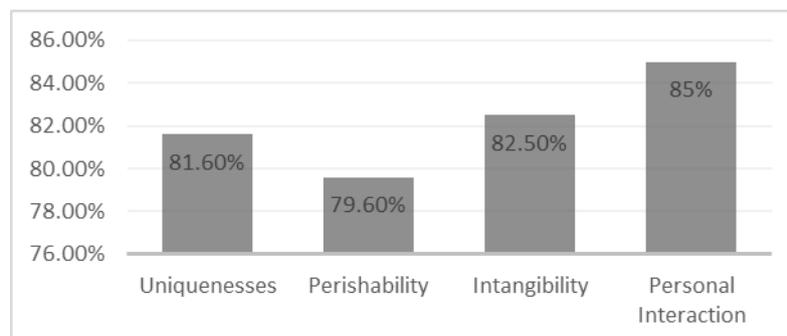


Figure 1: Dimensions of Event

As indicated in **Figure 1**, the dimensions of event were described by the respondents' answers. In the

questionnaire, there were 18 statements that represented dimensions uniqueness's, perishability, intangibility, and personal interaction.

The first dimension of event is uniqueness, it received in a very good category by obtaining a percentage of 81.6% so it can be concluded that the Virtual Impact Circle event succeeded in providing uniqueness in attracting the attention of students in Bandung city, they agreed that Virtual Impact Circle Event has a clear purpose and has its own characteristics, they interested attending the event because the speakers are influential people in their fields, and the event met their expectation.

Secondly it can be seen that from the perishability dimension, the Virtual Impact Circle event gets a good category by getting a percentage of 79.6%. A successful event is to arrange a schedule in such a way as to use facilities for the continuity of an event as to minimize perishability, namely the possibility or probability of an event that is not in accordance with the plan or an unsatisfactory event. This finding shows the facilities of the Virtual Impact Circle Event that have been held are in accordance with the needs of the students.

The third dimension called an intangibility because it can only be felt by visitors, a successful event is to provide a pleasant experience. However, the use of good audio and visual quality, as well as creating a good atmosphere can change the visitor's perception of the experience they feel. This finding shows that intangibility gets a very good category with a percentage of 82.5%, it can be concluded that the Virtual Impact Circle Event succeeded in providing the best quality so that the event ran according to the expectations of students who had attended the event.

The last dimension is personal interaction, where visitors can interact actively and play an important role in the success of the event. Based on the results that has been carried out in this study, personal interaction dimension obtained a good category with a percentage of 85%.

The overall value for the event variable (X) is 82%, This result indicates that the majority of respondents considered that AIESEC Bandung City reached a very good category regarding the effectiveness results of the X variable against the Y variable.

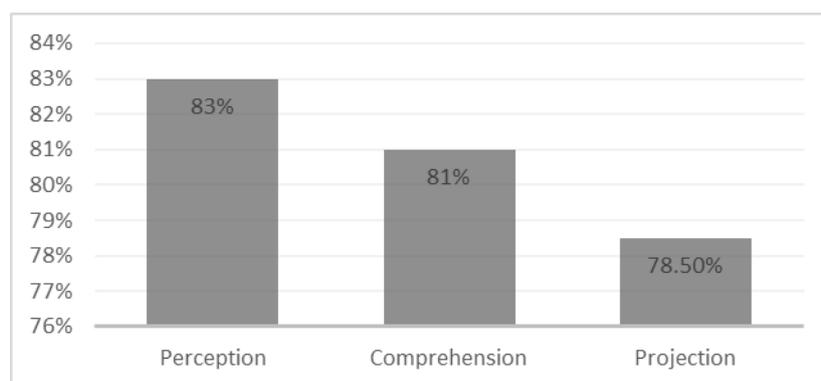


Figure 2: Dimensions of Awareness

Based on **Figure 2**, the dimensions of awareness were described by the respondents' answers. In the questionnaire, there were 12 statements that represented the 3 levels of awareness, namely perception, comprehension, and projection.

In the first level of awareness is perception, at this stage students have their own views about what they know and see about sustainable development goals (SDGs), it can be seen from the results of the study that the perception of students attending virtual impact circle events is in a very good category with a percentage of 83%, which can be concluded that they already have the curiosity to seek and gain an understanding about SDGs.

The second level of awareness is comprehension. At this stage, it is hoped that by attending the Virtual Impact Circle event, there will also be an increase in understanding of the topics presented by the speakers. In this study, it shows that students' comprehension is already in the good category with a percentage of 81%.

Lastly, Projection referred to in this awareness level is when students acknowledge about SDGs and understand the importance of it, then they will think further about the future and starting to create plans to achieve it can be seen from the data obtained from this study that projection level in students after attending the virtual impact circle event is in a very good category with a percentage of 78.5%.

The overall score for awareness variable is 81%. These results indicate that the majority of respondents becoming aware about sustainable development goals after attending the Virtual Impact Circle event. Students have an understanding about the importance of sustainable development goals and those knowledges make them have the motivation to contribute and participate in programs based on the achievement of SDGs.

Conclusions

Event can be implemented as a strategy to create more awareness about SDGs. It can be concluded that the Virtual Impact Circle Event variable has a positive and significant effect on awareness about Sustainable Development Goals among students in Bandung. All the dimensions can be considered while planning an event in order to be more inventive and creative, and benefited the visitors. Based on the findings of the questionnaire, event marketing may be able to pique the student's interest. Suggestions which can be offered to AIESEC Bandung is to keep continue organizing the Virtual Impact Circle Event and discussing all aspects to achieve SDGs.

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Social Interaction Process Virtual Lover Player Role Player in Squad Kaden via Media Social Twitter

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Abstract

The rapid development of information technology influences the social aspect of society, namely the hectic use of social media Twitter. This social media connects all communities in all parts of the world, one of which is the Roleplay community. Those who do role play on Twitter usually play famous characters or actors from Korea. Some associations contain several members with interest in the same concept; these associations are commonly known as Squads. The squad itself is an association of role player players who, on average, are made with the most attractive concept possible so that it attracts the attention of role player players to join in. This phenomenon becomes interesting because these Role-players are sometimes trapped in the roles they play and undergo virtual love relationships in earnest. This study uses a constructivist paradigm with qualitative research methods. Another finding shows that the social interaction process of role player actors who undergo Virtual Lover on Twitter can be divided into two groups: is the one who stages of interacting and getting to know each other than the stage of establishing a relationship if there is a match. The factors that influence social interaction for role player actors who undergo Virtual Lover on Twitter are divided into internal factors, namely the willingness of role player actors to recognize, understand and accept the nature of their partner, adapt, and provide tolerance as well as external factors support from fellow Role-players and friends. In real life, in virtual relationships.

Keywords: Social Interaction, Virtual Lover, Roleplayer, Twitter

Introduction

The development of information and communication technology in the last decade shows rapid changes in various fields of human life. The development of technology makes it easy for humans to establish social relationships in interacting globally in various fields through social media. Social media is a group of internet-based applications that allow the exchange of *user-generated content* (Nasrallah, 2015b). Social media gives a new color in Indonesia because it can be a forum for channeling various expressions, ideas, responses and capturing public opinion about an existing phenomenon. The ease of accessing social media just by registering an account is one of the causes of an increase in social media users in Indonesia (Zukhrufillah, 2018).

Data on the internet and social media states that out of a total population of around 272.1 million, there are 175.4 million internet users and 160 million internet users. Active social media users. This shows that more than 50% of Indonesia's population are active social media users. One of the social media that is experiencing faster daily user growth compared to others is Twitter. Although Twitter is ranked as the fifth-largest social media in Indonesia, it has a daily user increase of 3.5 times higher than the global figure of 21% (Hootsuite, 2020).

Twitter is a social media founded in 2006 by Jack Dorsey and is a frequently visited site. The interactive, participatory, and decentralized character of Twitter is an essential point of excellence for Twitter compared to other social media (Nurhadi, 2017). One form of interaction that Twitter users do is by creating a cyber community by gathering people who have a common interest or other things that impact their own culture in the world *cyber* commonly called *cyberculture* (Nasrallah, 2014).

One of the communities that appeared on Twitter and showed the uniqueness of *cyberculture* is *roleplay*. *Roleplay* is when the players play imaginary or original characters and collaborate with other players who have the same characteristics or are in the same plot (Fatmawati & Salmiyah, 2017). Roleplay games first appeared on Twitter in 2011 and gradually proliferated to form their community on Twitter. Roleplay players on Twitter usually play idol characters from the west, Japan, and Korea (Rahayu, 2019).

In this study, the focus of research is the roleplay of Korean idol figures by Indonesian fans. Hegemony *roleplay* who plays characters who come from South Korea cannot be separated from the *Korean Wave* or *Hallyu* development, which in Indonesian means Korean fever. This phenomenon refers to the popularity of Korean culture abroad, including in films, dramas, clothing, games, animation, and various things related to South Korean identity (Pratiwi & Putra, 2019). One example of Korean idol roleplay on Twitter is, for example, Ahasan account *roleplay* who plays EXO's Xiumin, so in every post and behavior in cyberspace, then he becomes Xiumin EXO.

Perpetrator's *roleplay* these are fans who play their idols without destroying their idol's image with all their heart. They consider this activity a form of their love for the idol, and they even helped make *roleplay* who plays an idol with his Lover. For example, in the real world, Kai of the member's *boy group* EXO is dating Krystal *girl group* F(x), then player *roleplay* also chooses a partner according to the artist's real-life, i.e., account. *Roleplay* Kai EXO paired with the account *roleplay* Krystal F(x) and other K-pop couples in the real world.

This phenomenon becomes fascinating because the role player sometimes gets stuck in its role and seriously goes through the relationship of *the virtual love*. *Cyberculture* role player then has its dynamics (Fatmawati & Salmiyah, 2017). Usually, *role players* suppose that *the world of role players* is their real-world, so it provides investment in accounts and *username* Twitter of the idols who are played and traded at high prices. The dynamics of this phenomenon differ from group *cyberculture* others such as community *internet memes* or community *cyberculture* yoga groups that form a relatively natural pattern of interaction. Even though from the start the player *cyberculture* does have the possibility of multi-personality and makes the user use the desired identity, but in the phenomenon *roleplaying* para-Virtual Lover can no longer demarcate between real life and life *cyber* (Rahayu, 2019).

In the world, *roleplayer*, there is also an association that contains several members with interest in the same concept, which is called by the named *squad*. *The squad* itself is a group of players role player which, on average, is made with the most attractive concept possible. It attracts the players' *attention* to join in. The results of observations by comparing several *squads* biggest *roleplayer* Korean idols, judging by the length of their establishment *Squad* it, how famous it is, and the number of members in the *squad* that. In summary, it can be seen in **Table 1.1** below:

Table 1: Comparison *Squad* Korean Idol Roleplay on Twitter

No	Name <i>Squad</i>	Year of establishment	Concept <i>Squad</i>	Amount Member
1	Kaden	2017	Kaden concept kanjeng raden however rank in <i>squad</i> This is taken from mobile games legend	481 members
2	Koko and Cici	2017	Boys and girls with 180 Chinese concept	members
3	4G	2018	Dark vibes, boys and girls	135 members
4	7 Th	2018	Themed Frenchs 17th century or it canalso be called century Renaissance	142 members
5	Dixon	2017	Family concept	125 members
6	Wajendra	2019	Kingdom of Indonesia 12	Seven members

Source: Results of research data processing, 2020

From the comparison results, the researchers decided to focus on the study focus on *Squad* Kaden (kangjeng raden) because *Squad* Kaden himself is a *Squad* which has been established in 2017 and has survived until now and has the most members, namely 481 members. *Squad* Kaden is a squad with an ancient kingdom concept, called Kanjeng and Raden but the rank in the squad. They adapted from games, and *Squad* This requires its members to use Kanjeng Raden's initials in their Twitter account names KJG for women and RDN for men.

There are phenomena role player which concerns the real life of the players as one example of a phenomenon that shows how *roleplaying virtual love* forms a pattern. This is an unusual interaction, namely dating in cyberspace for 6 (six) years. On January 26, 2020, the account user @kemocheinq shared a story about dating relationships role player, which has been carried out for 6 (six) years. Tell his personal experience dating a virtual partner *lover* for 6 (six) years without revealing his true identity. *Tweet* it received much welcome from others role player who states they are in the same state and trying to leave the world role player because it is considered unhealthy for mental health (*toxic*). This is because of many role players couples' pairs typically (male and female), but they are female and female (*homosexual*).

Phenomenon *virtual love* What happens to roleplay actors on Twitter shows various impacts and different communication patterns for the perpetrators. This raises various questions about the communication carried out so that they can survive for a long time. Based on the description above, the researcher aims to analyze the communication behavior of the perpetrators *virtual Lover* roleplay on Twitter.

Theory Basis

Communication in Social Interaction

Carl I. Hovland, in Deddy Mulyana's book "Introduction to Communication Studies," explains that communication is a process that allows a person (the communicator) to convey stimuli (usually verbal cues) to change other people (Mulyana, 2007). While social interaction is a dynamic social relationship.

The social relations discussed can be between individuals, groups, and other groups or between groups (Anwar & Adang, 2013). In cyberspace, social interactions between role players are constructed by role players in tweets, mutual mentions, and even direct messages on Twitter social media. Even though the realm of individuals to groups. Roleplayers belonging to agencies usually have multi-party chats in direct messages so they can interact socially with each other's members (Permadi, 2016).

Forms of Social Interaction

John Lewis Gillin and John Phillip Gillin, quoted by Soekanto, have held a broader classification; there are two kinds of social processes that arise as a result of social interaction, namely:

- a. **Associative Process**
Associative processes are processes that encourage accommodation, cooperation, and assimilation.
- b. **Dissociative Process**
Dissociative interaction patterns are often referred to as oppositional processes. However, just like cooperation, this process can be found in every society, although its form and direction are determined by the culture and social system of the community concerned.

Conditions for Social Interaction

Social interaction will occur if the following two requirements are not met (Anwar & Adang, 2013), namely:

- a. **Having social contacts (social contact)**
The word "contact" comes from the Latin *cum* or Latin *con*, which means together, while "tango" means contact, which means touching simultaneously. Therefore, physically, when there is a physical connection, there is a new connection by communicating with other people. According to research by Gillin and Gillin in Anwar and Adang, social contact occurs in 3 forms (Anwar & Adang, 2013), namely:
 - 1) The existence of an individual
 - 2) The existence of an individual with a group or vice versa
 - 3) Between a group and another group of people.
- b. **Communication**
Gillin and Gillin in Anwar and Adang also argue that what is meant by communication in social interaction is the behavior and feelings that one person gives to others, as well as the meaning of the content that the person wants to convey (Anwar & Gillin, 2007). Then, the person in question will react to the feelings he wants to convey. The most important meaning of communication is that someone can explain the actions of others (in the form of words, physical actions, or attitudes), how something that is wanted to be told by that person. Through this communication, other groups or other people can know the attitudes and feelings of human groups or individuals. Then after that, the material will be determined what reaction will occur.

Factors Affecting Social Interaction

According to Soekanto, six kinds of aspects can be influenced by social interaction (Soekanto, 2007), which are as follows:

- a. **Imitation**
Imitation is a stage of learning that imitates or follows someone's behaviours.
- b. **Suggestion**
The recommendation is the influence of one's opinion on another person in some way so that one can be influenced without further thought.
- c. **Identification**

Identification is a tendency or desire of one person to be imitated by others.

d. Sympathy

Sympathy is a human attraction that makes him feel like someone else's condition.

e. Motivation

Motivation is a stimulus and can also be said to be an encouragement given by someone to another person to make someone motivated to obey or do motivation that is fully responsible, rational, and critical.

f. Empathy

Empathy is a psychological stage that humans use. In order to be at one with the feelings of others in joy and sorrow.

Interpersonal Communication Theory

Interpersonal communication by Joseph A. Devito define as "The stages in sending and receiving messages between two people, or between small groups of people with various consequences and various direct feedback". In this study, the author will use interpersonal communication within the scope of two people to make it easier to analyze virtual lovers. Interpersonal communication theory plays a vital role in creating a self-concept and identity, especially for social identity, because all interactions are always with the initial communication stage.

Cyberculture

Cyberculture or cyberculture is only to understand how culture exists in cyberspace because the internet is a space where culture is produced, disseminated, and consumed (Nasrullah, 2015b). network culture can be described with culture as well as network.

Computer-Mediated Communication Theory

Computer-Mediated Communication (KBK) holds the view that virtual communities use (virtual) screens in various life activities, thinking, communicating, providing support, and so on. This theory departs from the views of Howard Rheingold in 1999, which states: People in virtual communities use the word on screen to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, exchange knowledge, share emotions, support, makes plans, brainstorm, gossip, feud, fall in love, find a friend, and lose them, play games, flirt, create a little high art, and a lot of idle talks (Rheingold, 1999).

Social media

Social media is a term that is often heard in our daily lives. However, by definition, social media is a medium that promotes collaboration with users who create content (Mandibergh, 2012; Nasrullah, 2015).

1. Social network media

Social networking is one of the most popular media in Indonesia.

Social media category. Media can establish social relations called the virtual world.

2. For example, Journal or online blog A is the way of users in the virtual world or every day is a user possible type for from could media social that post activities daily, share comments and links to other websites, information, and others.

3. Journal Online Simple or Microblog.

Like online journals or commonly referred to as blogs, microblogs are services belonging to social media that help users write and publish their activities and opinions. Historically, social media technology has been seen from the emergence of an application called Twitter, where the

application provides a unique space or a maximum of 140 characters.

4. Media Sharing

Shared media sites are one of the types of social media that can help users to be able to share media, such as audio media, images, videos, and so on. Various examples of the shared media are Flickr, Youtube, and To catfish.

5. Social Bookmarks

Social bookmarking is one type of social media used to organize, manage, store, and search for specific information and news online.

6. Shared Content Media or Wiki

Wikis are collaborative content sites for their users. Like an encyclopedia or a dictionary, this wiki provides users with meaning, history, and reference links, and books for each word.

Twitter

Jack Dorsey founded Twitter in March 2006, and the social networking site was released in July. Since its release, the Twitter application has become one of the top 10 most visited sites on the internet and is also known as "short messages from the internet." The following are sections in the Twitter Weibo format (Zarella, 2011), including:

1. Account

For role player on Twitter social media, the identity of the account used by this Role-Play account user is the identity of the role he plays, not the actual identity of the user himself.

2. Pictures

When sending a tweet, it usually appears next to a small image called an avatar. By using this image, users who read the tweet will identify the source of the tweet.

3. Bio

There is a Bio function with 160 characters to identify who has a Twitter account and can explain who owns the account. In general, having a bio account has more followers than not having an account.

4. Background

Twitter allows users to set the background design for their own Twitter account. Users often use it to enhance their image or enhance their resume.

5. Follow

A follower is someone who has the potential to be able to read the entire contents of our tweets. Similarly, when we follow an account, we can also read out the entire contents of the tweets that the account we follow.

6. Tweeting

Its length, which only reaches 140 characters, makes Twitter a social media that has its uniqueness. Some people tweet about their activities, some people write about news, work, and other Twitter users' conversational issues.

7. Replies

Conversations on Twitter are conducted by inserting the @symbol after another user's Twitter username. To perform this function more efficiently, at the bottom left of the tweet, a shortcut is provided to automatically reply without re-entering the username.

8. Retweet

If you post a tweet, followers can view and can also copy and paste the tweet so that more people can see the previously written tweet. Some people also add their posts to the repost. The things that are often reposted are links, be it websites, newspr pictures.

9. Direct messages

Direct messages (DMs) are secret messages on Twitter. DMs can only be run for each user who follows each other. If account B follows account A, account A can send DM to account B, but the reverse method can also be used, but even though account B follows account A, account A does not follow an account B, account B cannot send DM for account A. Automatically send greetings and links to all followers of the account.

10. Trending Topics

Hot topics are seen as a barometer of interest and current topics on Twitter. With algorithms that can track words and phrases, ten lists of conversations often talked about on Twitter were born. Events, news, names, and other things take turns being popular on Twitter's trending topics.

11. Hashtag

To connect conversations and conversations, Twitter users usually use hashtags as links. Hashtags begin with a # sign to indicate that the tweet contains the same topic as other tweets using the same tag. Thus, when we click on a hashtag, we will know the results of all the tweets or conversations that use that tag.

Role-play in the Twitter Social Network

According to Yardley, roleplaying is a word used to describe a series of activities, which involve participants (role players) performing roles or imitating actions and situations (Yardley & Markel, 1997).

Roleplaying is a roleplaying activity (self-created and existing roles) with one or more partners in a plot spanning various genres. Roleplaying is like acting in a drama or movie. Role player Twitter can be said to be a roleplaying activity. People pretend to be where other people talk and talk. The person who plays is called a role player. Then when playing roles, the role players are usually divided.

Becomes:

1. Role player IC (role player in Character)

A role player who plays the role according to the original role. Usually, type role player This updates the latest information about the roles he plays, from photos to the latest artist schedules.

2. Role player OOC or role player Out of Character role player plays a character. However, it does not use the original character of the role or only uses a person's identity but not with his nature.

3. Semi role player IC/Less OOC or Semi in Character/Less Out of Character Roleplayer.

Combining the two previous types of role players sometimes plays based on the chosen role and sometimes do not play based on the chosen role.

4. Virtual Lover in Roleplayer.

It is a love relationship that exists between fellow players. Roleplayer, which is often also referred to as a couple.

Discussion

Based on the interviews conducted by researchers to informants, there is a process of social interaction *virtual lover*, namely the relationship between two people that occurs virtually in the social media Twitter. This phenomenon can occur because of someone's interest in joining a virtual group called.

Squad, to establish interactions, increase relationships, and exchange information virtually through social media Twitter. *Squad* these, each member will play a role and have *char* (role or character) attached to him, which came to be known as a role player.

The virtual relationship can be established not only because of the intensity and virtual

encounters but also the compatibility with each individual's personality and character. virtual relationship (*virtual Lover*) that are also intertwined sometimes move to other platforms outside of Twitter, such as WhatsApp or KakaoTalk, including face-to-face meetings between the two parties in the real world (*real life*) if the stage of the relationship is long enough and both want it.

Virtual love conducted by role player also experiences various challenges, obstacles, and problems like a couple in a relationship in real life. This impacts the communication that is undertaken and can even result at the end of their relationship. In addition, the challenges from the environment from real life are also one of the things that cause doubts about the virtual love that is being lived by the fans *Roleplayer*.

The process of social interaction of actors' role player who undergo Virtual Lover on social media Twitter

The interactions that exist in the world role player Squad does not always live up to expectations role player, sometimes some role player new members feel less cared for in the squad or feel awkward towards old members. In addition, several problems can also arise within the squad or between Squads triggered by personal problems of members, which are then conveyed in the squad, causing the entire squad to talk about the person, sometimes even openly contacting other squad members.

The social interactions contained in the squad present an interest between role players to create feelings of comfort, interest, and the desire to establish a relationship more than friends. This is usually due to the suitability of the character that exists in a person with someone who makes him interested, even in the world.

Role player this can be seen through how he conveys his opinions, stories, suggestions, or responses in the squad. This study indicates that the role player starts Virtual Lover from personal interest in how the person responds to the chat in the squad, giving advice, including sometimes how he manages timeline, so it looks neat. Besides that, role players also determine based on their personality conditions to determine what kind of person they need to be a girlfriend.

A virtual relationship Lover Based on the study results, it shows that it causes several distinct impacts in real life, such as a bad mood in real life sometimes carried away in real life Virtual Lover what they are going through. Even though virtual Lover in this study tend to have a positive impact on the life of the perpetrator where the presence of a Virtual partner Lover for Informant Anin, he was able to raise his enthusiasm in living life, unlike before where Informant Anin had a history.

Self-harm affects the psychological in living life. In addition, other informants also felt that the existence of virtual Lover gives their color in their lives so that they become more filled than before due to the attention given. The results of this study show that the existence of groups or commonly called Squads in the world. Therefore, role player is an alternative for finding someone who makes them comfortable to impact their daily lives in the real world positively. In addition, this condition also causes the emergence of virtual Lover in the world role player due to comfortable and positive feelings felt during the relationship.

The process of social interaction in the form of accommodation in this study is related to the efforts or ways that a person does its role player who undergo Virtual Lover in strengthening their relationship or reducing the occurrence of divisions in their relationship. However, the relationship between virtual Lover also experiences conflict, so each partner must know good conflict management in solving their problems.

The results of this study are related to the dominance of partners in relationships, showing that sometimes it is men who dominate, especially about desire, so that women are more willing to give in or give advice about decisions taken. Sometimes, in terms of mood, women dominate, where men are more likely to succumb to maintain relationships. Even so, the seventh informants do not mind

by doing various ways. Avoid division or conflict in their relationship.

The process of dissociative interaction is related to the method used against a person or group of people that can be interpreted as a form of conflict due to disagreement or disagreement. The process of dissociative social interaction in this study is divided into two, namely, competition and contravention. Competition is a social process where individuals try to get what they want. In this case, one of them is between Roleplayers trying to get the attention of other Roleplayers. At the same time, contravention is an attitude or things that can lead to conflict or disagreement with a decision, such as differences in beliefs.

Competition in the world of role player related to having a relationship with someone sometimes exists and causes awkwardness in the squad when it happens with a squad friend. This study indicates that informants have differences in responding to the competition they experience; some decide to withdraw because, for them, there are others. In addition, some of them like competition with their friends, but some decide to be casual and not try too hard to get the role player's attention.

The dissociative process in the form of contradiction in Virtual Lover relationships is almost the same as in real life. Contradictions that occur in the Virtual world. Love tends to lead to communication because communication is the primary key in maintaining a virtual lover relationship. However, problems such as infidelity can also occur in the Virtual world. Lovers tend to be more likely to remember. The status of those who are not in a relationship in real life. Some of the informants in this study had an affair or were victims of infidelity in Virtual Lover, and some of them never experienced it at all.

The problems that occur in the Virtual Lover couple cause psychological impacts for the victim or the victim's partner. Some of the informants even thought about the events they experienced in real life. This is probably because even though they are a role player undergoing a virtual lover, it has become part of their lives. Especially the comfortable feeling that is present in the relationship so that when they no longer get it, it will impact their real-life (Umilasari, 2020). The method used to solve these problems is by communication. Everyone will introspect about the problems experienced and try to find a way out according to their wishes.

Factors that affect social interaction for actor's role player who undergo Virtual Lover on social media Twitter.

Social interaction of actor's role player who undergo *Virtual Lover* through social media Twitter is influenced by several internal and external factors. This internal factor relates to each factor from the relationship *ritual Lover*. The research is based on interviews, namely, partner's attention, material gifts, and tolerance, especially for couples of different religions. While external factors are factors that come from outside the relationship *virtual lover* what the perpetrator is doing role player that is help from friends, role player and support from their environment in the real world or real life.

Perpetrator role player who is undergoing *Virtual Lover*, of course, realizes that communication is the main thing in their relationship. This is what underlies the informants to continue to establish good communication with their partners, including in terms of openness. The results showed that some couples open themselves about their real-life conditions by venting or telling their daily lives or knowing from their relationship, in this case, communication. In addition, the form of attention that is one of the factors in the social interactions they are undergoing is giving gifts to partners. However, some informants never give gifts because he and his partner never send gifts. Another factor that influences the interactions carried out is tolerance, especially concerning belief, where there are informants with different religions. However, they are equally acceptable and tend never to discuss matters related to religion in their relationship.

External factors influence virtual lovers' existence of support or help from another role player in their current relationship. Support in a relationship is needed to convince someone that what they are

going through is correct, although someone can accept not all judgments. The results of this study indicate that the informants have a good environment that helps them when problems are starting from helping to glue relationships when there are problems, helping to say greetings to friends, such as making gift cards with specific hashtags, or by doing anything as long as it is according to ability. In addition, another factor is related to the environment in the real world where some informants said that there were friends in their real-world who disagreed with the relationship he was in while others were supportive or casual. This is considered reasonable because not everyone can accept role players or even a relationship *Virtual Lover* lived by others (Pane, 2019; Putri, 2017).

Based on the results of research and discussion obtained through interviews, observations, and studies on relevant scientific articles. Researchers found several findings in the study that could be of benefit to social media users in general and can be described as follows: The existence of a virtual relationship (*virtual Lover*) on the perpetrator role player on social media Twitter can be used to add relationships, establish positive communication, practice adaptability and tolerance for other people, and inherent differences so that the informants can also take a positive side that is useful for themselves in their attitude and view of things.

1. Virtual relationships (*virtual Lover*) on the perpetrator role player on social media Twitter can be used as material for consideration in making literacy wise use of social media, especially for teenagers not negatively to impact. For users and those around them.
2. Some informants undergo *Virtual Lover*, which are carried over to their real world, where they live a relationship life like any other couple starting from *virtual Lover*.
3. Relationship *Virtual Lover* sometimes impacts psychology or real life as a whole, and this is undoubtedly a concern for people who enter the world to be able to control themselves well so that the problems that exist do not impact their real lives.

Conclusion

Based on the results of the research conducted, the conclusions of the study can be written as follows:

The process of social interaction of actors role player who undergo virtual Lover in Twitter can be classified into several stages, such as the stage of interacting and getting to know each other between actors role player on Twitter social media; then the stage of establishing a relationship if there is compatibility and comfort; the next stage is to understand and adapt to the nature and character of the virtual couple, including knowing the things that virtual partners like and do not like; conflict resolution stage; and stages to get to know virtual partners directly in real life (real life).

Factors influencing social interaction for actors roleplayer who undergoes Virtual Lover Twitter social media can be classified into internal and external factors. Internal factors include the will of the perpetrators role player to recognize, understand and accept the nature of the partner, adapt, and provide tolerance (including tolerance when getting a virtual partner of different faith or religion), and the willingness of the perpetrator role player to help partners when they need help and support, both material and non-material. While external factors include support from fellow friend's role player as well as friends in real life (real life) and in the virtual relationship.

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The Influence of Service Quality and Price on Customer Satisfaction on Sate Taichan Restaurant Seuhah Bandung

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Abstract

Innovations in the culinary world have grown rapidly in recent years, including innovation in the type of satay. Sate Taichan Seuhah is a micro, small and medium enterprise (UMKM) in the culinary field that innovates in making various types of satays without using peanut sauce or soy sauce like satay in general but using spicy chili sauce. In maintaining the existence of a business, it takes an understanding of the needs, demands, and desires of customers to be able to design marketing strategies to create satisfaction for customers. Therefore, this study aims to determine whether there is an effect either simultaneously or partially from the quality of service and the price offered by Resto Sate Taichan Seuhah on customer satisfaction. Sampling in this study was done by using non-probability sampling method type purposive sampling, with the number of respondents as many as 100 people. This study uses quantitative methods with data analysis techniques using descriptive analysis and multiple linear regression analysis. It can be concluded from the results of data processing using SPSS version 25 that the quality of service and price partially and simultaneously has a positive and significant effect on customer satisfaction at Resto Sate Taichan Seuhah Bandung. The magnitude of the influence of service quality and price together is 62.1% on customer satisfaction, and the remaining 37.9% is influenced by other factors not examined in this study. The highest level of influence is price, followed by the service quality variable.

Keywords: Service Quality, Price, and Customer Satisfaction.

Preliminary

The food and beverage industry are an industry that has a great opportunity to continue to grow, including in Indonesia. According to the Ministry of Industry (2017), the food and beverage industry averages 9.5 percent per year, while the overall economy only grows by 5 percent. This is because the food and beverage industry have strong competitiveness and diverse players. One of the metropolitan cities in Indonesia which is known as a city with a lot of creativity in the field of food and beverages (culinary) is the city of Bandung. The city of Bandung is famous for spicy food, one of which is spicy taichan satay.

One of the UMKM that established this spicy sate taichan culinary business is the Sate Taichan Seuhah Restaurant in Bandung. This restaurant uses spicy chili sauce on the satay without using peanut sauce or soy sauce as usual. This restaurant is also one of the taichan satay restaurants that take advantage of current social media developments, because it offers its products online through the Instagram platform, as well as through the Gofood and Grabfood applications. The number of customers of Resto Sate Taichan Seuhah Bandung in the last 1 year, can be seen in the

following table.

Tabel 1: Customer Data at Restaurant Sate Taichan Seuhah Bandung November 2019 – November 2020

Year	Month	Number of Customers
2019	November	40
2019	December	42
2020	January	45
2020	February	50
2020	March	43
2020	April	50
2020	June	108
2020	July	130
2020	August	116
2020	September	170
2020	October	200
2020	November	210

Source: Taichan Seuhah

The fluctuating number of customers at the Sate Taichan Seuhah Restaurant in Bandung is due to the tight competition between one taichan satay restaurant and another. This competition requires Taichan satay restaurants to compete with each other in improving service quality, various menus and prices, and are required to create innovations or new ideas to differentiate from other Taichan satay restaurants. The service quality factor is the concern of most consumers and is used as a benchmark for consumer decision making. The better the service provided by employees and restaurant administrators to customers, the higher the level of customer satisfaction and the more interested they are in making purchases. The price factor of a product is also considered to be able to affect customer satisfaction, which is closely related to the products and services and facilities provided. If the facilities obtained by consumers are not commensurate with the money spent, then consumers will not pay more, and cause consumer interest and satisfaction to decrease.

Based on the description above, the authors are interested in conducting research to determine the extent to which the variables of service quality and price affect customer satisfaction in purchasing Taichan Seuhah satay. For this reason, the author conducted a study entitled "The Influence of Service Quality and Price on Customer Satisfaction at the Sate Taichan Seuhah Restaurant in Bandung (Survey on Satay Taichan Seuhah Bandung Consumers)". This study aims to determine: 1) Quality of Service and Price and Customer Satisfaction at Resto Sate Taichan Seuhah Bandung; 2) The Effect of Service Quality and Price on Customer Satisfaction Partially; 3) The Effect of Service Quality and Price on Customer Satisfaction Simultaneously.

Literature Review

Marketing

According to Philip Kotler and Gary Armstrong (2014), marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return. Then Hasan (2013:4) said that "Marketing is the process of identifying, creating, and communicating value, and maintaining satisfying customer relationships to maximize company profits. Meanwhile, according to Malau (2017), marketing is an activity of

exchanging value transactions owned by each party, for example the exchange of value owned by the company for money owned by customers. Based on these definitions, it can be concluded that marketing is an activity designed to provide information about the products sold by the company and to make customers interested in buying the products provided by the company so that the company can benefit from selling its products.

Service Quality

According to Tjiptono (2016), service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Quality of service is an effort to fulfill needs coupled with consumer desires and the accuracy of delivery methods in order to meet the expectations and satisfaction of these customers. If the service received (perceived service) is appropriate or can meet what is expected (expected service), then the service is said to be good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality. On the other hand, if the perceived service is worse than the expected service, then the service quality is perceived to be negative or bad. In good service quality, there are several types of service criteria, including: (1) Timeliness of service, (2) Convenience of consumers, (3) Courtesy and friendly service in serving, (4) Ease of getting service, and (5) Accuracy of service. According to Lupiyoadi (2016: 217), there are five main dimensions called SERQUAL (Service of Quality) that customers use to evaluate service quality, namely: (1) Tangibles, (2) Reability, (3) Responsiveness, (4) Assurance, (5) Empathy.

Price

According to Kotler and Armstrong in Priansa (2017) price is the amount of value that consumers exchange for the benefits of owning or using a product whose value is determined by the buyer and seller through bargaining or is set by the seller for the same price to all buyers. Prices need to be carefully considered for various dimensions of pricing strategies, namely: (1) Price is a statement of value for the product, (2) Price is an aspect that is visible to buyers, (3) Price is a determinant of demand, (4) Prices are directly related to income and profits, (5) Prices are flexible and can be adjusted quickly, (6) Prices will affect image and positioning, (7) Price is the number 1 problem faced by managers because it involves internal company conflicts, conflicts in distribution channels , conflicts with competitors, and conflicts with government institutions and public policies. According to Kotler and Armstrong (2016), from the consumer's point of view there are four price indicators, namely price affordability, conformity between price and product quality, compatibility between price and benefits, and pricing based on ability.

Customer Satisfaction

Westbork & Relly in Tjiptono (2014) states that customer satisfaction is an emotional response to experiences related to certain purchased products or services, retail stores and even behavioral patterns (such as shopping behavior and buyer behavior), and the entire market. Affective responses are triggered by the cognitive appraisal process, which compares perceptions (or beliefs) of certain objects, actions, or conditions with personal values (or needs, needs, and desires). Meanwhile, according to Tjiptono (2016), customer satisfaction is a feeling of pleasure or disappointment generated by comparing product perceptions of performance (results) with expectations. Therefore, it can be concluded that satisfaction is the result of a comparison between expectations and the performance achieved, so it is necessary to conduct research to determine consumer expectations so that companies can meet these expectations. According to Fandy Tjiptono (2016) there are four

methods in measuring consumer satisfaction, namely the complaint and suggestion system, ghost shopping, lost customer analysis, customer satisfaction surveys.

Framework of Thinking

The following is the research framework in this study:

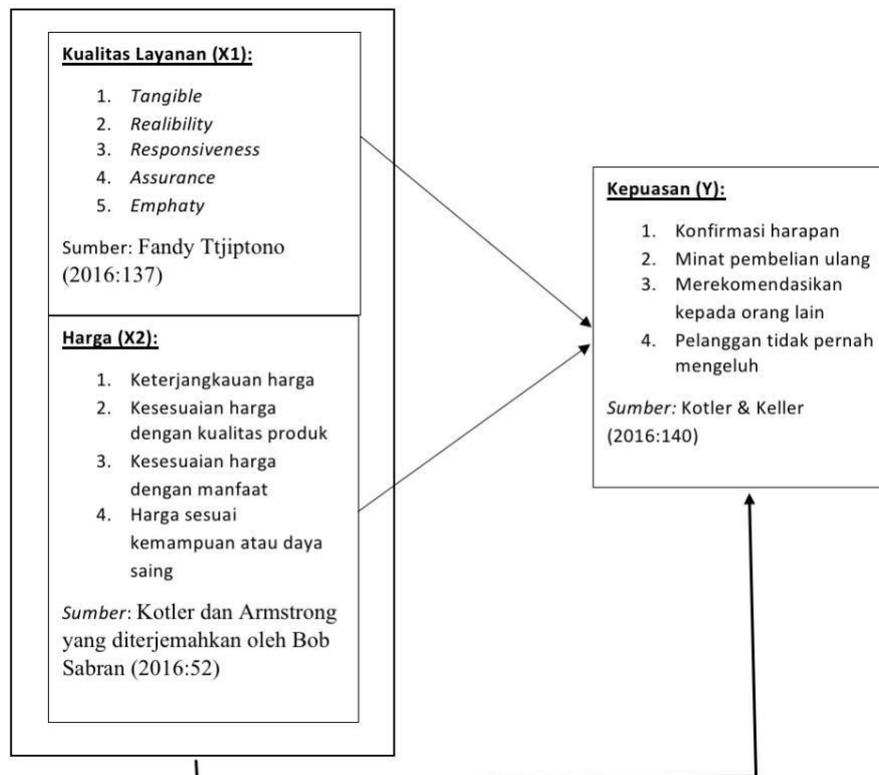


Figure 1. Framework of Thinking
Source: data processing by researchers 2021

Methodology

Types of Research

This research uses quantitative methods with descriptive and causal research types. Sampling was done by non-probability sampling method purposive sampling, with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Variable Operation

In this study the variables studied were as follows:

- Independent Variable (X)
In this study the independent variables are Service Quality (X1) and Price (X2).
- Dependent Variable (Y)
In this study the dependent variable is Customer Satisfaction (Y).

Measuring Scale

In measuring the operational variables in this study, the scale of the instrument used is the Likert scale. The Likert scale according to Sugiyono (2017) is used to measure attitudes, opinions, and perceptions of a person or group of people about a phenomenon. Each statement in the

questionnaire has five answers with a score of 1 (strongly disagree) to 5 (strongly agree).

Population dan Sample

Population

The population in this study were customers of Sate Taichan Seuhah Bandung who had bought Sate Taichan Seuhah Bandung at least 2 times, where the total population could not be clearly identified.

Sample

The researcher used a sample of 100 individual respondents who bought Resto Sate Taichan Seuhah Bandung at least 2 times.

Data Collection Technique

The types of data needed in this study are primary data and secondary data. Data collection techniques in this study used questionnaires, literature studies, and research.

Result and Discussion

Validity Test

Of the 26 questionnaire statement items distributed to 100 respondents, it has a correlation value (r count) above 0.195 (r table), so it can be said that the statements in the questionnaire in each item are able to reveal something that will be measured by the author's questionnaire (can be declared valid).

Reliability Test

It can be seen that the Cronbach's Alpha value of all variables is greater than 0.60, so it can be concluded that the questionnaire in this study is reliable or consistent, that is, it can be trusted or relied upon so that it can be used as an instrument.

Descriptive Analysis

Descriptive analysis was carried out by dividing the score for obtaining the answers to the questionnaire with the ideal score. It can be concluded that the Service Quality variable (X1) is included in the Very Good category with a percentage value of 92.6%. Price variable (X2) is included in the Very Good category with a percentage value of 87.2%. The Customer Satisfaction variable (Y) is included in the Very Good category with a percentage value of 93.8%.

Table 2. Analisis Deskriptif

Variable	Score	Information
Service Quality	92,6%	Very Good
Price	87,2%	Very Good
Customer Satisfaction	93,8%	Very Good

Source: Data processing result, 2021

Normality Test

Based on Figure 2 below, it provides an interpretation that the histogram graph has a normal distribution, it can be seen from the graph that forms a bell pattern or is not skewed.

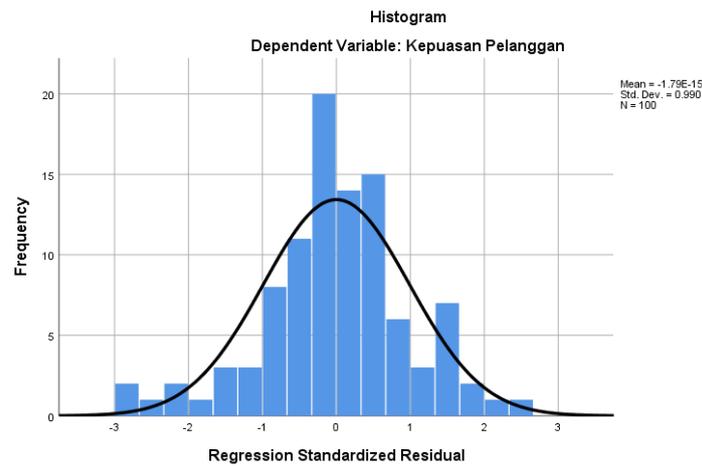


Figure 2. Histogram
Source: SPSS data processing results, 2021

Then Figure 3 shows that the data spreads around the diagonal line and follows the direction of the diagonal line. It can be concluded that based on the image and the decision-making criteria, it can be said that the data is normally distributed. Meanwhile, the results of the Normality Test using the Kolmogorov Smirnov statistical test can be seen in Table 3 below.

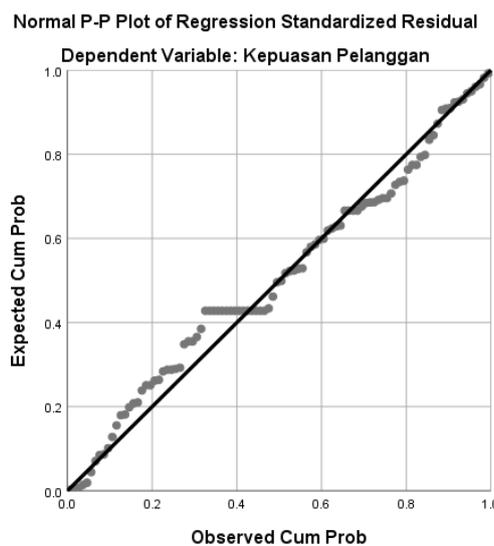


Figure 3. Grafik Normal P-P Plot of Regression Standardized Residual
Source: SPSS data processing results, 2021

In **Table 3**, it can be seen that the value of Asymp.Sig. (2 tailed) is 0.007 and below the significant value (0.05), in other words the residuals are not normally distributed.

Table 3. Kolomogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.34956446
Most Extreme Differences	Absolute	.107
	Positive	.063

	Negative	-.107
Test Statistic		.107
Asymp. Sig. (2-tailed)		.007 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: SPSS data processing results, 2021

Multicollinearity Test

Based on Table 4, it can be seen that the value of VIF < 10 and Tolerance > 0.1 means that there is no multicollinearity problem in this study.

Table 4. Multicollinearity Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.164	1.314		2.408	.018		
	Kualitas Pelayanan	.142	.040	.321	3.574	.001	.484	2.067
	Harga	.585	.100	.525	5.836	.000	.484	2.067

a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS data processing result, 2021

Heteroscedasticity Test

Based on Figure 4, it can be seen that the scatter diagram does not form a certain pattern and spreads above and below zero, so that the regression does not experience heteroscedasticity disorders.

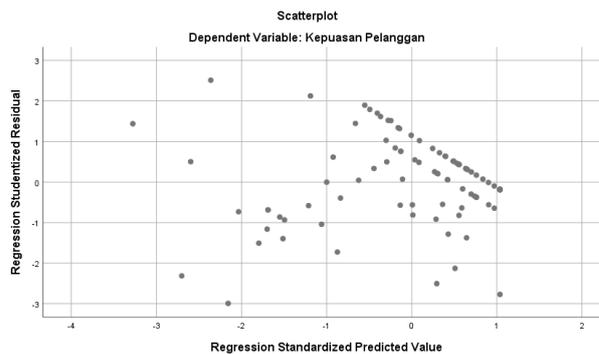


Figure 4. Diagram Pencar (Scatterplot)

Source: SPSS data processing result, 2021

Multiple Linear Regression Analysis

Multiple Regression Analysis was used to determine the effect of independent variables (service quality and price) on the dependent variable (customer satisfaction) conducted on 100 customers of Resto Sate Taichan Seuhah Bandung.

Based on the results of data processing in Table 5, the multiple regression equation model can be formulated as follows:

$$Y = 3,164 + 0,142 X1 + 0,585 X2$$

In the multiple linear regression equation above, it can be seen that the constant value shows the number 3.164, meaning that if the service quality (X1) and price (X2) variables do not exist, then there is a customer satisfaction value (Y) of 3.164 points. The service quality regression coefficient (X1) is 0.142, meaning that if the constant is fixed and there is no change in the price variable (X2), then every 1-point increase in the service quality variable (X1) will result in an increase in customer satisfaction (Y) of 0.142 points. Then, the value of the price regression coefficient (X2) is 0.585, meaning that if the constant is fixed and there is no change in the service quality variable (X1), then every 1-point increase in the price variable (X2) will result in an increase in customer satisfaction (Y) of 0.585 points.

Table 5. Multiple Linear Regression Test Result

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients Beta
1	(Constant)	3.164	1.314	
	Kualitas Pelayanan	.142	.040	.321
	Harga	.585	.100	.525

Source: Data Processing Result, 2021

Hypothesis Testing

1) Simultaneous Significance Test (Uji-F)

Based on the following table, it can be seen that: The calculated F is 79.392 with a significance level of 0.000. Therefore, from the two calculations, namely F count > F table (79.392 > 3.09) and the significance level is 0.000 < 0.05, it shows that H0 is rejected and H1 is accepted, meaning that there is a simultaneous significant effect between service quality and price. on customer satisfaction Taichan Seuhah Restaurant Bandung.

Tabel 6. Simultaneous Significance Test (Uji F) Result

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	894.631	2	447.316	79.392	.000 ^b
	Residual	546.525	97	5.634		
	Total	1441.156	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Kualitas Pelayanan

Source: SPSS data processing result, 2021

2) Partial Significance Test (Uji T)

Based on Table 7 below, it can be seen that:

1. Service Quality Variable (X1) has a t-count value (3.574) > t table (1.984) and a significance level of 0.001 < 0.05, then H0 is rejected. Therefore, it can be concluded that there is a significant influence between service quality and partial customer satisfaction at the Sate Taichan Seuhah Restaurant in Bandung.
2. Price variable (X2) has a value of t arithmetic (5.836) > t table (1.984) and a significance level of 0.000 < 0.05, then H0 is rejected. Therefore, it can be concluded that there is a

significant influence between price on customer satisfaction partially at the Sate Taichan Seuhah Restaurant in Bandung.

Table 7. Partial Significance (Uji-T) Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.164	1.314		2.408	.018
	Kualitas Pelayanan	.142	.040	.321	3.574	.001
	Harga	.585	.100	.525	5.836	.000

Source: SPSS data processing result, 2021

4.1 Coefficient of Determination Analysis

The Coefficient of Determination (R²) aims to measure how far the model's ability to explain the dependent variables is. The value of the coefficient of determination is in the range of values of zero and one.

Table 8. Determination Coefficient Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.613	2.37366

a. Predictors: (Constant), Harga, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Source: SPSS data processing result, 2021

Table 4.11 shows that the R value is 0.788 and R square (R²) is 0.621. This figure is used to see the magnitude of the influence (quality of service and price) on customer satisfaction simultaneously. The way to calculate R square is using the coefficient of determination (KD) with the following formula:

$$\begin{aligned}
 \text{KD} &= R^2 \times 100\% \\
 &= (0,788)^2 \times 100\% \\
 &= 62,1\%
 \end{aligned}$$

This figure shows the coefficient of determination (KD) of 62.1%. This shows that the influence of the independent variables (service quality and price) on the dependent variable of customer satisfaction is 62.1%, while the remaining 37.9% is influenced by other factors not examined in this study.

Conclusion

Based on the results of research and discussion that have been stated previously regarding the variables of service quality and price on customer satisfaction at Resto Sate Taichan Seuhah Bandung, conclusions can be drawn which are expected to provide answers to the problems formulated in this study are as follows:

1. The quality of service from Resto Sate Taichan Seuhah Bandung is included in the Very Good category.
2. Prices at the Sate Taichan Seuhah Restaurant in Bandung are included in the Very Good category

3. Customer satisfaction from Resto Sate Taichan Seuhah Bandung is included in the Very Good category
4. Quality of service partially has a significant effect on customer satisfaction at Resto Sate Taichan Seuhah Bandung
5. Price partially has a significant effect on customer satisfaction at Resto Sate Taichan Seuhah Bandung

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Peranan Pemimpin Rukun Tetangga dalam Merealisasikan Agenda Dasar Perpaduan Negara

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Abstrak

Dasar Perpaduan Negara (DPN) yang baharu merupakan dasar payung yang melakarkan usaha dan komitmen berterusan kerajaan bagi memupuk, mengukuh dan memelihara perpaduan dalam kalangan masyarakat Malaysia. DPN ini berteraskan konsep 'Perpaduan dalam Kepelbagaian' yang merupakan citra utama bagi melestarikan keharmonian sosial kalangan masyarakat multi-etnik seperti Malaysia. Peranan Rukun Tetangga amat penting untuk menjayakan DPN ini. Kawasan Rukun Tetangga (KRT), iaitu pertubuhan sukarelawan yang didaftarkan dibawah Jabatan Perpaduan Negara dan Integrasi Nasional (JPNIN). KRT merupakan organisasi yang terbesar dimiliki oleh agensi kerajaan. Segala bentuk pengurusan dan pentadbiran RT diuruskan oleh Ahli Jawatankuasa KRT yang terdiri daripada para pemimpin masyarakat serta mewakili pelbagai golongan etnik. Kefahaman pemimpin dan ahli KRT terhadap DPN amat penting agar transformasi RT dapat meningkatkan nilai tambah untuk membina modal sosial dalam usaha menjayakan agenda perpaduan nasional. Sungguhpun RT mengalami pelbagai cabaran sama ada secara dalaman mahupun luaran, namun komitmen pemimpin dan ahli KRT perlu diberikan pujian. Kertas konsep ini bertujuan mengupas peranan RT dalam menjayakan agenda DPN agar kelestarian perpaduan nasional menjadi pegangan dan panduan setiap ahli masyarakat ke arah membina sebuah 'Bangsa Malaysia' yang masih diidamkan. Justeru, penglibatan pemimpin dan ahli KRT dalam memastikan penduduk setempat meraikan perpaduan melalui pelbagai kegiatan sosial yang berteraskan saling menghormati, bekerjasama dan integriti akan menjayakan matlamat DPN. Kejayaan DPN ini banyak bergantung dengan penglibatan aktif ahli KRT di seluruh Malaysia.

Kata Kunci: Dasar Perpaduan Negara, Perpaduan Nasional, Rukun Tetangga, Keharmonian Sosial

Pengenalan

Dasar Perpaduan Negara (DPN) yang baharu merupakan dasar payung yang melakarkan usaha dan komitmen berterusan kerajaan bagi memupuk, mengukuh dan memelihara perpaduan dalam kalangan masyarakat Malaysia. DPN ini berteraskan konsep 'Perpaduan dalam Kepelbagaian' yang merupakan citra utama bagi melestarikan keharmonian sosial kalangan masyarakat multi-etnik seperti Malaysia. Peranan Rukun Tetangga amat penting untuk menjayakan DPN ini. Kawasan Rukun Tetangga (KRT), iaitu pertubuhan sukarelawan yang didaftarkan dibawah Jabatan Perpaduan Negara dan Integrasi Nasional (JPNIN). KRT merupakan organisasi yang terbesar dimiliki oleh agensi kerajaan. Segala bentuk pengurusan dan pentadbiran RT diuruskan oleh Ahli Jawatankuasa KRT yang terdiri daripada para pemimpin masyarakat serta mewakili pelbagai golongan etnik.

Pengwujudan Rukun Tetangga (RT) ini bertujuan untuk mengadakan pelbagai aktiviti bagi merapatkan hubungan, kerjasama dan interaksi antara penduduk (sama ada antara kaum atau sesama kaum) dalam satu kawasan kediaman terutama di kawasan bandar dan pinggir bandar.

Dengan adanya kerjasama seumpama ini, ianya boleh mewujudkan perasaan mempercayai, menghormati, toleransi, persefahaman dan kerjasama antara penduduk dalam kediaman mereka. Oleh yang demikian, akan wujud suasana yang harmoni yang akhirnya dapat menyumbang kepada perpaduan negara (Azman, 2003).

Harapan yang begitu tinggi terhadap kemampuan RT untuk menggalakkan perpaduan rakyat antara penduduk ini telah diluahkan oleh Allahyarham Tun Abdul Razak, Perdana Menteri Kedua semasa beliau merasmikan Majlis Pelancaran Rukun Tetangga yang pertama di Malaysia di Sektor Kampung Kasipillay, Kuala Lumpur pada 29 Ogos 1975. Antara lain beliau menyatakan bahawa “Skim Rukun Tetangga mempunyai hikmat yang besar dalam konteks pembangunan masyarakat dan pembangunan negara di mana rakyat sendiri memainkan peranan yang utama mengawal keamanan dan menjaga keselamatan. Dalam ertikata yang lebih luas, Rukun Tetangga ini merupakan usaha positif memupuk perasaan tanggungjawab, menanam perasaan muhibbah serta menjamin perpaduan rakyat”.

Kemampuan RT ditagihkan lagi dengan wujudnya Dasar Perpaduan Negara (DPN) di bawah Kementerian Perpaduan Negara yang telah dilancarkan oleh YAB Tan Sri Muhyiddin Mohd Yassin, Perdana Menteri Malaysia pada 15 Februari 2021.

Makalah ini memberi tumpuan mengenai peranan pemimpin RT untuk menjayakan DPN agar transformasi RT dapat meningkatkan nilai tambah untuk membina modal sosial dalam merealisasikan agenda perpaduan nasional. Sungguhpun RT mengalami pelbagai cabaran sama ada secara dalaman mahupun luaran, namun komitmen pemimpin dan ahli KRT perlu diberikan pujian. Kertas konsep ini bertujuan mengupas peranan RT dalam merealisasikan agenda DPN agar perpaduan nasional menjadi pegangan dan panduan setiap ahli masyarakat ke arah membina sebuah ‘Bangsa Malaysia’ yang masih diidamkan. Justeru, penglibatan pemimpin dan ahli KRT dalam pelbagai kegiatan sosial adalah penting. Nilai-nilai kemasyarakatan seperti saling menghormati, bekerjasama dan integriti dapat menjayakan matlamat DPN. Secara ringkas, kejayaan DPN ini banyak bergantung kepada penglibatan aktif ahli KRT di seluruh Malaysia.

Sejarah Penubuhan Rukun Tetangga

Rukun Tetangga (RT) merupakan sebuah organisasi sosial yang sangat penting dalam membantu kerajaan dalam usaha menyatupadukan masyarakat berbilang kaum khususnya melalui komuniti di negara ini. RT merupakan sebuah NGO kerajaan dibawah Jabatan Perpaduan Negara dan Integrasi Nasional (JPNIN). Kewujudannya semakin dikenali oleh masyarakat setempat khususnya di kawasan perumahan. KRT Kampung Kasipillay di Kuala Lumpur merupakan RT pertama ditubuhkan pada tahun 1975 dalam usaha kerajaan menangani masalah perkauman yang berlaku (Jabatan Perpaduan Negara dan Integrasi Nasional, 2010). Selain daripada itu kegelisahan rakyat dengan ancaman komunis dan keselamatan negara dari dalam dan luar negara juga merupakan punca kepada penubuhan RT ini dalam usaha membantu pihak keselamatan negara iaitu Polis dan Tentera.

“Saya sungguh gembira petang ini sambil bersyukur ke hadrat Allah Subhanahu Wataala kerana dapat serta bersama-sama dalam peristiwa penting dan bersejarah ini iaitu pelancaran rasmi “Rancangan Rukun Tetangga” untuk kawasan Kampung Kasipillay ini.”

(Ucapan YAB Perdana Menteri, 29 Ogos 1975)

Sejarah KRT bermula pada 29 Ogos 1975 apabila YAB Tun Perdana Menteri telah melancarkan Rancangan Rukun Tetangga. Undang-undang mengenainya adalah Peraturan-peraturan Perlu (Rukun Tetangga) 1975 yang dibuat di bawah Ordinan Darurat (Kuasa-kuasa Perlu) 1969 dan telah disiarkan dalam *Warta Kerajaan* P.U (A) 279 bertarikh 11 September 1975. Tujuan pekeliling ini ialah untuk

mendapatkan penyertaan yang maksima dan komitmen yang penuh daripada pegawai dan kakitangan kerajaan terhadap rancangan ini (Rancangan Rukun Tetangga, Pekeliling Am Bil.1 Tahun 1975).

“... sampailah masanya bagi rakyat memberi kerjasama dengan cara yang positif untuk menolong pasukan keselamatan khususnya pasukan Polis kita mengawal kawasan masing-masing dan menjaga harta benda dan rumahtangga mereka. Oleh itu pada hari ini undang-undang bagi menubuhkan Rukun Tetangga telah berjalan kuatkuasanya dan saya harap langkah-langkah akan diambil untuk menubuhkan pasukan Rukun Tetangga ini terutama sekali di bandar-bandar dan kemudiannya di kampung-kampung pula supaya tiap-tiap orang yang berumur antara lapan belas hingga lipupuh lima tahun akan dapat menjaga bergilir-gilir kawasan masing-masing...”

(Ucapan Tun Abdul Razak, 31 Ogos 1975)

Walaupun kerajaan merupakan agen penting ke arah mensejahterakan masyarakat, kerjasama daripada Badan Bukan Kerajaan (NGO) adalah amat penting untuk memastikan kesejahteraan masyarakat lebih terjamin. Penglibatan sukarelawan dilihat amat penting malahan ia menjadi sebagai penasihat kepada pihak agensi dan kerajaan dalam menggerakkan aktiviti sesuatu organisasi dan pertubuhan. Kandasamy (2002) menyatakan bahawa komitmen dan kesungguhan yang tinggi yang ada dalam diri sukarelawan akan memberikan impak yang besar dan bermakna kepada masyarakat.

Pertubuhan sukarelawan merupakan sebuah badan NGO kerajaan yang yang terbesar dimiliki oleh agensi kerajaan. Segala bentuk pengurusan dan pentadbiran RT diuruskan oleh Ahli Jawatankuasa RT yang terdiri daripada pemimpin-pemimpin masyarakat yang bermastautin serta mewakili pelbagai golongan etnik di Kawasan RT yang ditubuhkan dengan bimbingan Pegawai Perpaduan Daerah yang dilantik oleh Ketua Pengarah JPNIN.

RT telah ditubuhkan pada tahun 1975 berdasarkan keputusan Jemaah Menteri yang meluluskan undang-undang menguatkuasakan Rancangan Rukun Tetangga (RT) melalui Peraturan-Peraturan Perlu (Masyarakat Berdikari), 1975 (Tun Abdul Razak, (1975) yang bermatlamat untuk masyarakat berbilang kaum mengenali antara satu sama lain sambil mengawal keselamatan kawasan masing-masing (Tun Abdul Razak, 1975). Hasil daripada kejayaan yang dimainkan oleh RT ketika itu dalam membantu pihak keselamatan, iaitu PDRM, maka RT dilihat sebagai badan sukarelawan yang amat relevan di peringkat komuniti ketika itu dan penubuhannya semakin bertambah sehingga menjadi NGO yang terbesar berdasarkan jumlah pertambahan penubuhan KRT dari semasa ke semasa. Kebanyakan aktiviti yang dilaksanakan merupakan inisiatif daripada AJK RT sendiri dengan bantuan pengurusan daripada pihak kerajaan berbentuk geran kepada RT.

Pada 1984 konsep RT berubah kepada Skim Kejiranan dalam usaha meningkatkan semangat kejiranan dan perpaduan masyarakat. Konsep kejiranan yang berteraskan pemupukan semangat kesetiaan dan kebanggaan terhadap kawasan kediaman, perasaan kekitaan, sikap tanggungjawab memelihara kesejahteraan, keamanan kawasan kejiranan, perasaan persaudaraan dan persahabatan, termasuk sikap muhibah seperti persefahaman, tolong-menolong, toleransi, menghormati undang-undang dan mencintai negara (Abdul Hamid, 1994).

Pada tahun 2001 konsep Rukun Tetangga berubah ke arah pembangunan komuniti. Fokus RT ke arah pembangunan komuniti melibatkan aktiviti berbentuk “pendidikan sepanjang hayat” dan memperkasakan komuniti ke arah meningkatkan keupayaan masyarakat terhadap perubahan sosial dan gaya hidup (Ruslan, 2007). Kajian Ainon (2002) menunjukkan program kejiranan kurang mendapat sambutan yang menggalakkan daripada masyarakat. Sehubungan dengan itu, pendekatan

kejiranan telah ditukar kepada pendekatan baru, iaitu pembangunan komuniti. Ia selari dengan kajian Rashid Saad (2004), yang menyatakan bahawa transformasi RT, iaitu RT Alaf Baru (RT 21) perlu memenuhi keperluan dan kesediaan komuniti dalam menghadapi alaf baru, iaitu perubahan dari konsep 'kawalan keselamatan' kepada 'pembangunan komuniti'. Mohd Syarifudin (2013) pula menyatakan bahawa berbagai perubahan transformasi RT selama lebih 30 tahun penubuhannya yang dilihat perlu mengikut kesesuaian perubahan zaman dan modenisasi negara.

Shamsul (2008) menghuraikan RT dibentuk untuk memelihara, meningkatkan dan mengukuhkan perpaduan rakyat dan integrasi nasional selaras dengan dasar-dasar pembangunan negara berlandaskan Perlembagaan Persekutuan dan Rukun Negara. Ini jelas dilihat berdasarkan peranan yang dimainkan oleh RT sejak penubuhannya hingga kini, peranan RT tetap sama dalam konteks meningkatkan dan mengukuhkan perpaduan rakyat walaupun sepanjang penubuhannya berbagai pendekatan diperkenalkan dari pendekatan memelihara keselamatan hinggalah pembangunan komuniti yang menjurus ke arah matlamat perpaduan.

Alias Mohamad (2005) menjelaskan konsep RT secara terperinci seperti berikut:

1. RT membina komuniti dengan menggalakkan penyertaan dan tanggungjawab kepada Rukun Tetangga masing-masing dalam membangunkan komuniti;
2. RT menjadi jambatan antara pemimpin dan orang ramai iaitu Rukun Tetangga sebagai platform kepada kedua-dua pihak melalui aktiviti sosial;
3. RT meningkatkan keupayaan komuniti untuk menghadapi cabaran perubahan sosial, corak kehidupan dan sistem kekeluargaan;
4. RT meningkatkan kualiti kehidupan melalui perkhidmatan sosial;
5. RT menggalakkan penyertaan yang aktif dalam kalangan ahli untuk menggalakkan 'Satu Sektor KRT Satu Produk';
6. RT menggalakkan penglibatan golongan profesional dan berpendidikan tinggi, golongan korporat, pesara dan penjawat awam yang boleh memimpin Rukun Tetangga; dan
7. RT menggalakkan hubungan kaum dan integrasi nasional.

Konsep RT yang dijelaskan oleh Alias (2005) membuktikan peri pentingnya peranan RT bekerjasama melalui agensinya, iaitu JPNIN untuk terus memperkukuhkan perpaduan dalam komuniti. Konsep RT tersebut telah membawa kepada penggubalan Akta RT 2012 yang berkuatkuasa pada 22 Jun 2012 berkaitan dengan keanggotaan RT dan Skim Rondaan Sukarela (SRS), menggalakkan kerjasama di antara Kawasan RT, membenarkan penubuhan Jawatankuasa Penyelaras dan Penasihat Rukun Tetangga bagi beberapa RT dalam sesuatu kawasan dan memperuntukkan pelepasan waktu kerja oleh majikan (Gandesan, 2013). Akta RT 2012 yang digubal dari sudut perundangan, melibatkan fungsi dan tugas Jawatankuasa RT dirujuk pada (Seksyen 8 Akta Rukun Tetangga 2012), iaitu:

- i) Menjalankan apa-apa aktiviti bagi meningkatkan dan mengukuhkan semangat kejiranan, perpaduan, muhibah, keharmonian, keselesaan, keamanan, kerjasama dan kualiti hidup dalam kalangan anggota masyarakat;
- ii) Menerima maklumat untuk memerhati dan menyiasat semua isu mengenai konflik masyarakat di dalam kawasan dan melaporkan maklumat, pemerhatian dan penyiasatan tersebut kepada Pengarah;
- iii) Mengambil apa-apa langkah yang perlu atau wajar untuk membolehkan pemastautin melindungi diri mereka terhadap apa-apa aktiviti jenayah atau bencana;
- iv) Menyediakan pengantara dalam masyarakat bagi maksud pendamaian atau selain menyelesaikan apa-apa pertikaian atau perselisihan di kalangan anggota masyarakat; dan

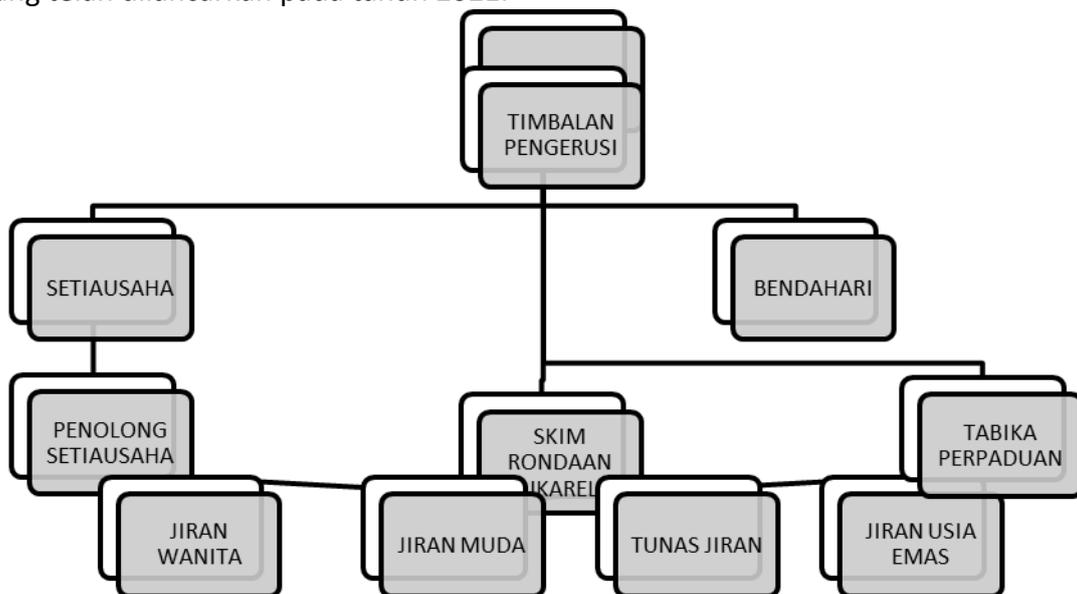
v) Menjalankan apa-apa fungsi atau tugas lain yang diarahkan oleh Ketua Pengarah dari semasa ke semasa.

Akta RT 2012 menunjukkan bahawa komitmen dari segi penglibatan dan kerjasama semua pihak terutama Jawatankuasa RT dan komuniti diperlukan untuk menggembeleng tenaga serta kepakaran ke arah penglibatan dalam aktiviti anjuran RT.

Skim Rondaan Sukarela (SRS) pula merupakan satu aspek yang disentuh dalam Akta RT 2012. Ia mula diperkenalkan oleh JPNIN pada 21 Februari 2004 dan dilaksanakan di 23 Kawasan RT di Pulau Pinang. Penglibatan SRS dalam kalangan masyarakat bermatlamat membantu pihak berkuasa mencegah jenayah dan masalah sosial. Selain daripada rondaan SRS, Wan Halim (2003) menyatakan bahawa kaedah pendampingan RT juga merupakan kaedah usaha untuk mencegah berlaku gejala sosial. Oleh itu, komitmen RT dari aspek keselamatan bukan hanya dilihat berperanan menjaga keselamatan komuniti termasuk mendampingi masyarakat melalui aktiviti yang bersesuaian untuk memelihara keharmonian dan kesejahteraan komuniti.

Sehingga kini, RT tetap dianggap sebagai sebuah organisasi utama yang banyak membantu kerajaan untuk menyatupadukan masyarakat berbilang kaum di Malaysia. Transformasi RT sejak awal penubuhan dalam konteks pembangunan masyarakat dan pembangunan negara di mana rakyat sendiri memainkan peranan yang utama mengawal keamanan dan menjaga keselamatan. Dalam ertikata yang lebih luas, RT merupakan inisiatif positif untuk memupuk perasaan tanggungjawab menanam perasaan muhibah serta menjamin perpaduan rakyat (Arkib Negara, 1975). Bagi JPNIN yang menaungi organisasi ini, ia sentiasa memastikan supaya RT yang ditubuhkan dapat melaksanakan tanggungjawab sukarela yang efektif dan inovatif untuk mencapai matlamatnya. Namun, RT sering dikaitkan dengan kegagalan disebabkan oleh kurangnya peranan dan tanggungjawab yang dimainkan oleh ahli jawatankuasa RT yang dilantik (1) (Laporan Simposium Rukun Tetangga, 2010).

Setelah lebih empat dekad RT ditubuhkan, adakah perpaduan pada masa kini bergantung sepenuhnya kepada RT? Bagi mencapai matlamat organisasi, RT mempunyai tanggungjawab yang besar untuk merealisasikan perancangan kerajaan khususnya dalam pembentukan perpaduan antara kaum dan integrasi nasional. Justeru RT dianggap sebagai wadah kepada masyarakat dalam membawa arus perubahan kepada rakyat pelbagai kaum melalui perancangan Dasar Perpaduan Negara yang telah dilancarkan pada tahun 2021.



Rajah 1. Organisasi Jawatankuasa Rukun Tetangga

Organisasi Jawatankuasa RT terdiri daripada Pengerusi, Timbalan Pengerusi, Setiausaha, Penolong Setiausaha dan Bendahari serta sekurang-kurangnya dua puluh ahli jawatankuasa.

Jadual 1.2: Jumlah RT, SRS, TP, JW, JM, JUE dan TJ Seluruh Malaysia Sehingga September 2017

Bil.	Negeri	RT	SRS	TP	JW	JM	JUE	TJ
1.	Perlis	124	80	37	124	124	124	124
2.	Kedah	467	270	107	451	434	403	382
3.	Pulau Pinang	500	250	116	177	205	199	182
4.	Perak	558	313	164	520	446	399	381
5.	Selangor	1013	578	182	450	434	254	307
6.	W.P Kuala Lumpur	296	178	132	172	122	97	125
7.	W.P Putrajaya	45	22	9	48	48	48	9
8.	Negeri Sembilan	368	286	120	301	241	179	133
9.	Melaka	238	183	64	121	115	85	70
10.	Johor	785	607	206	557	482	366	211
11.	Pahang	528	444	126	622	451	394	462
12.	Terengganu	487	480	72	480	470	457	465
13.	Kelantan	455	468	107	464	464	464	464
14.	Sarawak	958	476	172	757	724	672	666
15.	Sabah	1012	331	142	936	936	936	936
16.	W.P Labuan	35	14	25	35	35	35	35
Jumlah Keseluruhan		7,869	4,980	1,781	6,215	5,731	5,112	4,952

Sumber: Laporan Bahagian Perhubungan Masyarakat dan Kejiranan, JPNIN Putrajaya, September 2017

Sejak penubuhannya, jumlah RT telah meningkat setiap tahun sehingga Julai 2017 jumlah RT seluruh Malaysia adalah sebanyak 7,869 (Laporan Bahagian Perhubungan Masyarakat dan Kejiranan, JPNIN Putrajaya, Ogos 2017), walaupun jumlah peningkatan RT itu tidak seiring dengan jumlah cawangan Jiran Wanita, Jiran Muda, Jiran Usia Emas dan Tunas Jiran (yang dikenali sebagai sayap RT) yang sepatutnya jumlahnya sama dengan jumlah RT seluruh Malaysia. Namun ia dilihat sebagai kekuatan bagi sesebuah KRT jika terdapat sayap tersebut, selain daripada penubuhan Skim Rondaan Sukarela (SRS). Ini bermakna dengan adanya kekuatan sayap RT tersebut, maka RT tersebut dilihat menjadi sebuah RT yang amat Berjaya. Namun sejauh manakah keberkesanan RT tersebut dalam menjamin pengukuhan perpaduan nasional melalui penglibatan dalam program dan aktiviti RT.

Memupuk dan mengekalkan perpaduan adalah menjadi usaha penting untuk sesebuah negara demokrasi yang berdepan dengan masalah kepelbagaian penduduk. “Perpaduan adalah satu aspek hidup yang penting bagi negara kita yang mempunyai penduduk berbilang kaum dan agama” (Abdul Rahman Putra, 2003). Justeru itu, kestabilan dan pembangunan Malaysia adalah berasaskan pembentukan satu Bangsa Malaysia mengikut “acuan sendiri”, iaitu rakyatnya yang terdiri dari pelbagai kaum dan berbeza dari latar belakang, budaya, bahasa, agama, negara asal dan keturunan dapat hidup bersatu padu. Dua konsep ini, iaitu Satu Bangsa Malaysia dan “acuan sendiri” menjadi unsur utama dalam membincangkan perpaduan negara. Usaha secara berterusan perlu diambil untuk memastikan perpaduan negara umpamanya melalui Rukun Negara, penyelesaian politik, pemerintahan demokrasi, perlembagaan, kedaulatan undang-undang, polisi pendidikan, polisi kebudayaan, pemupukan nilai-nilai murni dan perhubungan antara kaum (Jabatan Perpaduan

Negara dan Integrasi nasional, 2004). Jika perpaduan tidak diusahakan, akan timbul perpecahan, konflik etnik, polarisasi dan kemungkinan rusuhan serta keganasan. Jadi, pemupukan perpaduan untuk membangunkan keperibadian satu Bangsa Malaysia perlu dibuat secara berterusan. Ini merupakan cabaran pokok negara Malaysia (Rahimah Abdul Aziz, 2003).

Dasar Perpaduan Negara (DPN) 2021

Dasar Perpaduan Negara (DPN) yang telah dilancarkan oleh YAB Tan Sri Muhyiddin Mohd Yassin, Perdana Menteri Malaysia pada 15 Februari 2021 merupakan satu dokumen strategi jangka panjang dan usaha berterusan yang dirangka untuk menetapkan hala tuju perpaduan negara dalam memupuk, mengukuh serta memelihara perpaduan dalam kalangan rakyat Malaysia. Dasar ini akan bertindak sebagai pemangkin bagi pencapaian Malaysia sebagai sebuah negara yang bersatu padu, harmoni dan makmur. Bagi masyarakat yang berbilang etnik, agama dan budaya, perpaduan perlu menjadi agenda utama agar keamanan dan kelangsungan pembangunan negara terjamin, sekali gus mempertahankan kedaulatan negara.

Tunjang kepada teras dan strategi DPN ialah Perlembagaan Persekutuan dan Rukun Negara. Kedua-duanya merupakan tulang belakang pembangunan Malaysia dan menjadi panduan kepada semua dasar kerajaan. Sejarah dan semangat di sebalik Perlembagaan Persekutuan dan Rukun Negara perlu dihayati dan diamalkan oleh semua lapisan masyarakat.

Berikut adalah tiga matlamat DPN, iaitu:

1. Mengukuhkan perpaduan dan integrasi nasional berteraskan Perlembagaan Persekutuan dan Rukun Negara;
2. Membentuk identiti nasional dengan semangat kekitaan, prihatin, inklusif, saling menghormati dan bertanggungjawab; dan
3. Melahirkan rakyat Malaysia yang membudayakan perpaduan.

Ketiga-tiga matlamat DPN tersebut amat penting difahami, dihayati dan dipraktis oleh masyarakat Malaysia. DPN ialah hasil inisiatif berterusan kerajaan dalam meneraju agenda perpaduan melalui pelaksanaan tiga teras perpaduan dan di sokong oleh 12 strategi sebagai usaha untuk melahirkan bangsa Malaysia yang patriotik, demokratik dan berkeperibadian tinggi; membangunkan identiti nasional yang mempunyai cita-cita sepunya serta mengukuhkan ekosistem perpaduan negara. Selain teras perpaduan serta strategi yang digariskan dalam dasar ini, terdapat beberapa pemboleh daya perpaduan yang telah dikenal pasti turut menyumbang kepada kemakmuran rakyat dan secara tidak langsung, memberikn kesan kepada perpaduan.

Strategi-strategi dasar ini disokong oleh Rangka Tindakan (Blueprint) Perpaduan Negara 2021-2030 yang menetapkan visi perpaduan nasional dan aspirasi perpaduan negara yang ingin dicapai dalam tempoh 10 tahun dan diterjemahkan dalam bentuk pelaksanaan oleh Pelan Tindakan Perpaduan Negara (PTPN). PTPN menggariskan strategi dan program/aktiviti spesifik yang disusun secara jelas dan kohesif mengikut tempoh jangka pendek, jangka sederhana dan jangka panjang merentasi sektor dan agensi dengan penetapan sasaran pengukuran serta keberhasilan yang ingin dicapai.

Permasalahan Kajian

Kerajaan Persekutuan mengambil perhatian serius tentang perpaduan kaum selepas Peristiwa 13 Mei 1969 dengan cara mengenalpasti komuniti yang penghuninya berbilang kaum untuk diwujudkan satu jawatankuasa yang dinamakan Rukun Tetangga. Walaupun RT diperkenalkan sejak tahun 1975, namun masih ada kalangan rakyat Malaysia yang belum mengetahui tentang kewujudan RT (Zakaria,

1994). Nama RT lebih popular dalam kalangan orang ramai sebagai satu program rondaan yang diperkenalkan pada awal penubuhannya bagi menjaga keselamatan penduduk di kawasan kediaman. Kemudian RT memberikan penekanan kepada konsep kejiranan pada tahun 1993 dan kemudian pendekatan pembangunan komuniti pada tahun 2001. Ia bertujuan untuk memupuk semangat kerjasama dan interaksi antara penduduk kerana RT masih kurang mendapat sambutan secara menyeluruh daripada masyarakat (Wong, 2003).

Kepimpinan adalah keupayaan untuk mempengaruhi ahli-ahli supaya berusaha kearah pencapaian matlamat sesebuah pergerakan. Identiti kepimpinan yang baik akan mampu membawa kesejahteraan komuniti mengikut acuan yang telah dirancang. Mohd Soder (1986: 12) mendefinisikan kepimpinan sebagai kemampuan bagi menimbulkan keinginan dan dorongan ke atas orang lain untuk menjayakan matlamat organisasi dengan cara bersungguh-sungguh. Justeru itu, peranan pemimpin adalah penting dalam merancang, melaksana dan menilai sesuatu program.

William (2002) menyatakan komuniti adalah persatuan manusia berdasar ikatan perhubungan sosial dan perkongsian pengalaman hidup, di mana mereka saling memberi makna kepada kehidupan masing-masing, memenuhi keperluan hidup dan berjaya mencapai matlamat interpersonal (bersama). Dengan yang demikian kepimpinan RT seharusnya mampu memotivasikan ahli-ahli RT. Ahli-ahli RT berpuashati tinggi dengan kepimpinannya. Dengan demikian ahli-ahli RT akan berprestasi tinggi apabila kepimpinan diterima. Maka secara tidak langsung kumpulan kerja akan berprestasi tinggi dalam mencapai sasaran kerja yang dirancang.

Namun demikian, dalam menjayakan apa juga perancangan dalam kawasan komuniti, maka penglibatan pelbagai agensi kerajaan adalah penting untuk membantu penduduk. Ia bertujuan memberikan satu jaminan dan keupayaan kepada penduduk setempat untuk menghargai dan menyayangi kawasan kejiranan mereka, selain rasa selamat menetap di kediaman masing-masing. Melalui kerjasama dan bantuan daripada pelbagai agensi, pastinya dapat meningkatkan kualiti hidup masyarakat setempat. Ia secara tidak langsung mampu menyuburkan semangat "Sayangi Komuniti" dalam kalangan penduduk. Persoalannya, sejauh manakah peranan pemimpin RT dalam menyahut agenda Dasar Perpaduan Negara yang dilancarkan oleh Perdana Menteri?

Walaupun masih ada kelemahan di dalam pelaksanaan konsep ini, adalah jelas bahawa RT perlu diperkukuhkan bagi menentukan bahawa setiap komuniti tidak mengabaikan aspek perpaduan. RT perlu memainkan peranan suplimentari dan komplimentari sahaja supaya tidak timbul persaingan dan pergeseran dengan Persatuan Penduduk dan JKKK, jika badan-badan ini wujud dalam kawasan yang sama. Jika Persatuan Penduduk dan JKKK sudah memainkan peranan mereka dengan baik dan sempurna, RT hanya perlu memainkan peranan sebagai penyokong dan penyelaras sahaja. RT perlu memberikan tumpuan kepada kegiatan yang tidak diberikan keutamaan oleh badan-badan tersebut. Hubungan 3 penjurong perlu wujud di peringkat komuniti dalam semangat saling menghormati dan berkerjasama antara satu lain.

Jawatankuasa KRT perlu menangani segala konflik kerana jawatankuasa ini melambangkan perpaduan. Jika ia merupakan punca konflik, maka fungsinya sebagai penggalak perpaduan akan dipersendakan oleh masyarakat. Sebaliknya, jika terdapat pergeseran antara badan-badan lain, maka Jawatankuasa KRT perlu memainkan peranan sebagai *mediator* untuk merapatkan semula hubungan antara mereka.

Pelan Pemerksaan Kepimpinan Komuniti Rukun Tetangga 2021-2030

Terdapat empat agenda Kawasan Rukun Tetangga (KRT) yang diperkenalkan oleh Kementerian Perpaduan Negara berdasarkan Pelan Pemerksaan Kepimpinan Komuniti Rukun Tetangga 2021 demi memperkasa peranan KRT di peringkat akar umbi menerusi kerjasama semua pihak. Dalam majlis pelancaran Pelan Pemerksaan Kepimpinan Komuniti Rukun Tetangga 2021-2030 dan

Anugerah Perdana Rukun Tetangga 2021, Kementerian Perpaduan Negara, YAB Perdana Menteri, Tan Sri Muhyiddin Yassin telah menegaskan peri pentingnya empat agenda terbabit bertujuan untuk meningkatkan keberkesanan inisiatif Rukun Tetangga. Ia merangkumi agenda Kerja KRT Selamat, agenda Kerja KRT Sihat, agenda Kerja KRT Bersih dan Indah serta agenda Kerja KRT Sejahtera seperti perincian berikut:

- 1. Agenda Kerja KRT Selamat** digerakkan melalui Skim Rondaan Sukarela (SRS) yang berperanan untuk meronda dan mengawal mana-mana premis atau lokasi di Kawasan Rukun Tetangga dengan kerjasama Polis Diraja Malaysia (PDRM).
- 2. Agenda Kerja KRT Sihat** pula memberi penekanan kepada usaha membudayakan gaya hidup sihat dalam komuniti hasil kolaborasi bersama Kementerian Kesihatan melalui program di bawah Agenda Nasional Malaysia Sihat.
- 3. Agenda Kerja KRT Bersih dan Indah** menumpukan kepada program pembersihan dan pengindahan di kawasan komuniti dengan sokongan Kementerian Pembangunan Perumahan dan Kerajaan Tempatan di bawah pelaksanaan Program Local Agenda 21.
- 4. Agenda Kerja KRT Sejahtera** pula adalah mengenal pasti kumpulan rentan seperti ibu tunggal, golongan kurang upaya, warga emas dan golongan kurang berkemampuan dan memberi bantuan melalui pelaksanaan inisiatif seperti Projek Ekonomi Rukun Tetangga serta Program Sayangi Komuniti. Masyarakat Malaysia perlu turut serta untuk mengenal pasti keperluan komuniti dan menangani isu-isu sosial di kawasan setempat untuk melahirkan sebuah komuniti yang sejahtera.

Komitmen Kementerian Perpaduan Negara melalui JPNIN amat penting untuk memastikan KRT memainkan peranan sebagai ejen dan penggerak usaha untuk menyatupadukan rakyat perlu diberikan sokongan oleh semua pemegang taruh (*stakeholders*). Penglibatan masyarakat secara proaktif dapat menjayakan Dasar Perpaduan Negara yang direncana melalui Pelan Pemerkasaan Kepimpinan Komuniti Rukun Tetangga 2021. Komitmen pemimpin RT amat penting agar semua penduduk setempat di KRT masing-masing melibatkan diri dalam setiap program yang direncana untuk mencapai keempat-empat agenda yang disenaraikan di atas.

Peranan Pemimpin Rukun Tetangga Melestari Agenda DPN

Jawatankuasa RT merupakan para pemimpin yang telah diberi kepercayaan untuk mentadbir dan mengurus RT. Dengan adanya kepimpinan yang baik dan bertanggungjawab, sesebuah RT akan dapat berfungsi sebagaimana yang diharapkan oleh kerajaan. Hubungan baik antara pemimpin RT dengan penduduk setempat amat penting untuk menjayakan sesuatu program kemasyarakatan. Strategi pendekatan pembangunan komuniti semasa menekankan perlunya program pendampingan dibuat oleh AJK KRT bagi merapatkan hubungan pemimpin RT dengan masyarakat setempat. Dapatan kajian Dirwana (2004) telah membuktikan bahawa masyarakat mulai mengenali RT berbanding dapatan kajian Abdul Shukur (1989). Ia jelas menunjukkan bahawa pendekatan pendampingan pimpinan KRT bersama masyarakat dapat memberikan kesan dan hasil yang baik.

Dalam Rangka Tindakan (*Blueprint*) Perpaduan Negara 2021-2030, khususnya Strategi 9, iaitu memperkasa jentera perpaduan melalui kerjasama strategik, Rukun Tetangga diberi tumpuan dalam Anjakan Strategi Kedua, iaitu 'Memperkasa kepimpinan komuniti melalui Kawasan Rukun Tetangga' seperti berikut:

- a. Memperkasa kepimpinan komuniti berdasarkan konsep kejiranan yang termaktub di bawah Akta Rukun Tetangga 2012. KRT memberi penekanan kepada aspek kejiranan dan semangat komuniti, rasa kesepunyaan, kualiti hidup bermasyarakat dan penglibatan komuniti;
- b. Perluasan penubuhan KRT sebagai jentera perpaduan di setiap kawasan/perumahan selari dengan urbanisasi bagi memastikan KRT dapat memainkan peranan dengan lebih berkesan; dan,
- c. Pemerksaan Skim Rondaan Sukarela (SRS) yang merupakan organisasi sukarelawan keselamatan komuniti di bawah KRT. Kawasan yang selamat dan kondusif serta kesedaran dan keprihatinan penduduk kawasan kejiranan terhadap usaha membanteras segala bentuk jenayah dan salah laku merupakan satu usaha yang perlu diberi keutamaan kerana ia menyumbang kepada kesejahteraan komuniti.

Pengkaji mencadangkan lima peranan penting yang perlu dilaksanakan oleh pemimpin RT untuk menjayakan DPN dan Rangka Tindakan (Blueprint) Perpaduan Negara 2021-2030 seperti berikut:

- a. Pemimpin RT perlu memainkan peranan untuk memahami DPN bagi mentransformasikan RT masing-masing. Tugas untuk memahami dasar bukan mudah kerana ia memerlukan komitmen dan kerjasama pelbagai pihak khususnya Pengarah JPNIN di seluruh negeri untuk mengadakan pelbagai sesi libat urus (*engagement*) seperti taklimat dan bengkel secara berkala untuk sebaran DPN. Penggunaan teknologi moden seperti atas talian (online) seperti aplikasi Zoom, Webex dan lain-lain amat penting. Perlu ditegaskan, impak pandemik COVID-19 telah membawa perubahan dalam kehidupan masyarakat apabila penggunaan komunikasi dan pembelajaran atas talian semakin meluas dalam kalangan masyarakat Malaysia. Pemimpin RT dan ahlinya perlu sentiasa berusaha mendapatkan maklumat terkini mengenai status perpaduan daripada Pengarah JPNIN negeri masing-masing.
- b. Pemimpin RT perlu memainkan peranan memperkasa Jiran Muda dan Jiran Wanita untuk menjayakan DPN. Kedua-duanya mempunyai kumpulan sasaran tersendiri, iaitu golongan belia dan wanita. Berdasarkan pemerhatian, pengkaji dapati bahawa Jiran Muda dan Jiran Wanita menjalankan banyak program kemasyarakatan dan pembangunan ekonomi setempat. Misalnya, penglibatan wanita dalam kegiatan perekonomian kecil-kecilan menunjukkan perubahan kepada ekonomi komuniti seperti penjaan sumber pendapatan untuk keluarga masing-masing. Oleh sebab itu, para pemimpin RT perlu memberikan sokongan padu kepada pemimpin Jiran Muda dan Jiran Wanita agar mereka dapat meneruskan kegiatan dengan penglibatan aktif golongan muda dan wanita di KRT masing-masing. Tanpa penglibatan golongan muda dan wanita maka program RT akan mengalami masalah dan menghalang proses pendayaupayaan (*empowerment*). Ia secara langsung akan memberi kesan kepada usaha untuk mencapai matlamat DPN. Pemimpin RT perlu memberikan ruang kepada pemimpin Jiran Muda dan Jiran Wanita membuat keputusan. Pengurusan bakat (*talent management*) amat penting. Berdasarkan pemerhatian, pengkaji dapati kadang kala campurtangan pemimpin RT dalam perancangan program Jiran Muda dan Jiran Wanita secara tidak langsung telah menghalang proses pembelajaran, pembinaan kemahiran seperti komunikasi dan kepimpinan dalam kalangan Jiran Muda dan Jiran Wanita sebagai pemimpin komuniti. Perlu ditegaskan bahawa perkara ini bukan masalah baharu dalam kebanyakan RT di seluruh negara.
- c. Pemimpin RT perlu meraikan pandangan alternatif. Sifat keterbukaan amat penting kerana setiap RT mempunyai kepelbagaian (*diversity*) dari segi gender, profesion dan latar belakang etnik. Tugas pemimpin RT adalah untuk memastikan penglibatan ahli RT dalam program

perpaduan. Oleh itu, segala program perpaduan yang dilaksanakan perlu mengambil kira pelbagai pandangan masyarakat setempat khususnya di kawasan bandar yang mutli-etnik sifatnya. Pemimpin RT perlu terbuka dan berlapang dada menerima cadangan dan kritikan. Meraikan pandangan ahli RT merupakan satu wadah untuk memastikan program RT diterima oleh penduduk setempat. Oleh sebab itu, pengurusan RT perlu mengambil kira kepelbagaian. Pada masa yang sama, sensitiviti ahli masyarakat khususnya berkenaan agama dan budaya perlu diberikan perhatian agar program yang dianjurkan tidak menjejaskan hubungan dalam kejiiran. Kefahaman agama dan budaya masyarakat Malaysia amat penting.

- d. Peranan pemimpin RT mengenal pasti keperluan komuniti dan menangani isu-isu sosial di kawasan setempat untuk melahirkan sebuah komuniti yang sejahtera. Oleh itu, setiap RT perlu mempunyai pangkalan data (*database*) mengenai penduduk setempat di kawasan masing-masing. Ia bertujuan untuk mengenal pasti penduduk yang mengalami masalah seperti keciciran pendidikan, jenayah, penagihan dadah dan pengangguran. Pemimpin RT kemudiannya boleh menyalurkan segala maklumat tersebut kepada kementerian yang relevan melalui JPNIN dan Biro Pengaduan Awam (BPA). Maklumat tersebut akhirnya boleh membantu penduduk setempat yang memerlukan bantuan kerajaan. Pangkalan data tersebut juga boleh digunakan untuk meninjau status semasa kesejahteraan sosial (*social well-being*) masyarakat di KRT masing-masing.
- e. Pemimpin RT perlu memainkan peranan menjadi 'role model' yang baik agar penduduk setempat menghormati RT. Pemimpin RT perlu memiliki sifat terpuji dan mengamalkan budaya integriti dalam mentadbir KRT masing-masing. Hal ini kerana golongan muda khususnya Jiran Muda memerhatikan gelagat pemimpin dan ahli RT dalam menjalankan tanggungjawab yang diamanahkan oleh kerajaan kepada mereka. Budaya integriti perlu diutamakan agar keyakinan penduduk setempat terhadap institusi RT terus mendapat sokongan.

Berdasarkan lima peranan tersebut maka pemimpin RT perlu mengambil inisiatif untuk memahami DPN. Kejayaan DPN ini terletak kepada sejauh mana pimpinan RT dapat memainkan peranan mereka dalam menjayakan setiap perancangan dalam Pelan Tindakan Perpaduan Negara berlandaskan Dasar Perpaduan Negara.

Penutup

Sumbangan pemimpin RT perlu diberikan perhatian. Walaupun mereka berdepan dengan pelbagai cabaran semasa, namun pihak kerajaan sentiasa mendampingi pemimpin dan ahli RT. Pemimpin RT mempunyai tanggungjawab yang besar untuk merealisasikan DPN. Kefahaman terhadap DPN adalah penting untuk memastikan matlamat dan hasil (*outcome*) yang relevan dalam konteks dasar. Lima peranan pemimpin RT yang disenaraikan di atas boleh dipertimbangkan dalam usaha untuk mentransformasi RT selaras dengan perkembangan semasa dengan pandemic COVID-19 yang melanda seluruh negara. Pemimpin RT juga perlu sentiasa menggalakkan penglibatan ahli Jiran Muda dan Jiran Wanita agar pendayaupayaan mencapai matlamatnya. Pemimpin RT juga perlu mengambil inisiatif untuk mencari sumber kewangan melalui pelbagai kegiatan kemasyarakatan dan perekonomian yang sesuai khususnya dengan pengaruh ICT yang semakin meluas. Peranan para pengarah JPNIN negeri juga penting untuk sentiasa mendekati dan mendengar suara pemimpin RT dan penduduk setempat. Sebaran maklumat mengenai perkembangan semasa tentang status perpaduan juga perlu agar pemimpin RT mengambil perhatian dalam mengurus kepelbagaian di Malaysia.

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Education and Social Mobility Among Orang Asli in Johor: The Social Impact Of UiTM

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Abstract

Two main thrusts of the Orang Asli development strategic plan 2011-2015, are to eliminate poverty among the Orang Asli communities and to improve the quality of life of the Orang Asli. Studies related to the academic achievement of indigenous people are not new. However, not many studies are carried out to determine how their level of education affects the social status of Orang Asli graduates after they have completed their tertiary education. It is important to note that the Orang Asli is indeed known to behave in a very strong relationship/bond to their origins. They seldom leave their settlement and prefer to stay within their community permanently. This project proposes that UiTM graduates with greater social and economic mobility will demonstrate a wider range of and an increased potential for better life quality. Educational attainment is said to have an impact concerning graduates, which centered mostly on the hard and soft skills required from higher education. After which, they are more likely to leave their original lifestyle. Examining how IHL's education and their relation to mobility and destiny indirectly affect their socio-economic activities also raised fundamental issues on the effect of education on mobility and destiny. The study adopts an exploratory design and semi-structured interview approach. Respondents were UiTM students enrolled through the Pra-Pendidikan Tinggi (PPT) program. UiTM provides opportunities for Bumiputera students, especially from low-income families in rural areas to enroll in UiTM and due course achieves academic success. The initiative undertaken by UiTM has proven to enhance the capacity of Orang Asli, especially in Johor to make meaningful participation in socio-economic activities through quality education. The critical question is how education affects Orang Asli graduates. Employment and the need to improve oneself have been mentioned as major reasons why they move from the settlements to the cities. In the future, this study may attempt to include more respondents which include but not limited to Bumiputera in Sabah and Sarawak.

Keywords: Social Class, Social Mobility, Education Attainment, Orang Asli, Johor

Background

The Orang Asli development strategic plan 2011-2015 was first announced during the 10th Malaysia plan in 2010. Two main thrusts of the plan are to eliminate poverty and to improve the quality of life of the Orang Asli. The Orang Asli who graduated from UiTM are mainly the Orang Asli Semenanjung, Jakun, Semai and Temiar (data from BTU, 2020) University transformation division In Johor, the Orang Asli are located in Batu Pahat, Pontian, Johor Bahru and Kluang (data.gov.my, 2017). Their main economic activities are in agriculture, trading, handicrafts, and some have ventured into

tourism, operating homestays, and related businesses. They no longer move around. Their forefathers used to be hunter-gatherers and foragers, living off what we could get from the forest, hunting wild animals like wild boar, and picking fruits. Nowadays, they have stayed put here in villages for years.

Universiti Teknologi MARA (UiTM) has initiated the Pra-Pendidikan Tinggi program (PPT) or formerly known as Mengubah Destini Anak Bangsa (MDAB) which was introduced in 2010. The preparatory program was designed to provide quality education for Bumiputera SPM leavers among the less fortunate in the rural areas, those who have not enough merit to enroll into the mainstream university's programs, the athletes, and Orang Asli.

The six-month program offers Pra-Diploma Sains and Pra-Diploma Perdagangan at all main campuses in Malaysia. This program has helped hundreds of thousands of graduates and the majority of them further their studies to the next level. This government initiative undertaken by UiTM has proven to enhance the capacity of Orang Asli, especially in Johor to make meaningful participation in socio-economic activities through quality education.

The Department of Orang Asli Development (JAKOA) is responsible to ensure that indigenous community comes together into the mainstream of the national economic development and focus to improve their quality of life through educational programs and other programs such as land development, economic and social development, resettlement, provision of infrastructure and public amenities, training and also human development (Nicholas, 2005). JAKOA provides scholarships for excellent students.

Social Mobility

According to Pitirim Sorokin (1927) in Chan T.W (2017) defined social mobility is "any transition of an individual from one position; to another in a constellation of social group and strata." Social mobility is promoted through development through propagation and the spread of education. The people who are more educated achieve higher social status (Brown et al., 2018).

According to Haveman & Smeeding (2006), social mobility does not have much impact on the high-income social class. Students in poor and minority neighborhoods are less well prepared academically; ill-prepared to select colleges, apply for admission, and secure acceptance; and poorly informed about the cost of attending college and the availability of need-based financial aid.

Type of Social Mobility

Social mobility can be categorized into two types (Nazimuddin, 2015), they are horizontal and vertical social mobility. Horizontal social mobility explained the movement of a person at the same level as previously. For example, a teacher got a transfer to another school with the same position, pay, and responsibility. Vertical social mobility occurs when one person is promoted to a higher position, pay, and social status. For example, become a headmaster at another school.

Determinants of Social Mobility

According to Nazimuddin (2015), nine factors affect Social Mobility. They are:

- a. Economic prosperity – divided by the rich, middle, and poor people within the society
- b. Structure of society – closed and open societies.
- c. Level of aspiration and achievement – if they are motivated and want to be successful.
- d. Geographic structure – influenced by origin, size, and location.
- e. Education – multidirectional and need of everyone in the society.
- f. Occupational prestige – some careers carry higher prestige within the society
- g. Administration – social class of origin.

- h. Legal & political factors – freedom to practice.
- i. Intelligence factor – social position handed down by generation.

Education Attainment

Everybody needs education for self-development, In Malaysia, children as early as 4 years old are sent to specialized pre-schools. Parents are anxious if their children cannot read, write, spell and count at such early age. Some primary school children are sent to tuition for Mathematics and Science. Education sharpens the intellectuality of an individual. A person with less academic achievement is said to be less capable of high-level thinking than a well-educated one. However, this is compensated with experience.

Education can be both formal and informal. Some level of education can be gained through life experiences. A person with better education attainment can earn better income as they hold better positions than a lesser educated person.

Self-employment can also be a choice among the educated individual. They can be independent and offer employment for others. Education also improves the social class for women, reducing the need to depend on men.

However, it is debatable that education leads to the eradication of poverty thus increasing social mobility. There are exogenous factors to be considered such as the outcomes of education, changes in the labor market, opportunities for employment, and distribution of wealth (Ong et al, 2017).

Statement of Problem

The Orang Asli is indeed a close-knit kinship community. They have a very strong relationship and family bonding to their origins (Abdullah et al, 2014). They do many activities together. In the old days, they move around to hunt and pick fruits from the jungle. They move with few families all the time and build a new village somewhere until all resources have depleted.

There is mixed opinion when it comes to education. Many members of the older generation are illiterate because they never had the chance to go to school, but they want to give the younger generation a chance of attaining a better life (Azdee, 2019).

The project addresses this issue by exploring how participation in socio-economic activities varies across the different generations of Orang Asli graduates by analyzing the role played by education (MDAB program) in the process of social mobility in Malaysia. Comparative research on the effect of family background on children's educational outcomes (Li and Qiu, 2018) has demonstrated the evident in China the association between social origins and educational opportunity is strong. Examining how higher education and their relation to mobility indirectly affect their socio-economic activities also raised fundamental issues on the effect of education on mobility.

Concerning the Orang Asli in Johor, participation in socio-economic activities may depend on the ability to overcome societal constraints, and then the socio-economic activities of Orang Asli in Johor with increasing social and economic mobility offered by UiTM, thru the MDAB program, will be greater in scale and impact. This project proposed that Orang Asli in Johor who can overcome social and economic mobility will demonstrate greater life quality and destiny than those who are not willing to embrace changes and are employed in uninspiring or unplanned careers.

Educational attainment is said to have an impact concerning graduates, which centered mostly on the hard and soft skills required from higher education. In addition, this enhances one's employability (Majid et al, 2012). After which, they are more likely expected to leave their original lifestyle.

Research Objectives

1. To explore the social mobility of Orang Asli graduates in Johor after graduating.
2. To understand the social mobility of Orang Asli graduates in Johor after graduating is affected by their educational attainment.
3. To determine if the MDAB program was a factor that encourages the Orang Asli graduates in their self-development.

Research Questions

1. What is the level of social mobility of Orang Asli graduates in Johor after graduating?
2. How education attainment affects the social mobility of Orang Asli graduates in Johor after graduating?
3. Was the MDAB program a factor that encourages the Orang Asli graduates in their self-development?

Methodology

The study adopted the exploratory research design. Exploratory research is defined as research used to investigate a problem that is not clearly defined. It is conducted to have a better understanding of the existing problem but will not provide conclusive results. For such research, a researcher starts with a general idea and uses this research as a medium to identify issues that can be the focus of future research. An important aspect here is that the researcher should be willing to change his/her direction subject to the revelation of new data or insight. Such research is usually carried out when the problem is at a preliminary stage. It is often referred to as the grounded theory approach or interpretive research as it is used to answer questions like what, why, and how.

The data were collected through a semi-structured interview approach. Initially, we planned to conduct focus group interviews, face to face. However, due to the Covid-19 pandemic and Movement Control Order commenced in March 2020, we were unable to do so. So, we resorted to virtual interview sessions. While we may get a lot of information from public sources, but sometimes an in-person interview can give in-depth information on the subject being studied. Such research is a qualitative research method. An interview with a subject matter expert can give you meaningful insights that a generalized public source won't be able to provide. Interviews are carried out in person or by telephone which has open-ended questions to get meaningful information about the topic. Our interview respondents were UiTM Orang Asli students enrolled through the MDAB program and continued their studies to the Diploma level and further.

Sampling

The data collection process was carried out in four steps.

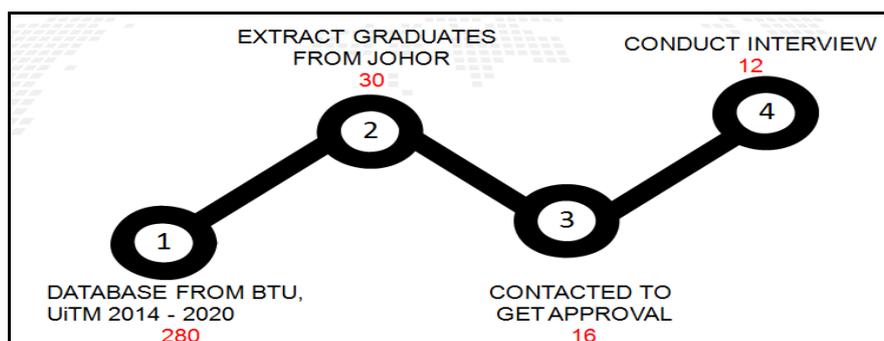


Figure 1. Sampling

With reference to **Figure 1**, below is the description of the sampling process and the number of respondents.

Table 2: Sampling Process

Step	Task	Number
1	Managed to get a list of Orang Asli graduates from UiTM university transformation division or commonly known as BTU. These data were gathered from the convocation list from the year 2014 until March 2020. They are all graduates from all the campuses of UiTM.	280
2	Took out the names of graduates who came from Johor.	30
3	Called all the 30 names from the second list and we had a standard script to explain our research intention. Many were willing to cooperate. We were unable to contact 14 names. So, managed to secure 16 appointments of interviews. We ask them if they were more comfortable using Google meet or Whatsapp video calls. Most preferred Google meets. We set the weekends, for the interviews. Some changed their time, and few did not answer the call or turn up at the scheduled interview time.	16
4	Conduct the interviews. We tried to have as many of the group members join the session. Questions asked were prepared beforehand (as in the picture). We asked the same questions to all the respondents. The recorded sessions were later transcribed for data analysis.	12

Data Analysis – Textual Analysis

We used textual analysis, as guided by Creswell & Guetterman (2020).

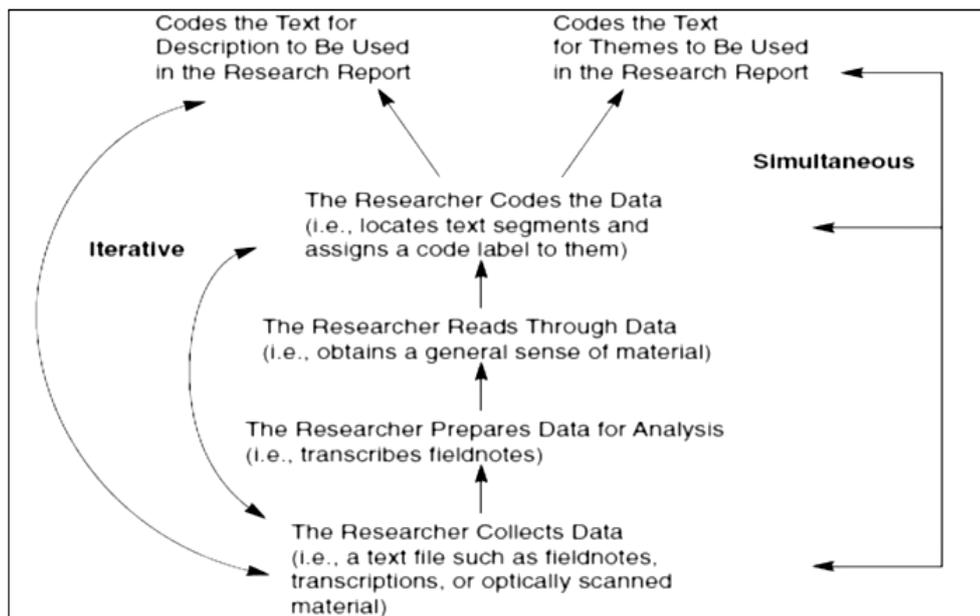


Figure 2. Process of Textual Analysis

The textual analysis involves understanding language and/or pictures in texts to gain information regarding how people make sense of and communicate life and life experiences. Visual, written, or spoken messages are cues that communication may be understood. The analyst must understand the broader social structures that influence the messages under investigation (Allen, 2017). **Figure 2** illustrates the textual analysis process as described by Creswell & Guetterman (2020).

The process of preparing the transcript was the hardest. We need to need to listen to both verbal and non-verbal words mentioned during the interview. Using textual analysis, we did not accept answers for each of the questions wholly. Sometimes, they mean differently, or answers that we are looking for were mentioned when answering other questions. The textual analysis generates themes from the transcripts. We used highlights (**Table 1**) to differentiate the codes and themes.

PROFIL	RESPONDENT 11	RESPONDENT 12
1) PENGENALAN DIRI	23 TAHUN KULAI BEKERJA SHAH ALAM	<ul style="list-style-type: none"> Asal: KAMPUNG SERI PANTAI SENGGARANG, BATU PAHAT, 83200 Johor Hanya dia dalam keluarga yg menyambung pelajaran Menyambung pelajaran utk mengubah taraf hidup keluarga, menjadi contoh kepada adik2/keluarga BERNIAGA
11) APA YG MENDORONG AWK UTK MEMBUAT PERUBAHAN	PENGARUH KELUARGA, TAHAP PENDIDIKAN YANG BAIK.	<ul style="list-style-type: none"> Menyambung pelajaran utk mengubah taraf hidup keluarga, menjadi contoh kepada adik2/keluarga ingin menjadi contoh kepada komuniti

Figure 3. Interview Transcript

Transcribing requires those involved to understand, establish, and assume a set of principles and practices, in an attempt to harmonize transcripts and, consequently, avoid wasting time and work and interpersonal conflicts (Azevedo, 2017). Therefore, only one person was responsible for this task to ensure a clear description (and understanding) of the procedures and decisions and their potential repercussions. The recorded interview sessions were about 300 minutes or 5 hours, but the transcribing took a whole month to be completed.

Findings

The study has interviewed 12 respondents among Orang Asli UiTM graduates. Table 3 is the profile of the respondents.

Table 3: Respondents Profile

NO	NAME*	AGE	PROGRAM (last)	YEAR	OCCUPATION
1	Respondent 1	26	CS110	2019	System Engineer
2	Respondent 2	24	AS222	-	Own Business
3	Respondent 3	25	BA775	2021	Continue Study
4	Respondent 4	26	BA118	2015	Government Sector

5	Respondent 5	26	MBBA	2019	Medical Practitioner
6	Respondent 6	24	AS114	-	Unemployed
7	Respondent 7	24	IM775	2021	Librarian
8	Respondent 8	25	BA242	2021	Continue Study
9	Respondent 9	22	HS110	2019	Nurse
10	Respondent 10	26	CAAD241	2017	Advertisement Executive
11	Respondent 11	23	CS225	2017	System Engineer
12	Respondent 12	26	BA111	2018	Own Business

**All respondents wish to remain anonymous for this publication*

In this study, we were exploring what these respondents do after graduation. Do they pursue their tertiary education after MDAB? Do they leave their village? Do they come back to their village? What do they do when they are back in the village?

Education Attainment

1. Respondents pursue their tertiary education after MDAB (MDAB – Diploma – Degree – Masters) (Respondent 3 and 7)
2. Respondents pursue their tertiary education after MDAB (MDAB – Diploma – Degree) (Respondent 2, 5, 8, 10, and 11)
3. They did not pursue their tertiary education after MDAB (MDAB – Diploma) (Respondent 1, 4, 6, 9, and 12)
4. Drop out (data extracted from BTU database)

Social Mobility

1. They did not pursue their tertiary education after MDAB (MDAB – Diploma/Degree):
 - a. Came back to their village (Respondent 2 and 5)
 - b. Worked elsewhere (Respondent 3, 7, 8, 10 and 11)
2. They pursue their tertiary education after MDAB (MDAB – Diploma – Degree – Masters):
 - a. Came back to their village – work (Respondent 6 and 12)
 - b. Worked elsewhere – left village (Respondent 1, 4 and 9)

Our findings focus on whether these Orang Asli graduates return back to their village after graduating

Return to village

- a. Respondents is working in the village – (Respondent 6 and 12)
- b. Did not pursue studies (Respondent 1, 4, 6, 9 and 12)
- c. Waiting for an opportunity to leave (Respondent 6)
- d. Got married (Respondent 2 and 12)
- e. Start own business (Respondent 2 and 12)
- f. Provide employment to people in the village (Respondent 12)

Did not return

- a. They did not grow up village, family migrated when they were small (Respondent 10 and 11)
- b. Want to leave when there is opportunity (Respondent 6)
- c. Continue studies (Respondent 2, 3, 5, 7, 8, 10 and 11)

All respondents agree that the MDAB program at UiTM gave them the opportunity to have second chance at quality education.

Conclusions

Research Objective 1: To explore the social mobility of Orang Asli graduates in Johor after graduating. From the interviews, we found that few respondents do come back to their village after graduating. Few moved out of their village. Two respondents were brought out of the village by their families when they were younger, and they do not return to the village anymore. One respondent who left the village from a very young age did join a settlement in a different Selangor, due to work commitment. Although she did not grow up not in a settlement/village, she felt safe living with her community. Three respondents felt their obligation to return to the village to help their community. One respondent opened a business just to employ his village people. He was received much assistance from JAKOA for his business venture. The Orang Asli is a close-knit community. They may leave their village for a while, to pursue their dreams but they do return and give back to the community.

Research Objective 2: To understand the social mobility of Orang Asli graduates in Johor after graduating is affected by their educational attainment.

From the interviews, we found that their social mobility is not determined by their level of education. Respondents who pursue their tertiary education after MDAB do leave or return to their village. The two medical practitioners return to their village to serve in their communities. A young man returned to his village to open his secondhand business and offer employment to his community.

Research Objective 3: To determine if the MDAB program was a factor that encourages the Orang Asli graduates in their self-development.

From the database that we got from BTU; the data proved that the percentage of defaulters from the MDAB program is high. This shows that not many of them are interested in education and do not have the intention to do well. The MDAB program pays allowances to the students during the six months program. So, this may be an attraction for them, not the paper qualification.

However, the few that got through do well and continue their studies to the postgraduate level.

Motivation for changing

From the interviews, we found that these graduates all have their motivation to change in mind. They are no ordinary young people who have no purpose in life. Being a minority, they have to work double as hard as the others in their life. Some were motivated by close family members that influence them on pursuing their education. Some were encouraged by distant family, members like a senator's uncle (Respondent 7). A few came back but create employment for his local people (Respondent 12).

Recommendations

This study focused on Orang Asli graduates from Johor. Future studies may look into other factors that affect social mobility such as economic prosperity and the structure of society. We are recommending the study should be expanded to Orang Asli graduates from the other states in Malaysia. We are also recommending that the study should include Orang Asli graduates from other universities. The MDAB program to be continued as it helped the B40 and Orang Asli, in pursuing their education.

Acknowledgement

This work was supported by the LESTARI SDG Triangle 2019 Research Grant [600-RMC/LESTARI SDG-T 5/3 (073/2019)].

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The Challenges of COVID-19 Pandemic on Community Well-being in Bako National Park, Sarawak, Malaysia

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Abstract

The COVID-19 pandemic has significantly affected the ecotourism industry in Bako National Park. It is a challenge to the community livelihood that depends on this tourism industry where they are severely impacted due to the drastic decline of tourists because of movement control order by the authorities. In this study, we investigate the well-being aspects of local community which affected by the COVID-19 pandemic challenge so that their sense of belonging as crucial stakeholders of Bako National Park remain intact. This study attempted to elucidate the key features for community well-being through economics dimension that is the main aspects of social sustainability towards biodiversity conservation efforts in the area. This exploration was conducted through a qualitative approach with interview to 7 key informants including local community consisting of a fishing community, park rangers, park security, boat operators and park receptionist. The deductive thematic analysis was facilitated to explain the relationship between COVID-19 pandemic challenges to local tourism and their well-being through dimension of economics. Community well-being is an element that needs to be emphasized by relevant stakeholders so that biodiversity conservation and management efforts can still be carried out holistically with a bottom-up approach.

Keywords: National Park, stakeholders, COVID-19 impacts, biodiversity, well-being.

Introduction

Protected areas (PAs) are crucial for preserving the biodiversity and enhancing human well-being (Smith et al., 2021). However, aspects of human well-being among the communities living near this protected area have also been affected due to the COVID-19 pandemic since 2020. The pandemic will have an impact on the ecological, economic, and social sustainability of PAs in both positive and negative ways (Corlett et al., 2020). Indicators of human well-being include dimensions of economics, neighbourhood, life and social relation, education, services and facilities, culture, environment, and politics (Ibrahim et al., 2019). However, this study focuses on the economic

dimension that is identified as the most significant aspect due to this pandemic and it also has an indirect impact on other dimensions.

The pandemic has significantly affected the ecotourism industry in Bako National Park (BNP). It is a challenge to the community livelihood that depends on this tourism industry where they are severely impacted due to the drastic decline of tourists since the movement control order by the authorities. Globally, there is a strong pattern of public interest in national parks declining as a direct impact of the COVID-19 pandemic (Souza et al., 2021). The inability to visit these parks as a result of constraints on public freedom of movement and uncertainty about when such excursions will be authorized and safe (Sood, 2020). This crisis will have an economic impact of between US\$910 billion and US\$1.2 trillion, with job losses of between 100 and 120 million globally (UNWTO, 2020).

In this study, we investigate the well-being of local community that affected by the COVID-19 pandemic challenge so that their sense of belonging as crucial stakeholders of BNP remain intact. Besides the visitors, Kampung Bako's community also plays a crucial role in these conservation efforts. This study attempted to elucidate the key features for community well-being through economics dimension as the main aspects of social sustainability towards biodiversity conservation in the area.

Research methodology

The study was conducted in BNP, Kuching, Sarawak, Malaysia (1.7167° N, 110.4667° E) (Figure 1) in August 2020. This study has received official permission from the Sarawak Forestry Corporation and the approval of the University Ethics Committee for Research Involving Humans (JKEUPM). This exploration was conducted through a qualitative approach with interview to 7 key informants including local community consisting of a fishing community, park rangers, park security, boat operators and park receptionist with consent as part of protocol. The qualitative aspect has meaning, significance and rich understanding (Tashakkori et al., 2020).

In this study, the key informants involved are 7 individuals due to their availability during the study. During the pandemic, the public at BNP was not as many like before. Thus, it was quite challenging to get more key informants for interview purpose. The number of key informants (n=7) are acceptable for qualitative approach which its nature is require a small sample size. Larger sample sizes are not more applicable because the depth may be sacrificed to scope, or there may be too much data for rigorous analysis (Hammarberg et al., 2016). The key informant voices help to achieve data saturation, external validity, and/or information redundancy (Onwuegbuzie and Leech, 2007).

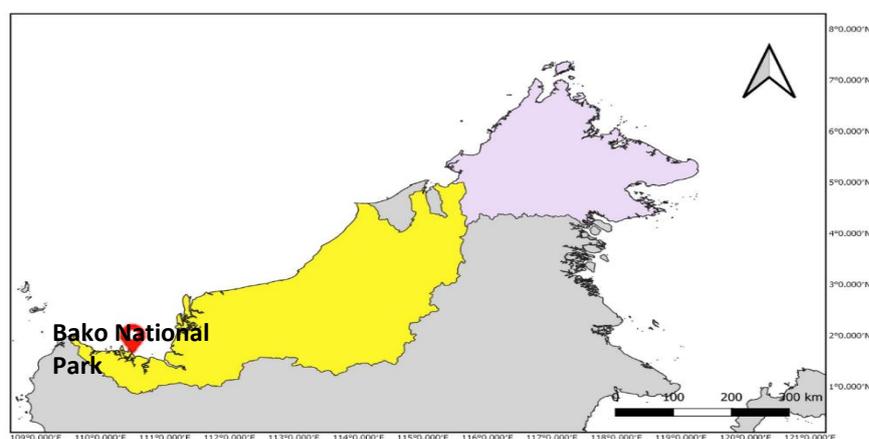


Figure 1. Location of the research area, Bako National Park, Sarawak, Malaysia.

Based on the narrative, the deductive thematic analysis was facilitated to explain the relationship between COVID-19 challenges to local tourism and their well-being through dimension of economics. The qualitative data were transcribed, coded, themed (categorised), validated and interpreted (Talib, 2019). It was facilitated by Computer Aided Qualitative Data Analysis (CAQDAS), specifically ATLAS.ti 8 Windows.

Results and Discussion

Key informant characteristics

Table 1 shows the list of key informants of Bako National Park interviewed in different sessions where all of them are local community and have first-hand knowledge on the area.

Table 1: List of key informants in different individual sessions.

Key informant (K)	Gender	Status	Occupation
K1	Female	Local community	Receptionist
K2	Male	Local community	Boat operator
K3	Male	Local community	Tourist guide
K4	Male	Local community	Park ranger
K5	Male	Local community	Fishermen
K6	Male	Local community	Park security
K7	Female	Local community	Park ranger

The COVID-19 pandemic instigates challenges on community well-being

The COVID-19 pandemic has had a profound impact on the community well-being in term of economics. All key informants state that number of visitors showed a significant reduction due to this pandemic and there are only domestic visitors are available at BNP. As the global pandemic of COVID-19 progressed, countries imposed varied degrees of lockdown, severely restricting local mobility and effectively prohibiting international travel (Zambrano-monserrate et al., 2020).

Local community acceptance of visitors during pandemic

K1 expressed her gratitude because there are still domestic visitors who come to BNP. This is to some extent able to move the local economy, even the progress is a bit slow.

“We are open to receive tourists because we need money at this time.” (K2, K3)

K2 and K3 stated that they are only completely dependent on the tourism industry here as a source of monthly income and are very affected by this pandemic. They also hope that the authorities can increase the motivation of the local community who are mostly fishermen to continue generating income during this pandemic. For the case of national park, well managed ecotourism programme has provided opportunity for wildlife conservation, income generation into local economies and in many cases, it result in a good conservation outcomes and positive local community development (Bisby, 2020).

Decline of tourism activities

K5, who is the head of the fishermen association in Kampung Bako, also explained that estimated 70% of the population here are fishermen, while the remaining about 30% are others, including government servants and private sector workers. He also informed that in the days before the pandemic, the main entrance of the BNP is crowded with boat operators, park guides as well as tourists. This also explains that tourism job as park guides, and boat operators have also highly

affected in the midst of pandemic situation.

Tourists' dissatisfaction with the service fees charged

In line with the new norm, the tourists need to pay more for boat fare to BNP due to new regulation. K1 also said that there were a few tourists who complained about this fare, which reached around MYR120 till MYR200 (USD29.07 till USD48.45) per boat. Previously, tourists can get a cheaper rate by waiting until the number of passengers reaches the maximum number of 5 till 6 individuals per boat. The price charged was around MYR30 (USD7.27) per individual. Currently, they have to pay the price for a private boat due to limited time and tourists.

"Regarding the boat fare, we as boat operators do our best to discuss it with tourists to achieve a win-win situation for both parties. We are also accepting the online payment for them which is more convenience method since this pandemic." (K1)

As for the park entrance fee, K4 and K7 explained that it is relevant to the current situation as before. However, there are still some local tourists who informed that the current rate of MYR10 (USD2.42) is expensive. Previously, some foreign tourists also informed that the fee charged about MYR20 (USD4.84) by the Sarawak Forestry Corporation is too cheap compared to other countries. It elucidates that some local tourists are less aware of the importance of park entrance fee towards the biodiversity conservation in the protected area. Local visitors in BNP has a lower level of attitude towards biodiversity conservation than local community (Ibrahim et al., 2021).

Changes in the situation at the Bako Wet Market

"It is not just the tourism industry that is affected. In fact, the sale of seafoods at the Bako Wet Market is not very encouraging due to the almost absence of tourists". (K1)

The difficulty in selling fish in the market has reduced the income and welfare of fishermen. About 13,000 fishermen in Sarawak experienced drastic demand reduction as customers feared going out when ordered to stay at home (Abdullah, 2020). Moreover, the demand for fish from restaurants and hotels was significantly reduced by 30 % (Ferrer et al., 2021).

According to K5 and K6, fishermen here sell their catch such as fresh and dried fish, dried shrimp, shrimp paste in the market as small-scale and large-scale. Meanwhile, the boat operators are indeed natives of Kampung Bako itself. Those who sell the catch to middlemen are more secured in terms of profit, while those on a small-scale are the opposite due to the number of non-constant buyers. In this case, small-scale fishermen need to have a better strategy in selling their catch to buyers considering the constraints during this pandemic. They prefer to have an interactive digital business platform through WhatsApp, Facebook, and Instagram applications for the purpose of marketing, including delivery services that are more friendly and convenient for buyers in line with this new norm. Community-based tourism should be innovative and diversified (Carr, 2020). Fishing community in Malaysia should follow the several southeast Asian countries like Indonesia, Thailand, and Phillipines for online direct selling as a coping strategy (Ferrer et al., 2021).

From life as a boatman to fisherman

As natives of Kampung Bako, K2 and K3 agree that they need to think of alternative in line with the new norms to earn money.

"The boat operators are from this village. In the past, their main income is from transportation services (boat) to locate tourists. However, now many of them choose to become fishermen by catching fish and other marine catch because they are also skilled in fishing activities". (K5)

The situation shows that tourists are a major stakeholder in moving the economy of the local

community in Bako. The drastic shortage of tourists is a big challenge for local community's monthly income. During that time, their catches were only bought by the villagers and the surrounding area whose number is lower than the tourists.

Some local community who chooses to change their jobs as tour operators to fishermen are an example of the concept of community disaster resilience that needs to be worked on among them during this pandemic. This concept can be described as a community's capacity to adapt with the changes, to handle disruption, and to respond in a positive and timely manner to risk or emergencies (Coetzee et al., 2016). However, the fishing community in Malaysia has been provided with initiative from government and private sector which include the improvement in food storage and distribution infrastructure, alternative livelihood assistance, fisheries association and the government bought their catch (Ferrer et al., 2021).

Conclusion

The local community of BNP is facing challenges similarly to other communities who live close to the protected areas due to this pandemic. The virus' threat to human lives has become widespread, with policies such as lockdowns posing a serious risk to the community well-being (Sharma and Mahendru, 2020). The narrative of local community needs to be emphasized by other relevant stakeholders in an effort towards creating a prosperous society that supports the biodiversity conservation in BNP. The economic aspect can be described as the most important dimension that supports the environmental and social sustainability. This pandemic has caused some local community to switch to the fisheries sector for income survival and better livelihood. Moreover, they have a high sense of belonging to their place despite the challenges that befall them. Through the fisheries sector, they can harvest seafood and turn it into a marketable product that can generate better income. This alternative seems more realistic in generating money by utilizing the biodiversity resources in their area through small and medium industries (SMIs) such as shrimp paste, dried fish, and other products. Biodiversity still provides a wide variety of benefits in terms of human welfare even in the midst of this pandemic. The biodiversity richness in their area has provides benefits not only towards tourism but also other sectors like fisheries, and SMIs. The experience in relation to the biodiversity enhances their awareness of these attribute conservation. The authority can provide consultations to the potentially vulnerable population by emphasizing initiatives that can be implemented in accordance with these new norms, including online marketing strategies for the marine products through appropriate mediums. The consultations between professionals and local community would be a good effort to meet the need of community resiliency and social cohesion enhancement.

Acknowledgement

The authors would like to thank Sarawak Forestry Corporation for permission to conduct the study in this area. We would like to thank Bako National Park rangers, and local community of Kampung Bako which include fishing community and boat operators for involving as respondents in this study. Special thanks are also due to Mr. Modin anak Ambau, Mr. Farhan Ismat and those who contributed directly or indirectly in the completion of this study.

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Politik Penaungan Dalam Pilihanraya Di Sarawak. Kajian Kes Di DUN N.34 Batang Ai Semasa Pilihanraya Negeri Sarawak Ke-11

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Abstrak

Kajian ini menjelaskan tentang peranan politik penaungan semasa pilihan raya DUN ke-11 Sarawak pada tahun 2016. Kajian ini juga bertujuan untuk membuktikan sama ada unsur-unsur politik lama masih dominan dalam proses politik pada hari ini terutamanya di kawasan pinggiran di Sarawak seperti di DUN N.34 Batang Ai. Objektif kajian ini adalah untuk membincangkan variasi-variasi politik penaungan yang telah digunakan oleh calon untuk mendapatkan sokongan politik semasa pilihan raya. Di samping itu, untuk menganalisis sama ada kegagalan pengagihan RTP dan MRP kepada penduduk setempat memberi kesan kepada sokongan politik. Objektif ketiga ialah untuk menjelaskan tentang hubungan amalan ritual dengan politik penaungan yang selalu digunakan oleh calon semasa pilihan raya di kawasan majoriti Iban. Dalam kajian ini, pendekatan kualitatif digunakan bagi menjelaskan tentang politik penaungan semasa pilihan raya berfokus kepada pilihan raya di DUN ke-11 N.34 Batang Ai pada tahun 2016. Metod lain ialah metod temubual, pemerhatian umum dan pemerhatian turut serta juga telah digunakan. Ketiga-tiga metod ini amat relevan dalam pengumpulan data untuk menjawab objektif kajian. Dapatan kajian menunjukkan bahawa landskap politik di kawasan kajian masih lagi dipacu oleh dominasi politik penaungan. Variasi politik penaungan seperti RTP dan MRP, Lawatan Sambil Belajar, Projek Baik pulih Rumah, *Tungkus Asi*, Pelantikan Ketua Kaum dan Ketua Masyarakat, Ahli Majlis Daerah dan penggunaan Amalan *Ritual Miring* masih digunakan sebagai alat politik penaungan. Paling ketara ialah penggunaan variasi baharu politik penaungan lokal iaitu *Tungkus Asi* dan *Ritual Miring*. Kesemua variasi ini merupakan sebahagian daripada timbal balas mendapatkan sokongan politik semasa pilihan raya.

Kata kunci: Politik Penaungan, Konsep Timbal balas, *Tungkus Asi* dan *Ritual Miring*

Pengenalan

Sejak kemerdekaan pada tahun 1963, Sarawak telah ditadbir bercirikan sebuah negara demokrasi. Walaupun begitu, unsur-unsur politik lama masih dapat dirasakan hingga ke hari ini. Salah satu unsur politik lama ini ialah politik penaungan. Dalam penjelasan oleh Roff (1974) yang membuat pemerhatian politik di Sarawak meramalkan bahawa politik di Sarawak akan terus diwarnai oleh unsur-unsur lama iaitu politik penaungan. Politik penaungan dilihat memainkan peranan penting dalam menentukan hala tuju politik seseorang calon setiap kali pilihan raya berlangsung terutamanya calon daripada parti pemerintah. Persoalannya ialah adakah ramalan Roff ini masih tepat pada hari ini terutamanya di kawasan pinggiran di Sarawak? Sekiranya masih wujud, adakah terdapat variasi-variasi lokal politik penaungan ini seperti yang berlaku semasa PEMILU¹ di Indonesia? Dalam kajian

¹ PEMILU merujuk kepada Pemilihan Umum di Indonesia.

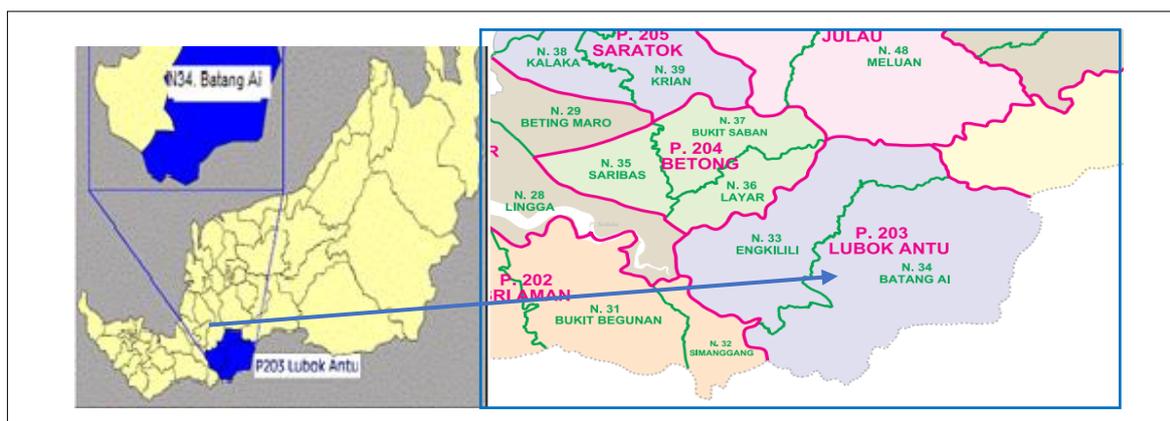
Aspinall (2016), mengaitkan politik penaungan dengan kepelbagaian variasi lokal politik penaungan untuk memujuk dan mendapatkan sokongan politik daripada pengundi terutamanya semasa pilihan raya. Fenomena ini merupakan sesuatu yang menarik dan unik tentang politik penaungan di peringkat akar umbi. Kajian ini juga berhujah tentang gambaran bahawa politik penaungan di Malaysia adalah berbentuk timbal balas antara ahli politik dengan korporat (Gomez, 1994). Tetapi, di peringkat akar umbi pula hubungan ini lebih kepada timbal balas antara calon dan pengundi setempat. Calon sebagai penaung dan pengundi sebagai kelompok yang dinaung. Hubungan seperti ini adalah bersifat *dyadic*². Kajian ini memberikan gambaran yang lebih jelas tentang konsep politik penaungan dalam kalangan masyarakat Iban semasa pilihan raya DUN ke-11 tahun 2016 di kawasan pedalaman Sarawak untuk merungkai sama ada politik penaungan masih dominan dan untuk menjelaskan variasi-variasi lokal semasa pilihan raya.

Kawasan Kajian: N.34 Batang Ai

Kawasan DUN N.34 Batang Ai mempunyai keluasan 1433 kilometer persegi. Kawasan ini terletak di kawasan pedalaman di wilayah selatan Sarawak. Ia bersempadan dengan Provonsi Kalimantan Barat, Indonesia (Rujuk peta 1). Jumlah penduduk mengikut unjuran tahun 2010 seramai 27,363 orang.³ 95 peratus penduduknya adalah orang Iban yang tinggal bertaburan di 108 buah rumah panjang yang sebahagian besarnya hanya boleh dikunjungi dengan menaiki bot antara tiga hingga lapan jam. Umumnya, DUN Batang Ai ini merupakan masih mempunyai kawasan hutan yang luas dan mempunyai sebuah pekan kecil iaitu Lubok Antu. Peratusan penduduk bagi kaum lain ialah Cina (3.75 peratus) dan Melayu (1.25 peratus).

Dari segi logistik kawasan pilihan raya, Batang Ai adalah salah satu daripada kawasan DUN di bawah Parlimen P.203 Lubok Antu. DUN N.34 Batang Ai mempunyai jumlah pengundi berdaftar sebanyak 6716⁴ orang pengundi. Terdapat 26 tempat mengundi di DUN Batang Ai iaitu, Sebangki, Lubok Antu, Skarok, Kesit I, Kesit II, Engkari, Delok, Kaong, Empit, Kumpang, Klampu, Sayat, Kutai, Mepi, Jela, Sempang, Beretik, Krangan Mong, Ensawang I, Ensawang II, Kachong, Patoh, Bilararap, Sepaya, Gugu dan Menyeng.

Gambar rajah 1. Lokasi N.34 Batang Ai yang terletak di kawasan Parlimen P.203 Lubok Antu



Sumber: <http://malvu.blogspot.com>

² Individu yang menduduki status ekonomi yang lebih tinggi akan menggunakan pengaruh dan sumber untuk memberikan perlindungan dan keuntungan kepada kelompok yang lebih rendah (Scott, 1977:125)

³ Jabatan Perangkaan Malaysia, 2010

⁴ Berdasarkan Daftar Pemilih SPR N.34 Batang Ai Tahun 2016.

Politik Penaungan: Ulasan Literatur

Umumnya, penaungan ini wujud daripada konsep hubungan penaung-dinaungi dalam konteks antropologi. Dalam konteks kajian, penaungan ini melibatkan konsep timbal balas (reciprocity) antara pihak penaung-dinaung. Menurut Foster (1963) menjelaskan bahawa hubungan penaung-dinaung adalah merujuk kepada hubungan bersifat timbal balas antara dua pihak atau dikenali sebagai *dyadic*. Individu yang mempunyai status sosioekonomi yang lebih tinggi akan menggunakan pengaruh dan sumber kuasa untuk memberikan perlindungan serta faedah kepada individu yang berstatus rendah. Balasannya ialah pihak ini akan menawarkan sokongan dan bantuan termasuklah perkhidmatan peribadi kepada penaung.

Menurut Bloch (1961) dan Hall (1974) pula, konsep penaungan ini tercetus daripada persekitaran masyarakat tani pada masa itu. Digambarkan bahawa golongan petani hidup dalam kemiskinan dan hanya bergantung penuh kepada hasil pertanian mereka. Kehidupan mereka dikawal oleh sekumpulan individu yang berkuasa yang merupakan tuan tanah. Kumpulan ini menguasai pengeluaran ekonomi, berpengaruh dalam politik dan mempunyai status sosial yang tinggi dalam kalangan masyarakat tani. Kelompok ini amat dipandang tinggi oleh masyarakat miskin. Hubungan antara petani dan tuan tanah ini terserlah apabila mereka terpaksa meminta perlindungan keselamatan daripada ancaman atau musuh. Masyarakat tani selalu menerima ancaman dan gangguan daripada musuh dan perompak. Bukan itu sahaja, mereka juga mengalami pengeluaran pertanian yang merudum dan tidak berdaya ekonomi. Keadaan ini menyebabkan mereka memerlukan bantuan daripada pihak yang lebih tinggi status ekonomi iaitu kumpulan tuan tanah. Sebagai balasan kepada perlindungan dan bantuan yang diberikan oleh tuan tanah ini maka petani-petani miskin ini akan mengerjakan tanah pertanian mereka sebagai tanda terima kasih kepada perlindungan yang diberikan oleh tuan-tuan tanah ini. Maka, di sinilah hubungan penaung-dinaungi itu bermula. Hubungan yang berkait rapat dengan hubungan kebergantungan kepada pihak yang lebih tinggi statusnya.

Dalam konteks politik, konsep penaungan ini mempunyai pelbagai nama yang digunakan untuk merujuk kepada politik penaungan. Antaranya ialah *political clientelism*, *political machine*, *clintelist parties* dan sebagainya. Menurut Graiano (1973), politik penaungan ini merujuk kepada hubungan pemimpin tertinggi dalam parti dengan penyokong yang mempunyai ideologi yang sama. Hubungan ini digunakan untuk menarik sokongan politik pengundi di peringkat akar umbi menerusi pilihan raya (Birch, 1997; Fukuoka, 2013; Mohmand, 2014 & Aspinall, 2014). Sebab itu, Birch (1997) menjelaskan bahawa penaungan ini adalah merujuk kepada pertukaran layanan iaitu memberikan sesuatu barangan sebagai balasan kepada sokongan politik semasa pilihan raya. Pertukaran ini termasuklah pembelian undi yang dilakukan semasa pilihan raya.

Di Indonesia, dalam kajian yang dijalankan tentang politik penaungan semasa Pemilihan Umum Indonesia Tahun 2014 (PEMILU) oleh Aspinall et al. (2015) mendapati bahawa terdapat pelbagai variasi politik penaungan digunakan oleh calon-calon pilihan raya. Antara variasi politik penaungan di peringkat akar umbi seperti *Serangan Fajar* (Dawn Attack), *Buah Tangan* yang menjadi minyak pelincir sosial setiap kali calon berkempen dari rumah ke rumah, *Pot Bunga*, *Ongkus ke TPS⁵* atau *Uang Lelah*, *vote buying*, *club goods* dan *pork barrel politics*. Variasi lokal ini digunakan oleh calon-calon pilihan raya untuk mendapatkan sokongan politik.

Di Sarawak, politik penaungan ini disentuh oleh Milne dan Ratnam (1974), Roff (1974), Leigh (1974), Searle (1983) dan Jayum (1994). Sarjana-sarjana ini beranggapan bahawa politik penaungan ini merupakan ciri utama dalam setiap politik pilihan raya di Sarawak. Menurut Mohd Faisal (2012), politik penaungan adalah sebagai satu instrumen untuk mendapatkan sumber kewangan bagi

⁵ TPS merujuk kepada Tempat Pemungutan Suara

membantu kempen-kempen politik bagi menarik sokongan daripada pengundi-pengundi di peringkat akar umbi. Balasannya ialah ahli-ahli korporat ini akan diberikan projek-projek kerajaan. Dalam penjelasan Cooke (1999) pula, hubungan ini berkait rapat dengan industri balak apabila pengeluaran lesen pembalakan diagihkan oleh parti pemerintah kepada penyokong atau pihak ketiga bagi mendapatkan sumber kewangan untuk kekal berkuasa. Ia dianggap sebagai *essential lifeline* kepada parti-parti tersebut. Tambah pula, bagi orang korporat pula sumbangan wang yang diberikan kepada parti politik adalah satu bentuk *forward investment* bagi mereka.

Namun, apa yang berlaku sebenarnya di peringkat akar umbi adalah hubungan ini lebih kepada hubungan antara calon dan pengundi dan bukannya antara parti-parti politik dan ahli-ahli korporat. Politik penaungan di peringkat akar umbi adalah hubungan yang lebih melibatkan hubungan timbal balas antara calon dan pengundi atau penyokong tegar seseorang calon terutamanya calon parti pemerintah.

Metodologi Kajian

Kajian ini menggunakan kaedah kajian kualitatif bagi menjelaskan tentang politik penaungan semasa pilihan raya di DUN ke-11 N.34 Batang Ai pada tahun 2016. Dalam kajian ini pengkaji menggunakan *purposive sampling* untuk menentukan responden yang ditemubual. Teknik ini dipilih oleh pengkaji kerana sampel yang hendak dikaji adalah berdasarkan pertimbangan tertentu selaras dengan objektif dan persoalan kajian (Babbie, 2010). Dalam konteks kajian, pemilihan responden adalah berdasarkan kepada beberapa faktor iaitu seperti umur (mesti 21 tahun ke atas), jantina, lokasi tempat tinggal, jenis pekerjaan, latar belakang sosio-ekonomi dan penglibatan dalam politik serta sudah mendaftar sebagai pengundi. Bagi mendapat data, temubual tidak berstruktur telah digunakan. Ini membolehkan, responden mempunyai lebih ruang untuk menjawab soalan berdasarkan pengalaman yang dilalui mereka. Kaedah seperti ini amat sesuai digunakan di kawasan kajian yang mempunyai kadar celik huruf yang rendah (Sabitha Marican, 2009) seperti di kawasan pedalaman Batang Ai.

Selain itu, kaedah pemerhatian umum dan turut serta juga digunakan bagi mendapatkan maklumat-maklumat. Data temubual dianalisis menggunakan analisis kandungan. Analisis ini digunakan untuk mengenalpasti tema, konsep dan makna. Analisis kandungan temubual dilakukan secara manual untuk membentuk tema bagi menjawab objektif kajian.

Hasil Kajian dan Perbincangan

Berdasarkan kerja lapangan, terdapat beberapa aspek politik penaungan lokal yang membuka ruang yang luas kepada pengaruh politik semasa pilihan raya. Pengaruh politik penaungan ini lebih memihak kepada calon yang besar dan mantap serta mempunyai sumber yang luas. Variasi politik penaungan ini digunakan oleh calon-calon yang bertanding untuk memujuk dan mempengaruhi pengundi-pengundi supaya memberi sokongan kepada calon yang bertanding. Ini adalah berdasarkan hasil kerja lapangan yang dilakukan pada pilihan raya ke-11 tahun 2016 di N.34 Batang Ai.

Projek Transformasi Luar Bandar (RTP) dan Projek Kecil Luar Bandar (MRP)

Projek Transformasi Luar Bandar (RTP) dan Projek Kecil Luar Bandar (MRP) merupakan satu aspek atau variasi politik penaungan yang digunakan dalam meraih sokongan politik semasa pilihan raya DUN ke-11 di N.34 Batang Ai. Kedua-duanya merupakan inisiatif kerajaan negeri untuk mempercepatkan pembangunan sosio ekonomi di Sarawak. Dalam politik penaungan terutamanya semasa pilihan raya, komoditi yang paling penting ialah agihan projek pembangunan pra pilihan raya.

Projek pembangunan yang dijanjikan ini menjadi alat timbal balas antara calon dan pengundi-pengundi setempat terutamanya daripada calon parti yang mempunyai sumber yang mantap. Projek-projek pembangunan MRP dan RTP ini seperti projek 'mee segera' diedarkan semasa pilihan raya (Searle, 1983; Aeria, 1996). Menurut Faisal (2012), RTP dan MRP merupakan projek segera yang sangat penting bagi parti pemerintah kerana mereka menawarkan "barang" yang nyata yang memberi manfaat langsung kepada pengundi. Kedua-dua adalah dalam bentuk projek. Projek-projek ini akan diagihkan semasa kempen pilihan raya untuk memikat hati pengundi-pengundi. Dalam Laporan Penyata Rasmi Persidangan Dewan Undangan Negeri Sarawak tahun 2018 (Mesyuarat Kedua Bagi Penggal Ketiga), sejumlah RM2.0 billion diperuntukan untuk tempoh tahun 2015 sehingga 2018. Sebanyak 7,283 RTP projek akan dilaksanakan sepanjang tempoh tersebut di seluruh Sarawak.

Sejumlah RM4,952,962.74⁶ agihan projek RTP adalah untuk N.34 Batang Ai pada tahun 2016 dan tidak semua rumah panjang mendapat agihan ini. Hanya 20 buah rumah panjang daripada 108 buah rumah panjang mendapat manfaat daripada agihan RTP tahun 2016. Pengagihan projek-projek seperti ini bukan sahaja dapat menggembirakan pengundi-pengundi di kawasan tersebut tetapi berupaya menimbulkan kesan 'feel good' (Mersat, 2011). Tambahan lagi, pemberian dan pengagihan projek pembangunan waktu pilihan raya ini sering dikaitkan dengan usaha untuk mendapatkan sokongan politik. Sebab itu, agihan projek ini seperti ini selalu dianggap oleh pihak pembangkang sebagai panadol (pain killer) yang menjadi ubat sementara (Mersat, 2008). Tetapi, kebijaksanaan Tuai rumah yang mengambil peluang untuk memohon projek semasa calon berkempen ke rumah panjang mereka amatlah penting untuk mendapatkan agihan pembangunan ini. Contohnya, kebijaksanaan Tuai Rumah K di Skim Penempatan Semula Batang Ai Fasa II memohon supaya calon yang berkempen membantu memperbaiki keadaan rumah panjang mereka yang sudah usang telah berjaya mendapat peruntukan sebanyak RM70,000.00 untuk mengecat dan membeli papan siling rumah panjang menggantikan siling lama.⁷

Walau bagaimanapun, ada juga tuai-tuai rumah yang menyatakan bahawa ada juga projek-projek yang dijanjikan semasa pilihan raya tidak pernah ditunaikan. "*Bula sidak YB. Nyau dah lebih setaun projek maia kempen 2016 nadai kala datai*" (Terjemaahan: "Janji manis sahaja calon YB. Sekarang dah lebih setahun janji kempen tahun 2016 tetapi hanya cakap sahaja")⁸. Menurut seorang Tuai Rumah yang ditemubual pasca pilihan raya DUN ke-11, N.34 Batang Ai, "*walaupun kadang-kadang janji-janji pilihan raya ini tidak ditunaikan sepenuhnya tetapi lebih baik daripada tidak ada apa-apa. Saya akan menyokong calon-calon yang mampu membawa pembangunan dan membekalkan kemudahan asas. Saya akan menyokong calon yang ada membantu meningkat taraf hidup kami*".⁹ Pada pilihan raya PRK 2009, daripada 24 pusat daerah mengundi di Batang Ai, hanya empat dimenangi oleh PKR iaitu di Sayat, Jela, Sempang dan Gugu. Kawasan lain telah memberikan kemenangan kepada calon BN. Pada pilihan raya DUN ke-11 tahun 2016, hanya satu daripada 26 pusat daerah mengundi dimenangi calon PKR. Perubahan sokongan ini menunjukkan pengundi-pengundi memilih untuk menyokong pembangunan yang dibawa oleh calon. Walaupun begitu, agihan RTP dan MRP bukan faktor utama penyumbang kepada kemenangan tetapi ia berjaya membantu meningkatkan kemudahan asas yang masih berkurangan di kawasan luar bandar seperti di Batang Ai. Tuntasnya, jika calon BN ini berjaya memikat hati penduduk rumah panjang Batang Ai dan mereka yakin bahawa hanya BN yang boleh membawa pembangunan dan menunaikan janji maka Batang Ai akan terus kekal menjadi status quo milik BN pada pilihanraya akan datang.

⁶ Sumber daripada Pejabat Residen Sri Aman.

⁷ Temu bual dengan Responden K yang merupakan seorang Tuai Rumah rumah panjang berkenaan.

⁸ Temu bual dengan Tuai Rumah Responden No. i dari Ulu Batang Ai pada 17 November 2017

⁹ Temubual dengan Tuai Rumah (Responden A) dari Skim Batang Ai Fasa II pada 16 Mac 2018, Jumaat.

Lawatan Sambil Belajar Ke Luar Negara

Lawatan Sambil Belajar ke Luar Negara juga merupakan salah satu variasi politik penaungan lokal semasa pilihan raya DUN ke-11 di N.34 Batang Ai. Dalam pilihan raya DUN ke-11 di N.34 Batang Ai tahun 2016, calon-calon mempunyai pasukan masing-masing semasa berkempen. Pasukan kempen calon seperti ini sama dengan *Tim Sukses*, *Tim Pemenang*, *Tim Relawan* atau *Tim Keluarga* di Indonesia semasa PEMILU 2014 seperti dijelaskan oleh Aspinall (2017). Pada pilihan raya DUN ke-11, terdapat 26 pasukan PDM di N.34 Batang Ai menjadi jentera penggerak kepada calon semasa berkempen terutamanya parti yang memilik sumber yang mantap dan luas berbanding calon lain. Berdasarkan kajian lapangan semasa pilihan raya di N.34 Batang Ai, pasukan kempen BN/PRS dikenali sebagai Pasukan PDM (Pusat Daerah Mengundi). Pasukan ini akan bergerak dari PDM ke PDM di kawasan N.34 Batang Ai bagi berkempen dan berusaha menarik sokongan politik kepada calon mereka yang mereka sokong.

Dalam pemerhatian pengkaji, selepas pilihan raya diadakan kumpulan PDM Induk ini telah mengadakan lawatan sambil belajar ke luar negara iaitu ke Sydney Australia selama 12 hari. Penat lelah dan kerja keras pasukan Induk PDM ini diraikan dengan mengadakan lawatan sambil belajar ke luar negara. Perkara ini diakui dan dimaklumkan oleh salah seorang anggota rombongan yang merupakan salah seorang ahli PDM Induk. Beliau merupakan penyokong kuat calon parti pemerintah yang akhirnya dilantik sebagai *Councillor* baru PRS.¹⁰ Lawatan ini menjadi satu timbal balas kepada ahli PDM Induk kerana membantu mengatur dan menggerakkan poses kempen calon.¹¹ Walau bagaimanapun, hanya ahli PDM Induk terpilih sahaja yang semuanya adalah ahli PRS, sedangkan dalam kumpulan kempen PDM Induk ini terdiri daripada pelbagai anggota parti PRS, PBB dan SPDP (PDP). Isu ini telah menimbulkan rasa tidak puas hati anggota PDM daripada parti komponen BN yang lain kerana mereka juga sama-sama *Ngasu* (memburu) bersama calon semasa pilihan raya DUN ke-11.

Projek Baik Pulih Rumah

Variasi politik penaungan lokal ketiga semasa pilihan raya di N.34 Batang Ai ialah pemberian projek baik pulih rumah. Pada tahun 2018, projek ini diberikan nama baharu iaitu dikenali sebagai Projek Kecil Luar Bandar-Program Penambahbaikan Rumah Rakyat Miskin Sarawak (MRP-PPRMS). Peruntukan diberikan atas budi bicara wakil rakyat. Kumpulan sasar bagi program ini adalah golongan miskin tegar yang berdaftar dengan Sistem e-Kasih atau SSPKR. Keutamaan akan diberikan kepada golongan tua, uzur dan cacat serta ibu tunggal yang mempunyai ramai tanggungan.

Dalam pemerhatian di N.34 Batang Ai, pengagihan dan pemberian Projek Baik Rumah di peringkat akar umbi mengutamakan kawasan penyokong kuat calon parti pemerintah. Pemberian projek ini lebih giat semasa kempen pilihan raya dan dilaksanakan selepas pilihan raya. Sebagai contoh, salah satu rumah panjang A di Skim Penempatan Semula Batang Ai Fasa II mendapat peruntukan sebanyak RM70,000.00¹² untuk mengecat dan membeli papan siling rumah panjang yang baru. Dalam temu bual dengan Tuai Rumah A berkenaan, beliau amat berterima kasih kepada wakil rakyat yang telah menunaikan janji kempen pilihan raya DUN ke-11 tahun 2016. Projek ini telah diusulkan oleh tuai rumah semasa calon berkempen di rumah panjangnya. Projek ini telah disiapkan pada pertengahan 2017. Pemberian Projek Baik Pulih Rumah yang lain ialah di sebuah rumah

¹⁰ Temubual dengan salah seorang ahli PDM Induk yang menyertai lawatan ke Sydney, Australia.

¹¹ Dinyatakan oleh seorang ahli PDM Induk yang menyertai lawatan ke Sydney, Australia. Beliau merupakan orang kanan kepada calon BN.

¹² Dinyatakan Responden A yang merupakan seorang Tuai Rumah rumah panjang berkenaan.

panjang B di Ulu Batang Ai dengan jumlah agihan projek baiki rumah sebanyak RM10,000.00¹³ untuk tujuan membeli dan memasang mozek serta kipas siling di ruai rumah panjang berkenaan. Ini adalah sebahagian janji calon parti pemerintah semasa berkempen DUN 2016. Projek ini juga telah disiapkan pada pertengahan Julai 2017. Pada pilihan raya DUN ke-11, rumah panjang A ini telah memberikan undi kemenangan sebanyak 229 undi daripada 372 undi kepada calon parti pemerintah manakala rumah panjang B yang terletak di daerah mengundi Delok telah menyumbang undi 133 undi daripada 156 pengundi kepada calon parti pemerintah.¹⁴ Tindakan ini merupakan sebahagian daripada variasi politik penaungan di peringkat akar umbi di N.34 Batang Ai semasa pilihan raya DUN ke-11 Tahun 2016. Ini adalah sebahagian daripada timbal balas yang berlaku dalam mendapatkan sokongan politik semasa pilihan raya antara pengundi dan calon-calon yang bertanding.

Variasi Politik Penaungan "Tungkus asi"

Variasi politik penaungan yang keempat ialah *Tungkus Asi*. Terma ini adalah berdasarkan data daripada temu bual semasa pilihan raya DUN ke-11 di N.34 Batang Ai pada Tahun 2016. Terma ini didapati hanya digunakan di N.34 Batang Ai. Daripada 11¹⁵ orang Tuai Rumah yang telah ditemubual, kesemua 11 orang Tuai Rumah menyatakan bahawa mereka mengetahui dan pernah menerima serta menguruskan *tungkus asi* pada setiap kali pilihan raya diadakan di N.34 Batang Ai dan P.203 Lubok Antu. Bahkan pada PRU ke-14, terma ini turut digunakan oleh calon-calon pilihan raya semasa berkempen. Terma *Tungkus Asi* ini merujuk kepada pampas atau ganti rugi atau token atau saguhati yang diberikan oleh calon-calon yang bertanding kepada pengundi-pengundi kerana meluangkan masa dan tenaga untuk turun mengundi. Jumlah pampas ini bergantung kepada lokasi asal pengundi yang balik mengundi. Tetapi semasa agihan sebenarnya, jumlah ini tidak sama dengan jumlah seperti yang telah diputuskan semasa mesyuarat. Dalam pemerhatian semasa pilihan raya DUN ke-11 di N.34 Batang Ai, pengundi dari kawasan Sri Aman/Betong/Saratok akan mendapat pampasan RM50.00. Pengundi dari Kuching/Sibu/Sarikei mendapat pampas sebanyak RM100.00. Pengundi dari kawasan Bintulu pula diberikan RM150.00. Manakala pengundi dari Miri akan diberi pampas sebanyak RM200.00. Menurut seorang pengundi di saluran 2 dari Miri yang pulang mengundi menjelaskan bahawa "*tungkus asi RM200.00 ukai duit rasuah, tang pampas aku laban nganti pengelelak aku pulai ke menua ngundi. Kitak ukai enda nemu Miri ke Lubok Antu bisi 600km. Sapa-sapa diundi aku nya sigi rahsia aku*". (Terjemaahan: "*tungkus asi RM200.00 yang diberikan kepada beliau oleh Tuai Rumah bukanlah wang rasuah tetapi sebagai gantirugi kerana beliau bersusah payah dan penat lelah balik mengundi di Lubok Antu. Jarak Miri ke Lubok Antu ialah kira-kira 600 km. Namun, undi saya adalah rahsia saya*").¹⁶ Kenyataan ini juga disokong oleh seorang pengundi yang datang dari Mukah. Pampasan ini sebagai ganti rugi dan penat lelah memandu jauh dari Mukah kerana hendak mengundi.¹⁷ Pemberian pampas iaitu *Tungkus asi* ini adalah untuk meringankan kos minyak pengundi yang balik mengundi. Bagi pengundi-pengundi dari kawasan Lubok Antu sendiri akan diberikan pampas RM20.00. Walau bagaimanapun, ada juga pengundi yang tidak mendapat sebarang pampas daripada tuai rumah walaupun sudah dipersetujui semasa mesyuarat ketua-ketua parti dan ketua masyarakat. Jadi, pemberian *Tungkus asi* ini bukan menjamin sokongan politik kepada calon-calon yang memberikan pampasan ini kerana ada pengundi

¹³ Temu bual dengan Responden B yang merupakan Tuai Rumah rumah panjang berkenaan.

¹⁴ Berdasarkan Laporan Helaihan Mata Pilihanraya SPR N.34 Batang Ai Tahun 2016.

¹⁵ TR Responden C, TR Responden B, TR Responden D TR Responden E, TR Responden F, TR Responden I, TR Responden J, TR Responden K, TR Responden A, TR Responden L dan TR Responden M.

¹⁶ Temubual dengan Responden No. 25 pada 07 Mei 2016 di pusat Pengundian SMK Lubok Antu.

¹⁷ Temu bual Responden No. 24 dari Mukah yang telah menerima RM150.00 Tungkus asi pampas kereta. Temubual ini dilakukan pada 7 Mei 2016

yang mengambil pampas tetapi mengundi calon lain.

Perlantikan Jawatan Ketua Kaum dan Ketua Masyarakat

Ketua Kaum iaitu Tuai Rumah merupakan individu dan pemimpin yang terpenting dalam rumah panjang. Tuai Rumah merupakan hierarki tertinggi dalam sesebuah organisasi rumah panjang Iban, di Sarawak. Perkataan “tuai” membawa maksud “tua” yang biasanya menunjukkan status sosial dan berhubung kait dengan keperibadian serta pengetahuan seseorang individu. Menurut Freeman (1970: 112), ciri-ciri penting untuk menjadi seorang Tuai Rumah ialah bersifat jujur, bertimbang rasa, berpengetahuan tentang adat, petah bercakap, mahir membuat keputusan dan berperwatakan baik. Tuai Rumah juga sebagai ketua di sesebuah rumah panjang dan menjalankan pelbagai fungsi seperti penjaga aturan adat rumah panjang, pendamai sebarang perbalahan dan orang tengah antara masyarakat dan pemerintah (Jensen, 1974; Pringle, 1970). Pelantikan jawatan ketua kaum dan ketua masyarakat ini mempunyai Prosedur Operasi Standard. Dalam *Community Chief and Headmen Ordinance* 2004, pelantikan ini adalah berdasarkan pemilihan oleh rakyat di sesebuah rumah panjang atau kampung. Selepas dipilih, pelantikan akan dibuat oleh Pejabat Residen atau Majlis Daerah di kawasan tersebut.

Dalam pemerhatian di N.34 Batang Ai pemberian jawatan Tuai Rumah diberikan kepada pengikut-pengikut tegar calon parti pemerintah yang membantu calon semasa pilihan raya. Contohnya ialah campurtangan wakil rakyat dalam pelantikan Tuai Rumah di rumah panjang X dan rumah panjang Y yang terletak di hilir Batang Ai. Kedua-dua kes ini menarik perhatian kerana pelantikan *Tuai Rumah* di rumah panjang ini dipengaruhi oleh wakil rakyat yang sama dan mempunyai perkaitan dengan keluarga setiausaha politik wakil rakyat. Isu perlantikan *Tuai Rumah* bermula apabila Tuai Rumah meninggal dunia. Selepas kematian Tuai Rumah rumah panjang X maka penduduk rumah panjang bersetuju melantik anak mendiang sebagai Tuai Rumah baru. Pelantikan tuai rumah seperti ini adalah berdasarkan keturunan keluarga Tuai Rumah. Tetapi malangnya selepas campurtangan Setiausaha Politik wakil rakyat dalam pelantikan tersebut maka nama baru muncul yang merupakan bapa saudara kepada setiausaha politik wakil rakyat. Manakala nama yang dipilih oleh penduduk rumah panjang digugurkan semasa mesyuarat di Pejabat Residen Sri Aman. Keadaan ini mewujudkan dua puak di rumah panjang tersebut. Tetapi pada tahun 2018, campurtangan wakil rakyat DUN pula telah menggugurkan nama *Tuai Rumah* X dan digantikan dengan anak Tuai Rumah yang dipilih oleh penduduk rumah panjang pada peringkat awal.

Kes kedua ialah kes di Rumah Panjang Y yang juga terletak di hilir Batang Ai. Selepas kematian Tuai Rumah, penduduk rumah panjang Y telah mengadakan mesyuarat dan memilih Tuai Rumah yang baru. Dalam mesyuarat tersebut terdapat dua pihak yang mencadangkan dua nama iaitu keluarga mendiang mencadangkan agar anak perempuan mendiang Tuai Rumah dilantik menggantikan bapa mereka atas dasar keturunan dan waris keluarga. Pihak kedua pula yang merupakan setiausaha politik kepada wakil rakyat mencadangkan nama abang beliau sendiri untuk menjadi Tuai Rumah yang baru. Keadaan ini menyebabkan Pejabat Daerah Lubok Antu campur tangan dalam urusan pemilihan jawatan Tuai Rumah. Dalam pengundian yang dikendalikan oleh Pejabat Daerah maka penduduk rumah panjang bersetuju untuk memilih anak perempuan mendiang Tuai Rumah dilantik menjadi Tuai Rumah baru. Tetapi apabila mesyuarat pemilihan diadakan di peringkat Pejabat Residen dan Wakil Rakyat hadir, nama yang dipersetujui di peringkat awal telah digugurkan dan digantikan dengan nama baru iaitu abang kepada setiausaha politik Wakil Rakyat sendiri. Walaupun kedua-dua insiden ini boleh dianggap terpencil, tetapi ini menunjukkan bahawa tuai rumah yang dipilih mestilah sehaluan dengan parti pemerintah agar membolehkan mereka menjadi perantaraan antara kerajaan dan rakyat. Sememangnya dalam *Community Chief and Headmen Ordinance* 2004, wakil rakyat tidak boleh mencampuri pemilihan ketua kaum dan ketua

masyarakat.

Isu yang sama juga berlaku dalam pelantikan Ketua Masyarakat iaitu Jawatan Penghulu dan Pemancha. Kedua-dua jawatan ini diwujudkan semasa pentadbiran Brooke. Pada zaman tradisional cara pemilihan penghulu adalah mengikut waris. Walaupun begitu, Penghulu yang hendak dilantik tidak semestinya anak penghulu. Pengganti boleh dipilih daripada orang yang layak dan mempunyai pertalian darah dengan penghulu berkenaan. Proses perantikan Penghulu dan Pemancha melibatkan Pejabat Residen dan Pejabat Daerah termasuklah Pejabat Setiausaha Kerajaan Negeri Sarawak. Dalam *Community Chief and Headmen Ordinance 2004*, kerajaan negeri mempunyai kuasa untuk melantik Ketua Masyarakat yang telah dipilih oleh rakyat. Kedua-dua jawatan ini dilantik untuk membantu kerajaan menerapkan dasar-dasar kerajaan dan menjaga kawasan yang dijaga oleh mereka. Secara dasarnya, pelantikan Penghulu dan Pemancha dilakukan apabila berlaku kekosongan jawatan kerana berlaku kematian ataupun kerana pemegang jawatan tersebut sudah melebihi umur yang telah ditetapkan oleh kerajaan negeri.

Dalam pemerhatian di N.34 Batang Ai, jawatan-jawatan penghulu di kawasan ini dibahagikan kepada 9 kawasan yang menyelia 75 orang *Tuai Rumah* di Batang Ai dan setiap kawasan ini sudah diagihkan berdasarkan kuota¹⁸ parti yang telah dipersetujui sejak awal lagi. PBB mempunyai 4 kuota, PRS mempunyai 4 kuota, dan PDP 1 kuota. Ini bermakna semua ketua masyarakat ini adalah ahli parti pemerintah. Mereka adalah penyokong tegar calon parti pemerintah pada pilihan raya ke-11 DUN N.34 Batang Ai. Mereka merupakan pasukan utama dalam PDM Induk yang bergerak berkempen untuk calon parti pemerintah di sekitar kawasan N.34 Batang Ai. Mereka bersama-sama *Ngasu* (memburu) dengan calon semasa kempen tersebut. Seperti yang dijelaskan oleh Mersat (2008) mereka berhak mendapat habuan masing-masing. Habuan ini adalah dengan melantik mereka menjadi Penghulu dan Pemancha.

Perlantikan Jawatan Ahli Majlis atau Councillor (Cr)

Variasi politik penaungan seterusnya ialah pelantikan Ahli Majlis atau Councillor. Tujuan jawatan ini diwujudkan adalah untuk membolehkan masyarakat setempat terlibat dengan proses membuat keputusan di peringkat kerajaan tempatan. Jawatan *Councillor* ini adalah sebahagian daripada komponen kerajaan tempatan seperti yang terkandung dalam *Seksyen 13 Local Authorities Ordinance 1996*. Dalam ordinan ini, ahli majlis sepatutnya tidak dipengaruhi oleh unsur politik atau dipengaruhi parti politik. Tetapi dalam keadaan sebenar di peringkat akar umbi, pelantikan jawatan *Councillor* diberikan sepenuhnya kepada anggota parti-parti yang menjadi parti pemerintah. Dalam konteks kajian di N.34 Batang Ai, jawatan *Councillor* ini diberikan hanya kepada anggota parti BNS iaitu anggota parti PBB, PDP (SPDP) dan PRS. Sesiapa sahaja ahli parti pemerintah (BNS) boleh dilantik menjadi *Councillor*.

Dalam pemerhatian semasa pilihan raya DUN N.34 Batang Ai tahun 2016, jawatan *Councillor* diberikan kepada ahli parti pemerintah yang telah membantu kempen calon parti semasa pilihan raya DUN ke-11. Mereka inilah yang menganggotai PDM utama dan PDM-PDM lain. Mereka bekerja keras memastikan kemenangan calon. Dalam pelantikan Ahli Majlis, Majlis Daerah Lubok Antu Bagi Tempoh Julai 2019-30 Jun 2021, 9 ahli majlis adalah daripada ahli PBB, 8 ahli majlis adalah daripada ahli parti SUPP, 3 ahli majlis adalah daripada ahli parti PDP, dan 11 ahli majlis adalah daripada ahli parti PRS. Pengerusi majlis adalah Pegawai Daerah Lubok Antu. Timbalan pengerusi adalah timbalan PRS N.34 Batang Ai. Ini menunjukkan bahawa jawatan *Councillor* ini merupakan salah satu jawatan

¹⁸ Walaupun terdapat pengagihan kuota dalam perantikan Penghulu seperti dijelaskan di atas tetapi pengagihan kuota di N.34 hanya persefahaman umum dalam kalangan anggota komponen BNS iaitu antara PBB, PRS dan SPDP (PDP) di Batang Ai.

timbang balas antara calon dengan pengikut tegar calon parti pemerintah iaitu parti-parti komponen BNS di peringkat akar umbi.

Amalan Ritual Miring sebagai variasi pengukuhan politik penaungan

Dalam pemerhatian sebelum dan semasa pilihan raya DUN N.34 Batang Ai tahun 2016, terdapat satu lagi variasi lokal yang digunakan sebagai instrumen pengukuhan politik penaungan dalam kalangan pengundi masyarakat Iban di N.34 Batang Ai. Unikunya variasi ini wujud melalui Amalan Ritual Tradisi *Miring* (bedara). Walaupun majoriti masyarakat Iban sudah beragama kristian, tetapi mereka masih berpegang teguh kepada adat resam, amalam-amalan ritual, adat istiadat tradisi, kepercayaan anisme yang telah lama wujud. Dalam penjelasan Van Genep(2019) bahawa ritual adalah *rite of passage* merujuk kepada perubahan status sosial daripada satu status ke satu status. Menjadi calon dalam pilihan raya merupakan satu perubahan yang besar dalam status masyarakat. Ini memberi impak yang besar kepada individu yang melakukannya. Calon yang melakukan ritual ini akan mempunyai kedudukan dan dipandang tinggi dalam masyarakat Iban.

Dalam masyarakat Iban, Ritual *miring* atau *bedarak* ini merupakan upacara persembahan atau berdo'a kepada Tuhan atau *Petara* bagi memberkati serta mendapatkan perlindungan daripada sebarang ancaman semasa melakukan perubahan status ini atau *bejalai*. Persembahan ini adalah kepada *Petara, Orang Panggau, Bunsu Antu dan Petara Aki-Ini* yang dijemput ke sesuatu upacara ritual tersebut. Tujuan adalah untuk mendapatkan restu supaya *Petara* tidak murka kepada mereka. Berdasarkan temu bual dan pemerhatian di N.34 Batang Ai semasa pilihan raya DUN ke-11 tahun 2016, kedua-dua calon pilihan raya telah mengadakan ritual miring sekurang-kurangnya tiga kali iaitu semasa sandau ari yang bertujuan untuk menguatkan semangat calon, kedua ialah pada malam sebelum hari penanaman calon dan pada sebelah pagi hari penamaan calon. Dalam pemerhatian pengkaji semasa pilihan raya DUN N.34 Batang Ai tahun 2016, politik di kawasan luar bandar seperti di kawasan kajian masih menggunakan elemen unsur tradisi ini sebagai strategi berkempen dan untuk mendapatkan sokongan. Ia adalah untuk memobilisasi penyokong-penyokong calon supaya memberikan sokongan undi semasa pilihan raya. Melalui mobilisasi, pengundi-pengundi dilibatkan (engagement) bersama dalam proses politik semasa pilihan raya. Penyokong-penyokong berasa dihargai apabila mereka dilibatkan bersama dalam proses politik ini. Ritual *Miring* juga penting dalam pengukuhan politik penaungan apabila ia dijadikan sebagai strategi pemasaran calon. Dalam konteks kajian, berdasarkan pemerhatian pada 24 April 2016 di rumah panjang D, calon parti pemerintah memanggil kesemua pengundi dari setiap rumah panjang di N.34 Batang Ai *bergempuru* (berkumpul). Selepas selesai upacara *miring* di ruai tuai rumah, calon menyampaikan ucapannya. Setiap tetamu khas dan tuai-tuai rumah diberi penghormatan untuk duduk di depan bersama dengan beliau. Pada masa ini, calon memperkenalkan diri dan rancangan-rancangan pembangunan di N.34 Batang Ai sekiranya beliau dipilih sekali lagi sebagai wakil rakyat. Beliau berjanji untuk lebih bekerja keras untuk pengundi-pengundi di Batang Ai. Di akhir ucapannya, calon menyeru kepada ratusan penyokong yang hadir pada malam itu supaya anang limpang (jangan mengundi calon PKR). Ucapan hampir setengah jam mendapat tepukan gemuruh hadirin pada malam tersebut. Ini menunjukkan bahawa melalui ritual *miring*, calon boleh memasarkan diri di khalayak pengundi bagi mendapatkan sokongan politik. Melalui ritual *miring* calon dapat memperkukuhkan politik penaungan di peringkat akar umbi seperti yang berlaku di N.34 Batang Ai.

Kesimpulan

Kesimpulannya, kajian kes semasa pilihan raya DUN ke-11 di N.34 Batang Ai jelas menunjukkan bahawa politik penaungan masih diamalkan bagi mendapatkan sokongan politik daripada pengundi-pengundi setempat. Pemberian pelbagai variasi penaungan seperti projek MRP, RTP, pakej pelancongan kepada anggota PDM, projek baikpulih, pelantikan Ketua-Ketua Kaum dan Masyarakat dan Ahli Majlis merupakan sebahagian ganjaran bagi meraih sokongan politik semasa pilihan raya. Ditambah lagi dengan variasi lokal iaitu pemberian *Tungkus Asi* kepada pengundi sebagai pampasan memperkukuhkan lagi dominasi politik penaungan di peringkat akar umbi. Terma ini merupakan terma baru dalam politik penaungan dan hanya digunakan di kawasan kajian. Ini telah memperluaskan lagi tafsiran politik penaungan di peringkat akar umbi. Politik penaungan di peringkat akar umbi lebih unik lagi apabila proses politik moden di kawasan kajian menyelitkan bersama unsur tradisi iaitu ritual miring bagi memperkukuhkan politik penaungan. Ternyata kombinasi ritual tradisi dan politik moden berkesan menawan hati-hati pengundi di kawasan yang majoritinya terdiri daripada masyarakat Iban. Politik mobilisasi ini berjaya menarik sokongan politik menjelang hari pengundian di kawasan kajian. Apa yang jelas ialah kempen secara konvensional ternyata lebih popular dan berkesan menawan pengundi-pengundi di pinggiran walaupun pada era ledakan maklumat. Walau bagaimanapun, aspek-aspek lain seperti faktor keperibadian calon, sentimen yang digunakan semasa berkempen dan faktor terikat kesetiaan kepada parti-parti masih mempengaruhi sokongan politik di kawasan pinggiran seperti di kawasan N.34 Batang Ai.

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Low Carbon Society: Malaysia

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Abstract

This paper conveying thematic analysis on low carbon society in Malaysia. Low carbon society aims at lowering their (Green House Gas) GHG emissions and carbon emissions without effecting the economic growth at significant level. It's also includes the minimal use of intensive energy while shifting towards a resource efficient society that incorporates renewable energy concepts and behavioural changes in societal aspects such as lower carbon footprint awareness. Categorically, low carbon societies will reduce global warming phenomena, leading for sustainable earth for the next generation. This paper maps the ideas about rational, processes and policies towards low carbon society in Malaysia. Practices on the (*Clean development mechanism*) CDM, as part of the Kyoto Protocol initiative in combating climate change, are also discussed.

Keywords: Clean Development Mechanism (CDM), Climate change, Carbon Trading, Green House Gas (GHG)

Introduction

Malaysia is planning to be a high-income economy with sustainable development minded society. To facilitate the strategy, incentives and measures are laid out in the New Economic Model of Malaysian Plan. The budget stresses the participation of the private sector in driving economy with three-pronged strategy on the transformation.

The three key strategies are (MOSTE, 2009):

1. Driving the nation towards a high-income economy
2. Ensuring holistic and sustainable development
3. Focusing on the wellbeing of the people

Method

In line with the new economic model, the government is promoting green technology and various initiatives towards sustainable development. This article will review previous literature and related government documents in the data collection. Further analysis on the literature will be carried out. A review on the secondary data will also be conducted in order to understand the challenges faced in implementing the practices.

The next section will present the market mechanism for climate change and includes a discussion about the carbon emission policy in Malaysia as well as some brief comparison with other Asian countries. Finally, the whole discussion will be wrapped up in the discussion and conclusion.

Discussion

Kyoto Protocol

The current global climate change has leads governments and international bodies to come out with

a preventive strategy for the reduction of greenhouses gases (GHG). The UN Framework Convention on Climate Change was negotiated at Rio de Janeiro in 1992 and through several mandates, the landmark agreement on climate change was established in Kyoto, Japan in December 1997 (Capoor, and Ambrosi, 2008). Though there was worldwide support, only 76 countries authorized the protocol as of December 2009. The ratifying countries include countries in Annex 1. Annex 1 countries are countries that produce large quantities of greenhouse gases. Examples of Annex countries are Australia, Canada, the United States, Germany, Japan, Ukraine, and Russia.

Since 1997, most countries have signed the Kyoto protocol, but many has question why developing country must set low carbon emission as compared to previously developed countries. According to Fujino and Asayama (2011), mean economic growth of large Asian countries in 2005 to 2050 range 3.4 - 4.4% is higher than global rate 2.3 -3.2%. Correspondingly, sea levels will rise to 1 meter by 2100, which cause 20% of island will be I diminish from earth by 2100.

The Kyoto protocol (Kolk and Pinkse, 2008) provides three mechanisms for the countries to meet respective emission targets at low economic cost.

1. International emission trading where carbon trading can be traded internationally by developed countries. This emission trading is based on the “cap and trade system”. Countries participating in the Kyoto Protocol are allowed to trade their carbon credit. This is an intergovernmental emission arrangement, which enables countries to transfer greenhouse gas emissions in the domestic system through the trading of emission at the industry level (Kolk and Pinkse, 2008). This system requires companies to get permits to emit CHGs and the government will determine and allocate how much emission is allowed (“the cap”). If other countries are also following the same system, then the two can be linked and companies can engage in cross-border trade of emission allowance.
2. The second mechanism is joint implementation, which provides an opportunity for countries in Annex 1 to undertake emission reduction projects. They have to agree on how to share the reduction credit.
3. *Clean development mechanism (CDM)*, which allows countries in Annex 1 to undertake emission reduction projects in the developing countries and the credit obtained can be used for compliance with its commitment.

Malaysia and other Southeast Asian countries belong to the developing countries group and are, thus, not included among the Annex 1 countries. The only mechanism that is applied to Malaysia is CDM.

Carbon Sinks

Article 3 of the Kyoto Protocol stated the parties' commitments to reduce overall emissions of greenhouse gases by 5% below 1990 levels between 2008 and 2012. The percentage has increase by years up to 2050 sets by countries participated.

Figure 1 shows the reduction targets set by different countries and cities of Asia. Japan is eager to reduce carbon emission by half in 2050 compared to the level in 1990. Putrajaya has the vision of “Putrajaya green city by 2025 and has set to achieve 45% GHG reduction by 2025 compared to the level in 2005. Cyberjaya also having a similar target by setting 50% of its carbon emission, as so does Iskandar, Malaysia.

Putrajaya city planners are mainly working on three visions.

- i. Low-carbon Putrajaya, a target to reduce carbon emissions by 60%.
- ii. Cooler Putrajaya, a target to reduce temperature by 2 °c

- iii. 3R Putrajaya, a target to reduce final solid waste disposal by 50% and GHG emissions from waste by 50%.

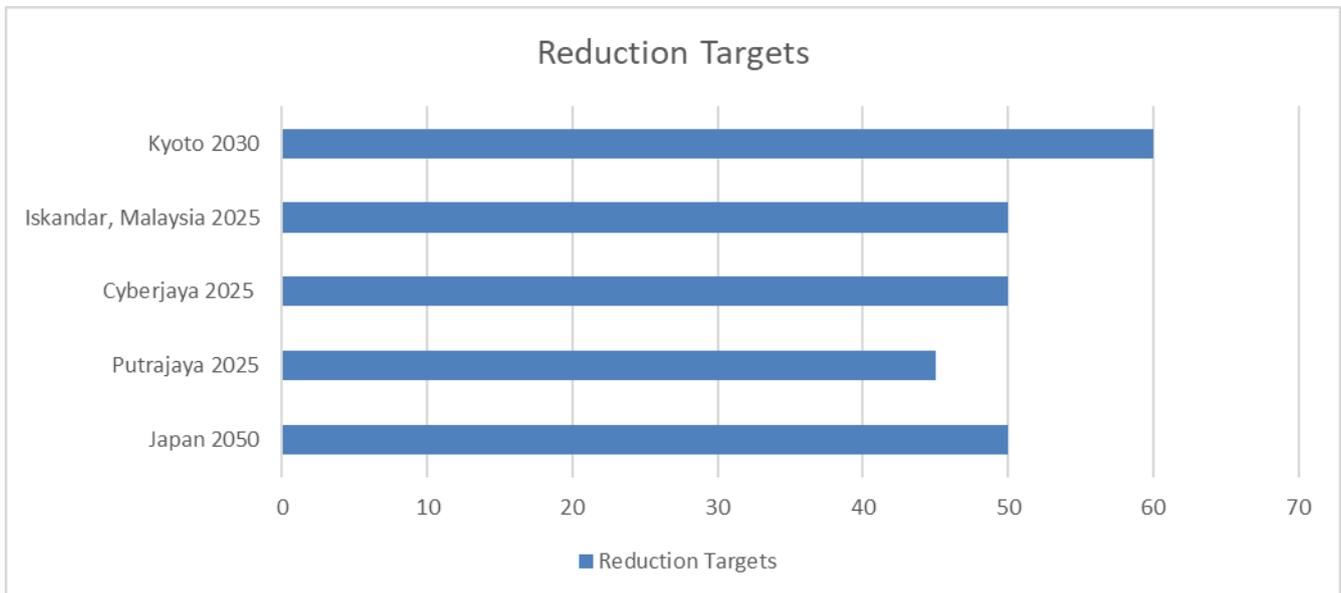


Figure 1. Carbon reduction targets of different Asian Countries and cities till 2050; (Fujino and Asayama, 2011).

For this purpose, the city has already been in action, designing buildings, roads, infrastructure, and transport system that helps reducing GHG emissions and a lead toward a model city. Putrajaya committed to achieve this mission by 2025. So, does the Iskandar Malaysia, with the target set, action plans accepted by the local government and implication underway since 2011 in order to achieve the desired emission level s and sustainability within the specified time period.

Kyoto, japan aims 40% CO₂ emissions reduction by 2030 compared to 1990 level. Kitakyushu another town of japan is a “Zero emissions” city as of 2012; all waste is recycled and reused in the ‘Eco town” located within the city. The project cost 16.3 billion yen. The city adapted the smart meters, renewable energy use, recycling and clean manufacturing actions and policies to develop a low carbon society (Amran, Zainuddin, Hanim 2020). Surabaya city is the only city of Indonesia to achieve their emissions reduction through solid waste management. It was initiated with collaboration of japan in 2004 and has reduced 12, 000 t of CO₂ in 2012. This reduction has earned USD 60 000 in 2012, according to the carbon credit market rates. This is not only an environmental achievement, but also financially impressive.

Carbon Trading

It is clear that mankind activities have a significant effect on the earth climate. This global problem needs a solution with expectation of collaboration between public and private organizations. The new solution is called carbon trading which putting a cost to be put against the environment. The original idea of this emission trading came from Canadian economist, John H dale, and was publish in his book Pollution Property and Prices (Pereira, 2008). Since then, the idea of carbon trading has become an important tool to tackle the problem of global climate change. Though there is still uncertainty about proper implementation, this instrument has been accepted and practised by certain countries.

Ever since, the idea of trading greenhouse gas emissions has become an important tool to tackle the problem of global climate change. Though there is still uncertainty about proper

implementation, this instrument has been accepted and practiced by certain countries. In the management aspect there are now initiatives to view such practices from various aspects such as the accounting of carbon trading, mainly dealing with solid waste management, waste minimization and recycling for renewable energy.

Malaysia on Emission Policy

Economic growth and improving the lives of people is significant in Malaysia. Malaysia is one of the Kyoto Protocol participants and a member of G77 and other climate change associations has come out with Emission policies, which are;

The project must support the sustainable development policies of Malaysia and bring direct benefits towards achieving sustainable development; otherwise, it will not be approved. According to the policy, CDM projects must comply with the following criteria (MOSTE, 2009);

- Criteria 1 : Project must support the sustainable development policies of Malaysia and bring direct benefit towards achieving sustainable development.
- Criteria 2 : Project implementation must involve participation of Annex 1 Party/ Parties as CER Buyer. In addition, they are encouraged to participate as equity or Technology providers.
- Criteria 3 : Project must provide technology transfer benefit and/ or improvement of Technology, including enhancement of local technology.
- Criteria 4 : Project must full fill all conditions underlines by the CDM Executive Board as follows:
 - i. Voluntary participation
 - ii. Real, measurable, and long-term benefits related to mitigation of climate change
 - iii. Reductions in emissions that are additional to any that would occur in the Absence of the certified project activity.
- Criteria 5 : Project proponent should justify the ability to implement the proposed CDM project activity.

Conclusion

Most climate change economists agree that emission trading, such as the CDM projects on greenhouse gas, are the most effective way to reduce emissions. ASEAN could push for the best possible policy tool and the government should implement a way to reduce greenhouse gases constantly and pursue a strategy that combines industrial sustainability development performance, value creation, environmental protection and the protection of natural resources and energy. Malaysia should utilize its strength as the main producer of oil palm. With such an opportunity, new industry from the oil palm waste would be able to contribute to economic development. This industry would definitely help Malaysia achieve Sustainability.

Kolk and Pinkse (2008) stated that the size of the market is big. The combined value of CDM amounted to \$5.3 billion in 2006 and is expected to grow in the future. Local corporate players have also seen an opportunity in this new industry. Recently YTL (large conglomerate in Malaysia) took over SV Carbon, a carbon trading consultancy firm, thereby allowing them to become seriously involved in the industry. This industry is expected to grow when all countries are made to ratify the Kyoto Protocol. With the United States and Australia still negotiating terms, more and more countries realize the importance of the Kyoto Protocol. The government of Malaysia should now prepare the industry with the relevant infrastructure needed to help the whole CDM process work

smoothly.

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The Impact of Customer Engagement on Twitter @Netflixid to Build Electronic Word of Mouth (E-WOM)

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Abstract

This research aims to understand the substantial influence of Twitter account @NetflixID's customer engagement to the formation of electronic word of mouth; to understand the difference between the male and female respondents in ways of participating on the customer engagement; and to understand the difference between male and female respondents in ways of participating on electronic word of mouth. This research uses descriptive analysis with quantitative approach. The population used in this research is the followers of Twitter account @NetflixID, with non-probability sampling technique alongside purposive sampling method. This research involves 400 respondents of Twitter account @NetflixID's followers and have interacted through this account with simple linear regression. Result shows determinations coefficient in the amount of 50,55% while the rest is influenced by other variables. In conclusion, this research shows: that the customer engagement of Twitter account @NetflixID is influencing the formation of electronic word of mouth; there is zero difference in between the male and female respondent of customer engagement variable; and there is zero difference in between the male and female respondent of electronic word of mouth variable.

Keywords: Customer Engagement, Electronic Word of Mouth, Netflix Indonesia.

Introduction

Based on the *Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)* data in 2018, active users in Indonesia often use the internet for communication purposes (24.7%), social media (19.1%), and free time (15.2%) such as watching movies through subscription for video-on-demand applications. According to Winosa (2019), video-on-demand applications provides various original shows and movies with good quality, zero advertisements and can be accessed at any time and place. Netflix, one of the most popular video-on-demand applications that has been available in Indonesia since 2016, is well received by the public as it offers various features such as ultra-high-definition videos without having to manually download first. Netflix also partnered with Xbox 360 and PS3. In addition, the public that joined Netflix subscriptions means they are supporting the eradication of pirated movies (Wisnu, 2019).

According to Scerbinina (2019), the information discussed by Netflix Indonesia via Twitter has similarities with Twitter Netflix globally, which is about the quality of shows with a variety of experiences felt by the audience along with the trend of binge-watching (Wayne, 2018) and Tyron (2015) in Scerbinina (2019). Based on research from Scerbinina (2019) that Netflix's communication strategy through social media with relationship marketing is considered successful in maximizing their audience by developing engagement. Thus, Simbolon (2018) argues that the beginning of the

existence of Twitter Netflix Indonesia received good reception because of its unique communication strategy. With engagement, Netflix Indonesia has a new way of responding to consumer interactions on social media. Engagement conducted by Twitter Netflix Indonesia, such as providing services to customers on various issues, helps Netflix Indonesia gain a positive image with an emotional approach (O'Shea, 2017). This strategy on social media is known as customer engagement.

Customer engagement is a state of consumer's psychology to interact through relational concept with cognitive dimension, attitude/emotional, and behaviour (Brodie et al., 2011). Scerbinina (2019) believes that Netflix's customer engagement is being used to build brand loyalty which involves interaction, recommendation, and places consumers as friends—with whom share experiences as a way to gain information. This concept then increases the effectiveness of electronic word of mouth (e-WOM) (Tafasse & Wien, 2018). Electronic word of mouth is a concept of two-way communication, in which people exchange messages about their experience of a product usage and valued relationship (Ismagilova et al., 2017).

Based on the gender perspective, the interaction towards brand built by men and women has its differences. According to Yoo (2011) and Hofstede (2001) in Hollebeek, (2019), the concept of customer engagement states that the interaction built by women is aiming for the importance of relationship and helping each other, while men prefer ego-goals for their own purposes. In relation to e-WOM, each gender has different motives. For example, men connect to internet for entertainment purposes, while women have the desire to connect socially deeper and to enjoy browsing the internet thoroughly (Sun et al., 2019).

For those reasons, this writer will examine The Influence of Customer Engagement of @NetflixID Twitter in Forming Electronic Word of Mouth (e-WOM). Haq & Fauzi (2014) believe that there is influence of customer engagement in forming positive electronic word of mouth by the use of different dimension on each variable. Therefore, this research will use a new dimension in order to examine @NetflixID's Twitter. Then, a research by Scerbinina (2019) discusses that research on relationship marketing on video on demand on Twitter is still very limited to determine the engagement built by Netflix, and the study compares the content presented by Netflix India and Netflix in the United States until the discovery of localized information tailored to each country.

Literature Review

Social Media Marketing

Social Media Marketing (based on Dwiveldi et al., 2015) is defined as a form of dialogue initiated by consumers or brands that offer goods or services in order to build communication in a form of promotion or to study various experiences from other consumers that bring profits for the brand. As brands build communication through direct interaction as a way to spread information to their consumers, social media marketing becomes a form of marketing public relations in ways which are higher than the traditional public relation itself (Papasolomou & Melanthiou (2012) in (Dwivedi et al., 2015). Quesenberry (2019) stated that social media marketing perfected the work of traditional public marketing effectively, such as the use of electronic word of mouth (e-WOM) in consumers' satisfaction which is better received than traditional public relations. Electronic word of mouth has become a reliable source of consumer's information because it provides valued information and customer's loyalty growth.

Customer Engagement

In the opinion of Brodie et al., (2011), customer engagement is a multi-dimensional concept which is relevant to the cognitive aspect, emotional and behaviour. The psychological state on customer engagement could happen because there are interactions; the co-creative customer experience

which interested in participation and involvement on brand's services.

Cheung et al. (2011) said there are three dimensions in customer engagement, which are:

- a. *Cognitive*; related to the spread of information and experience that happened to the consumer, such as when they accept, understand, study, remember and think about information's of a brand or company (Panjaitan & Komari, 2018). The indicators in this dimension are: (a) Contingency interactivity, which is when the consumer is interested in reading various promotional information provided by the brand and also interacting by reading the information in form of recommendations, reviews or ratings made by other consumers on social media, (b) Self-company connection, which is the brand's ability to serve consumers subsequently with the result that they feel joy and proud.
- b. *Attitude/Emotional*; related to the consumer's attitude to be involved positively in the affection level, such as telling their experiences with a particular brand to other consumers (Panjaitan & Komari, 2018). The indicators in this dimension are: (a) Extraversion, which is the consumer's strong assertive attitude when benefitting from a service or company's brand by doing activities that bring positive effects, (b) Openness to experience, which is consumer's creative and positive attitude to propose new ideas and react on various contents that are being displayed.
- c. *Behaviour*, which is consumer's effort to engage during their participation with a brand or other consumers in a two-way communication (Panjaitan & Komari, 2018). The indicators are: (a) Company behaviour, which is the company's ability to create contents in order to keep their consumers motivated to interact, respond, exchange information and experience or to support the content itself, (b) Customer behaviour, which is the compilation of word-of-mouth intentions and collaboration concept as a form of consumers participation when they voluntarily promote products to other people or to create new activity.

Electronic Word of Mouth

Ismagilova et al. (2017) define e-WOM as a process of dynamic information exchange by the consumers on products and the brand itself through the internet. With the support of internet network, the delivery of information, for example reviews and opinions on products, can be done through various platforms, such as blog, social networking sites (SNS), discussion forum and even the product's own website. The concept came from word of mouth (WOM) that directly/indirectly affects advertising, media relations and public relations (Goyette et al., 2010). According to Quesenberry (2019), WOM exists because of consumer's interest in telling their experience on using a product and the services provided by the brand.

There are four types of triggers for when the consumers apply e-WOM to share their experience about products to other consumers (Neumann, in Ismagilova et al., 2017:32): (a) Satisfaction (b) Loyalty (c) Commitment (d) Trust. The dimensions used in the e-WOM variable for this research is as follows (Goyette et al., 2010):

- a. *Intensity*, which is the amount of opinion made by consumers through social media. The indicators are: (a) The frequency of information access through social media, (b) The frequency of interaction between users through social media, (c) The number of reviews made by users in social media.
- b. *Positive Valence*, which is the consumers' positive opinion on products, which is indicated by: (a) Positive comments from users in social media, (b) Recommendations from users in social media.
- c. *Negative Valence*, which is the consumer's negative opinion on products, which is indicated by negative comments from users in social media.
- d. *Content*, which is the information of product in social media. The indicators are: (a) Variant information, (b) Quality information, (c) Price information

Gender in Customer Engagement

In customer engagement, men and women have their own personality. As said by Hollebeek (2019) that masculine individuals dominated by men often interact with product/brand because there are certain motivations in using the product, while feminine individuals dominated by women generally interact with product/brand because there are certain social purposes or relations they want to build.

Gender in Electronic Word of Mouth

According to Sun et al., (2019), there is a difference between men and women when it comes to interacting through social media that affects motives in forming e-WOM. Men tends to form e-WOM information for the purpose of entertainment and other practical ideas. Therefore, their success in forming e-WOM would affect their social status online. Women, on the contrary, form e-WOM information in order to form relation, communication and contribution in social media. Women is also known as individuals with high emotional side and socially empathic.

Framework and Hypotesis

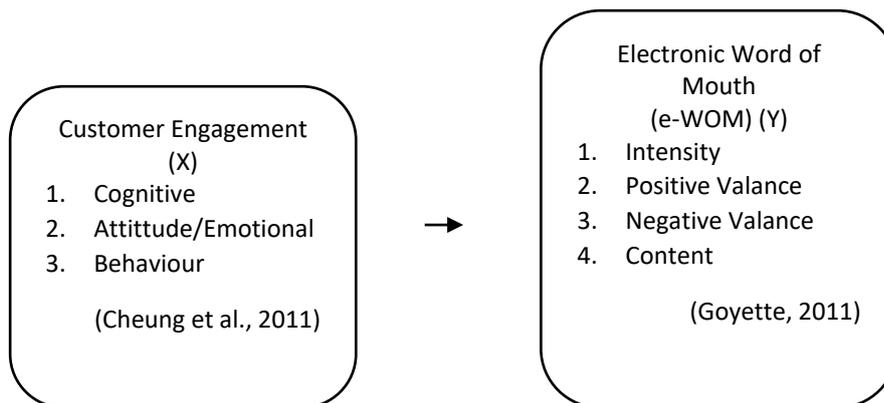


Figure 2.1. Research Framework

Based on the framework above, the relation between X variable, which is customer engagement, and y variable, which is e-WOM on @NetflixID Twitter, arose hypothesis as listed below:

H_0 = There is no influence of customer engagement (x) on electronic word of mouth (y) on @NetflixID Twitter

H_{0a} = There is no difference between men and women response in customer engagement variable on @NetflixID Twitter

H_{0b} = There is no difference between men and women response in electronic word of mouth on @NetflixID Twitter

H_1 = There is influence of customer engagement (x) on electronic word of mouth on @NetflixID Twitter

H_{1a} = There is difference between men and women response in customer engagement variable on @NetflixID Twitter

H_{1b} = There is difference between men and women response in electronic word of mouth on @NetflixID Twitter

Research Method

This research uses the descriptive analysis with quantitative approach. The measurement scale that is being used in this research is the Likert Scale, in which every data uses the ordinal scale, and later inverted to interval scale with Method Successive Interval (MSI) to assess the relation between customer engagement and electronic word of mouth on @NetflixID Twitter. The population in this research is the followers of @NetflixID which counts as much as 247.400 accounts. Therefore, using the Slovin calculation with 5% error level, the sample for this research is sorted into 400 respondents who are being followers and had been building interaction on Twitter @NetflixID.

Findings

Descriptive Analysis

This research uses descriptive analysis in order to form the idea on customer engagement and electronic word of mouth variables.

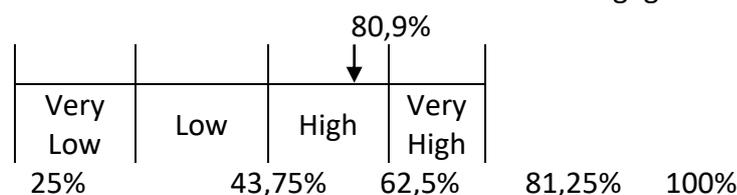
a. Customer Engagement (X)

Table 4.1 Response regarding customer engagement (X)

No	Dimension	Total Score	%
1.	Cognitive	14.277	74,9%
2.	Attitude	8.265	73,8%
3.	Behaviour	11.103	86,7%
Total Score Amount		33.645	
Average Score Percentage		80,9%	

Based on the table above, the response to customer engagement sub variable (x) has the total score of 33.645

Table 4.2 Continuum line of customer engagement (X)



Based on the continuum line shown above, the total percentage for customer engagement on @NetflixID Twitter reaches 80,9%. Therefore, the customer engagement on @NetflixID Twitter is categorized as high.

b. Electronic word of mouth

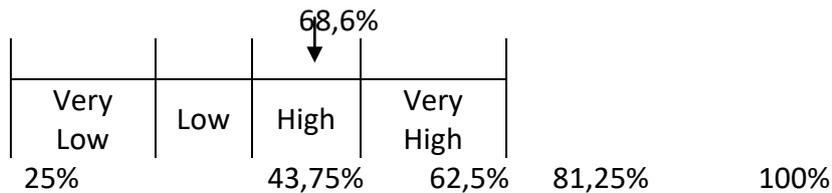
Table 4.3 Response regarding each sub variable of electronic word of mouth (Y)

No	Dimension	Total Score	%
1.	Intensity	3.430	71,5%
2.	Positive Valence	2.510	78,4%
3.	Negative Valence	1.538	48,1%

4.	Content	1.304	81,5%
Total Score Amount		8.782	
Average Score Percentage		68,6%	

Based on the table above, the amount of response regarding electronic word of mouth variable on @NetflixID Twitter is 8.782

Table 4.4. Continuum line of electronic word of mouth variable



Based on the continuum line shown above, the total percentage for electronic word of mouth on @NetflixID Twitter reaches 68,6%. Therefore, the electronic word of mouth on @NetflixID Twitter is categorized as high.

c. Difference Between Men and Women Respondent on Customer Engagement (X)

Table 4.5 Difference Between Men and Women Respondent on Customer Engagement

Customer Engagement (X)	Men	Women	Difference
Cognitive	78,6%	81,7%	3,1%
Attitude	72,9%	74,4%	1,5%
Behaviour	34,1%	87,5%	2,2%

This research also analyses the difference between each gender as a respondent on customer engagement variable for @NetflixID Twitter. The percentage of each sub variable on customer engagement is count based on the distribution of maximum score by total score. Based on the 4.5 table, the men and women respondent have 3,1% of difference on cognitive sub variable, 1,5% of difference on the attitude sub variable, and 2,2% of difference on the behaviour sub variable.

d. Difference Between Men and Women Respondent on Electronic Word of Mouth (Y)

Table 4.6 Difference Between Men and Women on Electronic Word of Mouth

Electronic Word of Mouth (Y)	Men	Women	Difference
Intensity	71,2%	71,5%	0,3%
Positive Valance	77,9%	72,8%	5,1%
Negative Valance	49,1%	46,5%	2,6%
Content	79,9%	82,7%	2,8%

This research also analyses the difference between each gender as a respondent on electronic word of mouth variable for @NetflixID Twitter. The percentage of each sub variable on customer engagement is count based on the distribution of maximum score by total score. Based on the 4.6 table, it can be concluded that intensity sub variable holds a difference of 0,3%, positive valance of 5,1%, negative valance of 2,6%, and content of 2,8%.

Simple Linear Regression

$$Y = a + bX$$

$$Y = 2,629 + 0,239$$

The value of *a* constant means that if customer engagement (X) is worth zero, or electronic word of mouth (Y) on @NetflixID Twitter is not affected by customer engagement, then the average of respond from electronic word of mouth on @NetflixID Twitter is worth 2,629. Meanwhile, the coefficient of *b* regression means that if customer engagement (X) variable increases by one unit, then the electronic word of mouth (Y) on @NetflixID Twitter will increase in the amount of 0,239.

Correlation Analysis

Table 4.7 Correlation Analysis

Correlations			
		CE	EWOM
CE	Pearson Correlation	1	.711**
	Sig. (2-tailed)		.000
	N	400	400
EWOM	Pearson Correlation	.711**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

This research shows that the value of correlation analysis worth 0,711. Thus, according to Riduwan (2018: 160) that the correlation of this study is in the strong category with a range of 0.60 to 0.799. This can be interpreted that customer engagement (X) has a strong relationship with the category of the formation of electronic word of mouth (Y) in social media Twitter @NetflixID.

Hypothesis Testing

T-Testing

In testing hypothesis, t-table is achieved by the total amount of respondent of 400 – 2, which is 398. This is later be covered with t- table with 5% error level (α). Therefore, with t-count (20,187) > t-table (1,966) as it shows on table 4.8, the customer engagement (x) is highly affecting the formation of electronic word of mouth (Y) on @NetflixID Twitter.

Comparative Hypotesis Testing

This comparative hypothesis testing uses the independent sample t-test, which shows the amount of mean on each of the respondent’s genre and variable on the statistic group. Based on table 4.9, the mean of customer engagement variable (Y) on @NetflixID Twitter is 88,02 for men and 86,94 for women. On the contrary, the mean of electronic word of mouth (Y) on @NetflixID Twitter is 26,83 for men and 27,02 for women.

Table 4.8 The result of T-Testing

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.629	1.046		2.514	.012
	CE	.239	.012	.711	20.187	.000

a. Dependent Variable: EWOM

Table 4.9 Group Statistics

Group Statistics					
	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Customer Engagement	Laki-laki	170	88.0276	13.00510	.99745
	Perempuan	230	86.9454	12.35746	.81483
Ewom	Laki-laki	170	26.8356	4.84076	.37127
	Perempuan	230	27.0253	4.60225	.30346

Table 4.10 The result of Independent Sample T-Test

Independent Samples 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
		Lower	Upper							
Customer Engagement	Equal variances assumed	.066	.798	.847	398	.398	1.08220	1.27811	-1.43049	3.59490
	Equal variances not assumed			.840	353.609	.401	1.08220	1.28796	-1.45082	3.61523
Ewom	Equal variances assumed	.767	.382	-.399	398	.690	-.18969	.47588	-1.12525	.74587
	Equal variances not assumed			-.396	353.729	.693	-.18969	.47951	-1.13274	.75336

Based on table 4.10, the x variable of customer engagement (X) shows significant value of 0,398. With a condition of $0,398 > 0,05$ then H_{0a} is accepted and H_{1a} is denied. This also shows that there is no difference between men and women on customer engagement (X) on @NetflixID Twitter. The electronic word of mouth (Y) shows significant value of 0,639. With a condition of $0,693 > 0,05$ then H_{0b} is accepted and H_{1b} is denied. This shows that there is no difference between genders on electronic word of mouth on @NetflixID Twitter.

Determination Coefficient

$$\begin{aligned} KP &= r^2 \times 100\% \\ KP &= (0,711)^2 \times 100\% \\ &= 50,5521\% = 50,55\% \end{aligned}$$

The equation above shows the influence of customer engagement to the formation of electronic word of mouth on @NetflixID Twitter in the amount of 53,88%. The rest of it, which is in the amount of 46,12% is influenced by other variables that are not included as research.

Discussion

Customer Engagement (X)

The customer engagement (x) on @NetflixID Twitter, specifically through the cognitive attachment, explains that the respondents dominantly feel the indicator of self-company connection, which is the feeling of proud towards the brand or company that they feel can treat and serve them well. They also participate on spreading information about brand, products and are willing to use them (Panjaitan & Komari, 2018) with implementations such as consumer, as well as Netflix subscribers, can follow Netflix Indonesia's social media accounts to stay informed and updated about new shows and movies or recommendations from Netflix itself as well as other consumers. Netflix Indonesia updates and shares brand new information's every day through Twitter. This is affecting the amount of entertainment needs for the consumers which leads them to constantly watch shows and movies on Netflix. Followers that later reply to Netflix Indonesia's tweets is considered to have participate in spreading information on the quality of Netflix itself.

By the emotional attachment sub variable, respondents dominantly feel the indicators of openness to experience, which is the consumer's creative and imaginative attitude to propose new ideas and imaginatively react on various contents that are being displayed (Panjaitan & Komari, 2018). In John et al. (2012) it is said that the indicators of openness to experience in the usage of social media is suitable to analyse Twitter as it is an open and widely used to socialize as well as to exchange information such as contributing in *Kelas Program Netflix*.

Next, the behavioural attachment explains that respondents dominantly feel the indicators of customer behaviour, which is a form of consumers' voluntary participation in order to give positive opinions and recommendations about products to families, friends or even other consumers (Panjaitan & Komari, 2018), for example giving out Netflix movies recommendations to other followers through @NetflixID Twitter account.

Electronic Word of Mouth (Y)

By the electronic word of mouth (y) on @NetflixID Twitter, intensity is one of the many factors contributing to credibility and helpfulness on e-WOM messages (Ismagilova et al., 2017). The twitter account gives out visual information about various movies that can be accessed through Netflix throughout the world. This can then affect the followers of Netflix Indonesia's Twitter account to share and exchange recommendations through the use of Twitter's features, such as reply, retweet,

retweet with comment and like. Therefore, these people share information in the form of recommendations from a reliable source, which then form e-WOM messages. Sussman and Siegal (2003) in Ismagilova et al. (2017:51) stated that when the consumers gain information's from a credible source, then they would believe each and every information about the product to the product purchase.

Subsequently, the positive valance sub variable is focusing on the social media users' satisfaction in using product or brand. Ismagilova et al. (2017:66) quoted Hao et al. (2010), Pand and Chiou (2011), Purnaiwaran et al. (2015) and Tsao & Hsieh (2015) that a positive e-WOM can also positively affect a better search of information such as other consumers' experiences and higher level of persuasion.

The negative valance, on the other side, is a w-WOM message that states the consumers' dissatisfaction in using a product (Goyette et al., 2010). According to Cheung and Thadani (2012) in Ismagilova et al. (2017:88), negative valance in e-WOM have stronger effects based on the consumers' behaviour during purchase. This is possible due to the negative messages on product reviews are more honest and truer than the positive ones that can be made with the help of certain party, such as influencers. The implementation of negative valance on @NetflixID Twitter is by responding to the complaints about the quality in their application, because according to Ismagilova et al. (2017:94), negative e-WOM messages that are responded with positive contents can improve sales.

Ultimately, the content sub variable focuses on: (a) information about various shows and movies from countries across the globe, including Indonesia, that are available on Netflix, (b) information about Netflix PIN safety feature for kids that intrigue their followers to subscribe, (c) information about Netflix's affordable price and reasonable offer for new subscribers.

Customer Engagement Across Gender

In relation to the difference of men and women respondent to customer engagement (X), the cognitive attachment talks about the cognitive difference of gender which affects ways to gain information, evaluation towards brand through social media as a sign of emotional factor and subjective behaviour). Zailskait & Damasevicius, 2017). This statement could be analysed if the masculine individual (men) cognitively focuses on achievement, success, and independence. Male consumers will tend to focus on self-efficacy when interacting with brands (Wester & Vogel, 2002) in (Hollebeek, 2019). For example, self-efficacy can be seen as giving out opportunity to help brand in the form of self-service in order to form co-production/co-creation. This includes their won will to respond the tweets from Netflix Indonesia as well as other followers with the use of Twitter's features such as *reply* on women and *likes* on men. These are based on the statement with the lowest score on each gender's response in this research.

Then, the emotional attachment focuses on lenient attitude that is shown by women's further consideration that was made before evaluating a brand's product and to be more tolerant towards problems related to the brand (Hollebeek, 2019). According to Richard et al. (2010) in Nadeem et al. (2015), women tend to be more open to relationships in online platforms than men to respond in a form of services of brand. Women also tend to be easily affected by their peers to give out recommendation and build positive attitude toward brands in online platforms.

Lastly, the behavioural attachment talks about the brand interactions that tends to be formed by female respondent with high level of empathy (Hollebeek, 2019), while men usually build values and compare their self-concepts with brand, and also tend to have trustworthiness when participating on a brand's social media (Zhang et al., 2015)

Electronic Word of Mouth Across Gender

In relation to the difference of men and women respondent to *electronic word of mouth* (Y), the consumers' intensity, based on Sun et al. (2019), that is formed by the use of e-WOM is the credibility of reliable information. There is a difference between genders in the intensity to find credible information. Women's intensities tend to be higher when searching for credible information, with better comprehensive and more open to various form of information's than men (Sun et al., 2019). While men, on the contrary, are more selective in finding credible information's with pressures from their group of close friends (Rialti et al., 2017).

Then, the positive valance on women focuses more on the positive or negative e-WOM information, while men, according to Rialti et al. (2017) tend to be less careful towards the positive or negative e-WOM messages in relation to products or brands due to satisfaction. To build positive e-WOM information, such as sharing experience or exchange positive recommendation to other consumers in social media, is an easy way to affect the consumer's behaviour (Durukan et al., 2012).

The negative valance, according to Sun et al. (2019), shows that women tend to talk positively in social media while men tend to use e-WOM as a form of entertainment. But according to Ismagilova et al., (2017), women that pay quite attention to the negative e-WOM information tend to seem more honest and beneficial than the negative e-WOM. Female consumers are less likely to thoroughly search for negative e-WOM purposed by anonymous because their ability to reduce the faith in purchasing process and product usage (Bae and Lee, 2011) in (Sun et al., 2019). A way to reduce the spread of negative e-WOM is by paying attention to contents provided by brands in social media.

Ultimately, on the content sub variable, based on Zailskait & Damasevicius (2017), women tend to be easily influenced by other consumers through the interaction they build with motives such as to search for deeper and wider understanding about brands, so they can be a part of the engagement that affects consumers' knowledge. This attitude, based on Guo & Main (2020), is related to women that tend to spread contents with other-benefit-focused framing. Like other contents on Netflix Indonesia's Twitter, their female followers tend to add more information on shows and movies with detailed recommendations. While their male followers tend to be easily affected by hedonistic motive or pleasures that will affect engagement or participation (Zailskait & Damasevicius, 2017). According to Guo & Main (2020), men are more focused on self-benefit-focused framing in spreading contents in social media. When there is a content on Netflix Indonesia's Twitter account, their male followers would tend to recommend the content by retweet or like based on the ones that fit their interests.

Conclusion and Suggestion

Conclusions

1. The influence of customer engagement on @NetflixID Twitter on the formation of electronic word of mouth (e-WOM) shows coefficient determination value in the amount of 50,55% and the rest 49,44% is influenced by other factors.
2. The comparison between men and women on the tested customer engagement variable with independent sample t-test shows significant value of 0,398 > 0,05 which means that there is a difference between men and women on this particular variable on @NetflixID Twitter.
3. The comparison between men and women on the tested electronic word of mouth (e-WOM) variable with independent sample t-test shows significant value of 0,690 > 0,05 which means that there is no difference between men and women on this particular variable on @NetflixID Twitter.

Suggestions

Suggestions for Company

- a. In the customer engagement variable, the *behavioural* sub-variable has a low percentage, which is 79.2% with the statement "Netflix Indonesia remains consistent in keeping promises through its message". This happened when followers asked about the problem while using Netflix on Twitter, which had to be asked via the @NetflixHelps using English at @NetflixID's own request. For this reason, the author agrees that Twitter @NetflixIDinta is fully supported by followers with totality, not just providing information. Because the purpose of Twitter Netflix Indonesia is to provide information and services using Indonesian to facilitate consumers.
- b. On the electronic word of mouth variable, the *intensity* sub variable has the lowest percentage score of 59.8% with the statement "I often interact with other users through the reply feature on Twitter Netflix Indonesia.". This can happen, but with a smaller intensity. To that end, the author recommends that tweets made by @NetflixID routinely within a week can generate engagement among followers, such as #CariTemenNgobrol chat which makes between followers able to interact according to the Netflix shows they like.

Suggestions for Future Research

- a. For further research, the writer suggests examining the customer engagement with more specific variable, such as emotional attachment, because the marketing communication strategy through social media tend to rely on the emotional side.
- b. For this research, the writer uses electronic word of mouth with content sub variable as main factor. Therefore, for future research related to electronic word of mouth, it is better to pair this sub variable with more specific indicator.

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The Effect of The SOCIOLLA Beauty Wonderland 12.12 Wonder Sale Program on Consumer Purchase Decisions in The Pandemic Time Covid-19

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Abstract

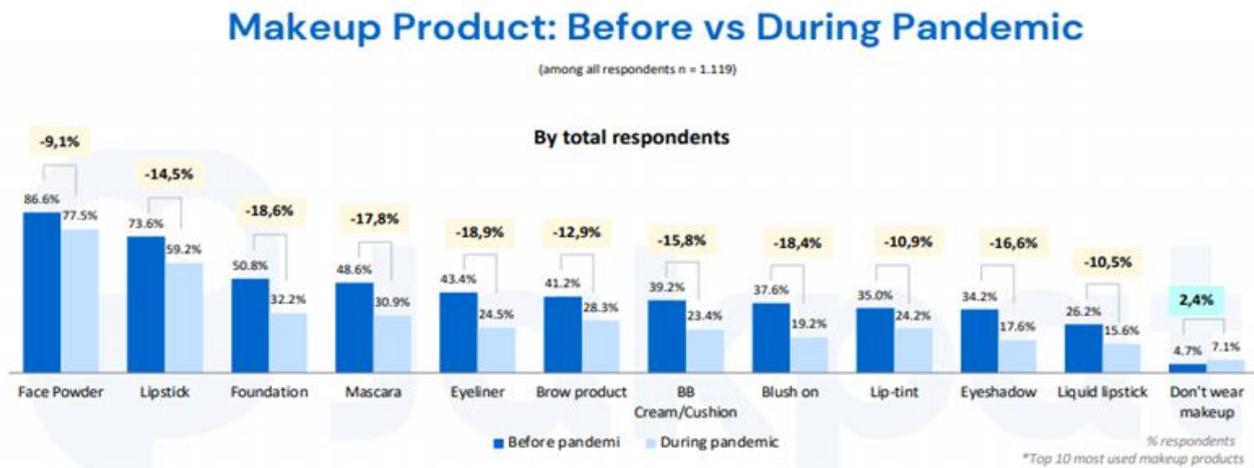
Sales Promotion is a sales promotion activity carried out with a certain period which is useful for increasing sales of products or services through encouragement to consumers, namely purchasing decisions. Various sales promotion tools that can be used include samples, coupons, price packages, and product warranties. One of the sales promotion activities is Sociolla Beauty Wonderland 12.12 Wonder Sale. The purpose of this study was to decide the effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Sales Promotion program on consumer purchasing decisions during the COVID-19 pandemic. The method used in this research is quantitative with data analysis techniques using simple linear regression analysis. The results of this study are the sales promotion program for Sociolla Beauty Wonderland 12.12 Wonder Sale has a positive and significant influence on purchasing decisions, as shown by the results of regression analysis of 1.098 on the Sales Promotion variable that has the effect that every 1% increase will affect the purchasing decision variable. In addition, it was found that there was a relationship between the sales promotion variable which influenced purchasing decisions by 36%. Meanwhile, 64% is influenced by other variables, not in this study.

Keywords: Sales Promotion, Coupons, Price Packages, Product Warranty, Purchasing Decisions

Introduction

The COVID-19 pandemic, which was first discovered on November 17, 2019, in the city of Wuhan, has caused several sectors to experience a decline. One of the effects of COVID-19 has been felt on the economic sector, namely the decreasing purchasing power of society because people's income has also decreased. Entrepreneurs who own businesses or UMKM also experience a decrease in business production, a decrease in demand for goods and business turnover. In addition, during the 2020 pandemic, the purchasing power of the public in general has decreased. According to McKinsey, during the 2020 pandemic, sales in the beauty sector have decreased by about 50% since the COVID-19 pandemic, particularly in lipstick sales. McKinsey said that global revenue in the beauty business will also decline by 30% by 2020 (Andriani, 2020). People's purchasing power for beauty products will also decline in 2020. For example, cosmetic products such as eyeliner, foundation, lipstick, mascara, eyeliner, brow products, BB Cream / Cushion, Blush On, Lip tint, Eyeshadow, and Liquid Lipstick.

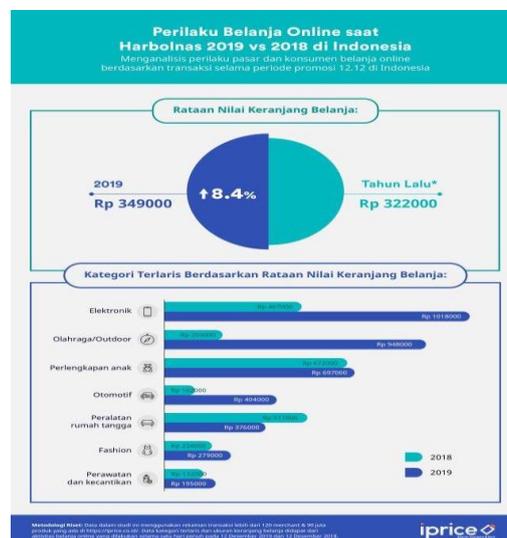
Table 1.1. Percentage Usage Before Pandemic



Source: Processed by Researchers in 2021

Based on **Table 1.1**, several beauty or cosmetic products have decreased. According to (Jakpat, 2020) some people admit that they have never used foundation during a pandemic, because they only work at home. Then there are skin care products that have also decreased in terms of sales or marketing. However, skin care products are still in demand by the public because during this pandemic, people have the free time and opportunity to do self-treatment or do self-care with the skin care products that people have. In the online sales industry, there is a sales promotion program that is routinely carried out every year, namely Harbolnas (National Online Shopping Day). Harbolnas is a promotional program that is carried out every year-end by various e-commerce in Indonesia. The Harbolnas program is held in Indonesia which aims to campaign for the convenience of shopping online and to increase consumer confidence and convenience in shopping. Because at that time, many people were still hesitant to make online shopping transactions. This Harbolnas program is inspired by shopping festivals located abroad such as Black Friday, but is packaged in an online version (Hartono, 2020).

Figure 1.1. Online Shopping Behavior during Harbolnas 2019 vs 2018 in Indonesia



(Source: iPrice 2019)

Based on the research results according to iPrice in **Figure 1.1**, the Indonesian people spend Rp. 349,000 for online shopping transactions at Harbolnas 2019, where this expenditure figure is obtained from the average value of the shopping cart that has been recorded by buyers during 12 December 2019. This number has increased by 8.4% from Harbolnas in 2018, which is only Rp. 322,000. When the 2019 Harbolnas program was implemented, Indonesians were interested in the categories of electronic, sports & outdoor products, children's equipment, automotive, household appliances, fashion, and care & beauty. And based on data records from iPrice, that as much as 96% of the total Harbolnas transactions in 2019 were made using their respective smartphones. This proves that Indonesians like to shop online through their respective mobile devices.

One of which is holding a promotional program in the context of Harbolnas 2020 is Sociolla called Sociolla Beauty Wonderland 12.12 Wonder Sale. Sociolla Beauty Wonderland 12.12 Wonder Sale is a campaign program owned by Sociolla which is held from October 1, 2020, to December 15, 2020. This program is implemented to provide a pleasant shopping experience for beauty enthusiasts through favorite products that have the highest rating and products that are trending from October to December 2020 (Sociolla, 2020).

This is determined by the Sociolla Beauty Wonderland 12.12 Wonder Sale program which carries out sales promotion activities through the provision of coupons, price packages, and product warranties. This study aims to determine the effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Sales Promotion program on consumer purchasing decisions during the COVID-19 pandemic.

Theoretical study

Communication

According to Shannon and Weaver (1994) in Cangara, (2014:22) concluded that communication is a form of interpersonal interaction that influences each other, whether intentional or not.

Marketing Communication

According to Warren J. Keegan in Machfoedz, (2010:16) marketing communication is a marketing element whose purpose is to communicate value to consumers and company stakeholders.

Integrated Marketing Communication

According to Pamungkas, (2018) The marketing communication mix consists of the promotion mix, including:

1. Advertising: a form of non-personal information about a product that will be explained through the media and addressed to the public.
2. Sales Promotion: a form of personal persuasion using various bonuses to stimulate consumer-based purchases or to increase the number of products purchased by customers.
3. Personal Selling: a form of direct interaction or face-to-face communication between a seller and a potential buyer or more. The seller will tell, educate, and persuade potential buyers to buy goods or services from the company.
4. Direct Marketing: how to market a product to consumers without intermediaries, such

- as through email marketing, and others.
5. Public Relations / Corporate Communication: continuously and systematically make efforts to build and keep up equality between the organization and its employees.
 6. Event and Experience: a form of event that is held or held to fulfill a specific purpose and offer first-hand experience.
 7. Word of Mouth (WOM): starting from an experience, there are messages from one person to another.
 8. Sponsorship: obtaining financial support or support materials for organizations, people, or events through the promotion of brands in partnership.
 9. Marketing Public Relations: there is a process in planning, implementing, and providing program assessments that can encourage buy and customer satisfaction through communication of reliable information and impressions.
 10. Packaging: give protection for a product or make packaging on a product so that it can be a bridge to provide a message and meaning of the product to be marketed and can support the marketing process.

Sales Promotion

According to William F. Schoell in the book Alma (2013:188) sales promotion is a matter of providing incentives within a certain time to encourage a desire of potential consumers, sellers or intermediaries. According to Kotler (2005) in the book Firmansyah (2018: 204) there are sales promotion tools used, including the following:

1. Sample
2. Coupon
3. Bids refund
4. Discount
5. Gift
6. Progam Frequency
7. Contests, sweepstakes, and games
8. Subscription fees
9. Testing
10. Product Warranty
11. Promotion together
12. Cross Promotion
13. Point of Purchase

Consumer Behaviour

According to Winardi (1991) in book Sunyoto, (2002:3), consumer behavior can be explained as people's behavior in planning, buying and using economic goods and services.

Consumer Making Decision

According to Engel (2000) in [3] decision making is a process consisting of several stages starting from requesting introductions, information seeking, evaluation before purchase, evaluation, and evaluation after purchase.

Purchasing Decision Structure

According to Firmansyah (2018: 37) There are eight structures of buying decisions that affect consumers:

1. Decisions about the type of product
2. Decisions about product characteristics
3. Decisions about branding
4. Decisions about sales
5. Decisions about the number of products
6. Decisions about when to buy
7. Decisions on how to pay
8. Decisions about service

Research methods

In this research, the method used is a quantitative method. Sugiyono (2012:7) states that the quantitative method is an empirical method because it is based on the philosophy of positivism, this method fulfills existing scientific principles, namely specific / experiential, objective, measurable, reasonable, and systematic principles. This type of research used in this research is descriptive research, which is used to analyze data by describing and analyzing the collected data without generalizing and generalizations. In this study, researchers used quantitative descriptive research with the form of casual relationships, because this study aims to analyze the relationship because of variable X (independent), namely the Sociolla Beauty Wonderland 12.12 Wonder Sale program to variable Y (dependent), namely Consumer Purchase Decisions and seeking influence. the amount of variable X (independent) to variable Y (dependent) through data collected from the results of the population and samples that have been determined in the form of numbers or statistics.

Measurement Scale

Scale of likert is used to measure a group of attitudes, opinions, or opinions of people about social events or phenomena. In use, the Likert scale can describe the measured variables as dimensions, and these dimensions can be changed to sub-variables and sub-variables can be converted into measurable indicators. These measurable indicators can be used as a starting point for asking questions that need answers (Sudaryono, 2017).

Table 2. Measurement of Likert Scale

Respondents' Answer	Score
Sangat Tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Netral (N)	3
Setuju (S)	4
Sangat Setuju (SS)	5

Source: Sudaryono, (2017)

According to Joseph, Arthur, Money (2007), the reason for using a 5-point Likert scale is that a 7-point or 13-point Likert scale can make it difficult for respondents to distinguish between each point on the scale and respondents will also have difficulty processing information. With the selection of a neutral or hesitant to provide convenience for people who are quite of information or lack of information.

Population and Sample

In this study, the population used was the number of Sociolla users as many as 30 million people as of early 2020 (Rahma, 2020). This study uses the Slovin formula in the sample calculation with an error rate of 10%, obtained as many as 99,999 respondents or equal to 100 samples who will become the author's research sample.

Analys Simple Linear Regression

Simple regression is based on function or causality between the dependent variable and the independent variable (Silalahi, 2018). When performing a simple linear regression analysis, can use the following formula:

$$Y = \alpha + \beta X$$

Information:

Y = Predicting the dependent variable score

X = Has a certain bound value or argument on the independent variable.

α = constant, which is the value of Y when $x = 0$

β = The direction of the regression coefficient, if the value of X changes, it means that the value of Y changes. If (+), the direction of the line will increase, and if (-) then the line will decrease.

In this study, the results of the calculation of simple linear regression analysis in order to explain the prediction or the influence that occurs between the variable X is a program Sociolla 12:12 Wonder Wonderland Beauty Sale to variable Y is the Consumer Purchase Decision.

Partial Testing (T Test)

In a partial test is carried out to measure the level of significance between the coefficient of the variable in the form of the dependent variable on the independent variable.

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t = T Test result

r = The result of the coefficient of Pearson Correlation

n = Number of Research Samples

r^2 = The Result of coefficient of determination

Based on the formula above, to determine the test results there is a significance level of 0.05 through one-sided or two-sided testing. Then the test requirements will be obtained when H_0 is rejected if $t_{hitung} \geq t_{tabel}$ or $t_{hitung} \leq -t_{tabel}$. It will be accepted $H_0 -t_{tabel} < t_{hitung} < t_{tabel}$ with the acquisition of t table = t alpha of 0.05 at $df = n-2$. The criteria in the results of the determination can be accepted and not accepted based on:

1. The probability value is greater than significance, so H_0 is rejected, and H_a is accepted, which means H_a is significant.
2. The probability value is smaller than the significance value, H_0 is accepted, and H_a is rejected,

which means that H_a is not important

From the T test analysis, it can be done with a hypothesis procedure in testing the significance as follows:

$H_0: \beta = 0$, defined as the Sociolla Beauty Wonderland 12.12 Wonder Sale program has no influence on consumer purchasing decisions during the COVID-19 pandemic.

$H_a: 0$, means that the Sociolla Beauty Wonderland 12.12 Wonder Sale program has an influence on consumer purchasing decisions during the COVID-19 pandemic.

Result and Discussion

Descriptive Analysis Results

Results of Descriptive Analysis of Variable (X) Sales Promotion

Table 4.1. Respondents Response Recapitulation Regarding Sales Promotion Variables

No	Dimensi	Jumlah Skor Total	Presentase (%)	Kategori
1	Keputusan Tentang Jenis Produk	874	87%	Sangat Baik
2	Keputusan Tentang Karakteristik Produk	1329	89%	Sangat Baik
3	Keputusan Tentang Merek	1156	77%	Baik
4	Keputusan Tentang Penjualan	1265	84%	Baik
5	Keputusan Tentang Jumlah Produk	698	70%	Cukup Baik
6	Keputusan Tentang Waktu Pembelian	660	66%	Cukup Baik
7	Keputusan Tentang Cara Pembayaran	702	70%	Baik
8	Keputusan Tentang Pelayanan	811	81%	Baik
Jumlah Skor Total			7495	
Presentase			79%	

Sources: Processed by Researchers in 2021

Based on the data in the table, it can be seen that the total score for all questions on each dimension of the Sales Promotion variable is 3281. The total number will be measured through a continuum line with the following calculations:

- Maximum Percentage Value = 100%
- Minimum Percentage Value = 20%
- Percentage Score = [(total score): maximum score] x 100%
 = (3281: 4000) x 100%
 = 82%

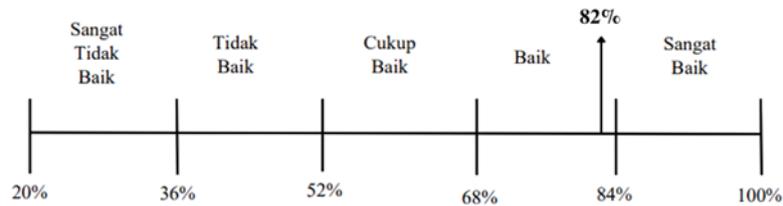


Figure 4.1. Continuum Line of Sales Promotion Variables

Sources: Processed by Researchers in 2021

Based on the figure the total percentage of each dimension shows a result of 82%, so when viewed from the continuum line above on the sales promotion variable, the Sociolla Beauty Wonderland program is in the good category based on the responses of respondents who have been distributed through online questionnaires.

Table 4.2 Respondents Response Recapitulation Regarding Purchase Decisions Variables

No	Dimensi	Jumlah Skor Total	Presentase (%)	Kategori
1	Keputusan Tentang Jenis Produk	874	87%	Sangat Baik
2	Keputusan Tentang Karakteristik Produk	1329	89%	Sangat Baik
3	Keputusan Tentang Merek	1156	77%	Baik
4	Keputusan Tentang Penjualan	1265	84%	Baik
5	Keputusan Tentang Jumlah Produk	698	70%	Cukup Baik
6	Keputusan Tentang Waktu Pembelian	660	66%	Cukup Baik
7	Keputusan Tentang Cara Pembayaran	702	70%	Baik
8	Keputusan Tentang Pelayanan	811	81%	Baik
Jumlah Skor Total			7495	
Presentase			79%	

Source: Processed by Researchers in 2021

Based on the Results of Descriptive Analysis of Variable (Y) Purchase Decision in **Table 4.2**, the total score for all questions on each dimension of the Purchasing Decision variable is 7495. The total amount will be measured through the continuum line with the following calculations:

- Maximum Percentage Value = 100%
- Minimum Percentage Value = 20%
- Percentage Score = [(total score): maximum score] x 100%
= (7495: 4000) x 100%
= 79%

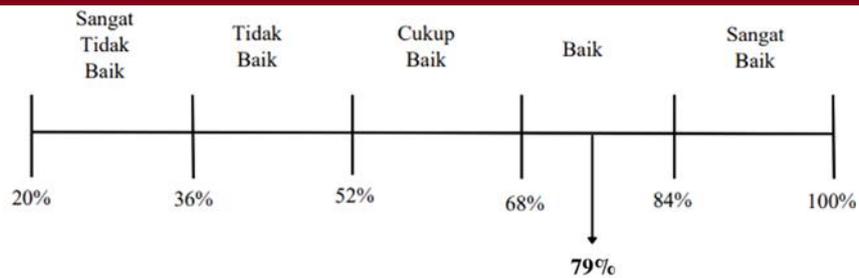


Figure 4.2. Continuum Line of Purchase Decisions Variable

Source: Processed by Researchers in 2021

Based on the figure the total percentage of each dimension shows a result of 79%, so when viewed from the continuum line above on the purchasing decision variables, the Sociolla Beauty Wonderland program is in the good category based on the responses of respondents who have been distributed through online questionnaires. So, in this purchasing decision variable, it can be found that Sociolla respondents decided to make a purchase decision after seeing the sales promotion program at Sociolla Beauty Wonderland 12.12 Wonder Sale.

Method of Successive Interval (MSI)

In this study, before testing the classical assumptions and simple linear regression analysis, the researchers transformed the ordinal data obtained by distributing online questionnaires on Google Form to 100 respondents into intervals using the Method of Successive Interval (MSI) in Microsoft Excel (Ms. Excel).

Classical Assumption Test

Normality Test

Table 4.3 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	7,09971702
Most Extreme Differences	Absolute	,046
	Positive	,046
	Negative	-,043
Test Statistic		,046
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: SPSS 25 Processed Data

Based on the table, it can be said that the variables used in this study are normally distributed. It is shown that the value of Asymp. The Sig (2 tailed) of the Kolmogorov Smirnov normality test is 0.200 which is the result of the value being greater than 0.05.

Heteroscedasticity Test

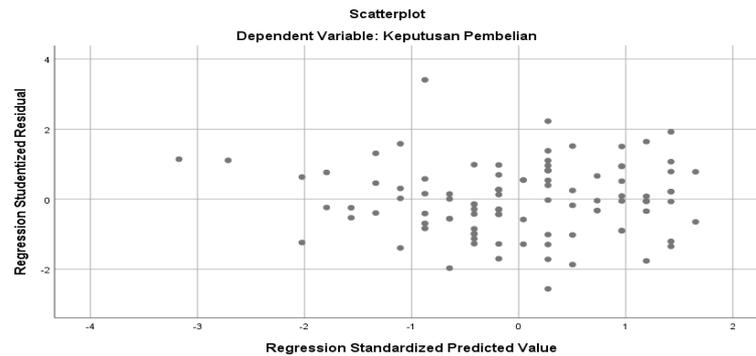


Figure 4.3. Result of Heteroscedasticity Test
 Source: SPSS 25 Processed Data

Based on **Figure 4.3**, it can be seen that the data points spread above and below the number 0 on the Y axis. From the data points on the scatterplot also do not have a pattern and spread randomly. So, it can be said that the results of the heteroscedasticity test through the scatterplot graph method have been fulfilled according to the characteristics of no heteroscedasticity symptoms. It is stated that in the regression model of the Effect of Sales Promotion Program (X) Sociolla Beauty Wonderland 12.12 Wonder Sale on consumer purchasing decisions during the COVID-19 pandemic, there is no heteroscedasticity problem. So that the classic assumption test for heteroscedasticity is fulfilled.

Correlation Coefficients Test Result

Table 4.4 Result of Correlation Coefficients Test

		Correlations	
		Sales Promotion	Keputusan Pembelian
Sales Promotion	Pearson Correlation	1	,600**
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian	Pearson Correlation	,600**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Source: SPSS 25 Processed Data

Based on the results obtained, the Pearson Correlation value is 0.600. The level of relationship between Sales Promotion variables on Purchase Decisions is categorized in the degree of relationship in the category of "medium correlation" or "somewhat strong relationship" (0.51-0.75), which can be concluded by researchers that there is a moderate or rather strong influence between Sales programs Promotion of Sociolla Beauty Wonderland 12.12 Wonder Sale on Consumer Purchase Decisions during the COVID-19 Pandemic. From the Pearson Correlation value above, it can be said that the Sales Promotion variable is positively related to Purchasing Decisions.

Determination Coefficient Test Results

Table 4.5 Result of Correlation Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,600 ^a	,360	,354	6,68519

a. Predictors: (Constant), Sales Promotion

Source: SPSS 25 Processed Data

Based on data in Table 4.5 can be seen the value of R square (R^2) is 0,360 which shows the influence of variables Sales Promotion of the Purchase Decision. By using the formula for the coefficient of determination, it can be determined as follows:

$$\begin{aligned} KD &= r^2 \times 100\% \\ &= 0.360^2 \times 100\% \\ &= 36\% \end{aligned}$$

The results of the above calculations, it can be concluded that there is an effect of variable x namely Sales Promotion on variable y, namely Purchase Decision by 36%. Meanwhile, 64% is influenced by other variables which are not discussed in this study.

Simple Linier Regression Test

Table 4.6 Result of Simple Linier Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,320	4,168		7,034	,000
	Sales Promotion	1,098	,148	,600	7,431	,000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 Processed Data

Based on the data in table 4.6 it can be seen that the results of the regression model explain the relationship between the independent variable (X), namely Sales Promotion and Purchase Decision as the dependent variable (Y).

$$\begin{aligned} Y &= \alpha + \beta X \\ &= 29,320 + 1,098X \end{aligned}$$

The results of the regression equation formula can be explained as follows:

- The constant value of 29,320 means that the consistent value of the Purchasing Decision variable is 40.208.
- The regression coefficient value X (sales promotion) is 1.098, it can be stated that every change or addition of one percent to the Sales Promotion variable, the Purchase Decision will increase or experience a change of 1.098 in the same direction. Or in other words, the

regression coefficient X (sales promotion) has a positive effect of 1.098 on purchasing decisions, so that if the sales promotion variable increases by 1.098, the purchasing decision variable will also increase with the same value.

Hypothesis Test

Table 4.7 Result of T Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	29,320	4,168		7,034	,000
	Sales Promotion	1,098	,148	,600	7,431	,000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 Processed Data

Based on the results of the data table 4.7, it can be seen that the results of the significance value through the Coefficient table obtained a value of 0.000 where the value is <0.05 so it can be concluded that the variable (X) Sales Promotion has an effect on the variable (Y) Purchase Decision In Table 4.7 result of t count on this research that is equal to 7,431, so it can be seen that $t_{hitung} > t_{table}$, the result $7,431 > 1,987$, it can be concluded that the H_0 is rejected and H_a accepted, which means that the variable (X) Sales Promotion affects the variable (Y) Consumer Purchase Decisions during the COVID-19 pandemic.

Conclusion

Based on the research data analyzed in the study entitled "The Effect of the Sociolla Beauty Wonderland 12.12 Wonder Sale Program on Consumer Purchase Decisions during the COVID-19 Pandemic" it can be concluded that the Sociolla Beauty Wonderland 12.12 Wonder Sale Sales Promotion Program has a positive and significant influence on the decision Consumer Purchases. Through the results of the regression analysis of 1.098 on the Sales Promotion variable, it has the effect that every 1% increase will influence purchasing decisions. In addition, through the coefficient of determination of the purchase decision variable, it is influenced by the sales promotion variable of 36%. Meanwhile, 64% is influenced by other variables not examined in this study.

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Integrated Marketing Communication of BP Batam during The Covid-19 Pandemic

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Abstract

The development of the times and increasingly rapid technology gave rise to the presence of new media. This media is widely used by companies in promotional activities. One of them is Batam Indonesia Free Trade Zone Authority (BP Batam). BP Batam uses integrated marketing communications to attract foreign investors to invest in Batam. This study discusses the forms of integrated marketing communication used by BP Batam. The purpose of this study is to determine BP Batam's integrated marketing communications during the Covid-19 Pandemic. The method used in this research is descriptive qualitative. Data collection techniques were carried out on four informants through interviews, observations, documentation, and literature studies. The data validity technique used in this study used data triangulation. The theory used in this study is the marketing communication mix in the form of advertising, sales promotion, public relations and publicity, and direct marketing. The conclusion that can be drawn from the results of the study is that BP Batam's advertising activities during the Covid-19 pandemic were carried out through online media and offline media. BP Batam's sales promotion and direct marketing are carried out using a digital platform. BP Batam's public relations and publicity are carried out through talk shows, press releases and publications. This study shows that the integrated marketing communication used by BP Batam during the Covid-19 pandemic is in accordance with the integrated marketing communication theory.

Keywords: Marketing Communication, Integrated Marketing Communication, BP Batam, Covid-19 Pandemic

Introduction

The emergence of the Covid-19 virus has a very large impact on human life in this world and has made many changes to human behavior and lifestyle. Covid-19 is a new disease that contains a virus and is currently referred to as a pandemic because this virus spreads. The origin of the emergence of Covid-19 is from Wuhan, China. The Covid-19 virus was first discovered on November 17, 2019, in a 55-year-old resident in Hubei province, China. The spread of the Corona virus started from this case and after November 17 it was known that one to five new cases were reported. The Corona virus spread quickly until December 15, 2019, the total infected with the Corona virus reached 27 people (Azizah, 2020). Seeing the Covid-19 virus spreading rapidly and expanding to various parts of the world. *The World Health Organization* (WHO) has determined that on March 11, 2020, the whole world is being hit by a pandemic (Putri, 2020). The spread of the Covid-19 outbreak has spread to various countries, including Indonesia. Patients with the Covid-19 virus were first discovered in

Indonesia on March 2, 2020 (Ihsanuddin, 2020a). The number of Covid-19 cases until December 29, 2020, in Indonesia was recorded at 727,122, while the death toll from Covid-19 was 21,703 people (Worldometer, 2020).

One of the efforts to prevent the spread of transmission is the implementation of social distancing which makes people no longer able to interact as before, avoiding shaking hands and holding meetings because humans must always keep their distance from each other. To support the implementation of social distancing, many companies and schools enforce work from home and school from home so that workers, students, and students carry out activities from home online. All places that allow interaction, such as shops, companies, schools, airports and so on are temporarily closed in accordance with government policies related to being productive in carrying out activities at home (Ihsanuddin, 2020b). This situation caused the economy around the world to decline. This can be seen based on data from the International Monetary Fund (IMF) in figure 1 which shows that it is estimated that in 2020 the global economy will experience a contraction of 3% except for India and China which are expected to continue to experience growth.



Figure 1. Global Economic Growth Data 2020
Source: CNBC Indonesia 2020

The economic impact caused by the Covid-19 Pandemic is not only felt by the private sector, but also government agencies in Indonesia. One of the government agencies that has felt the impact of the Covid-19 Pandemic in Indonesia is the Batam Indonesia Free Trade Zone Authority (BP Batam). BP Batam is a Central Government agency established based on Government Regulation of the Republic of Indonesia Number 46 of 2007. BP Batam which regulates the course of foreign investment in Batam City has the duty and authority to manage, develop and develop areas based on regional functions.

During the pandemic period and the enactment of regulations to always maintain distance and reduce interactions, BP Batam has several obstacles in promoting foreign investment in Batam. Investment is an uncertain and risky activity by investing funds in the long term to generate profits at a certain time. Funds that have been invested will have a long cycle. The funds will be returned in cash (Mulyadi, 2017). Barriers to investment activities caused by the Covid-19 Pandemic have had a major impact on BP Batam's integrated marketing communications activities. Because foreign investors cannot visit Batam to get information, conduct surveys and see directly the Batam

industrial area, BP Batam must change its communication and investment activities using online media.

Based on the description above, the marketing communication activities carried out by BP Batam during the Covid-19 Pandemic are an important matter to be researched, because BP Batam needs to change and adjust its integrated marketing communication activities. Therefore, the researcher wants to conduct a study entitled "Integrated Marketing Communication of BP Batam During the Covid-19 Pandemic".

Theoretical Study **Communication**

West & Turner (2008) in (Riyanti, 2014) Communication is the meaning created from the interpretation of symbols used by an individual in their environment. Communication, both verbal and non-verbal, is needed by all humans and plays an important role in all areas of life. According to (Effendy, 2000) the paradigm quoted by Harold Lasswell in his work "The Structure and Function of Communication in Society" says that "a good way to explain communication is to answer questions in the form of: Who Says What in Which Channel to Whom With What Effects?" The question relates to the elements of communication which include, communicator, message, media, communicant, and effects. With that communication is a message conveyed by the communicator to the communicant using certain media that will have an effect.

Marketing Communication

According to Kotler and Keller in Marketing Management (2016), marketing communication is an activity to provide information related to products being sold, influencing consumers to be interested in buying a product and reminding consumers not to forget the brand (Pamungkas, 2018). The main purpose of marketing communication is to introduce a product or service owned by a company or organization to make purchases from consumers.

Integrated Marketing Communication

William G. Nickels (2007) in (Prasetyo, 2018) states that marketing communication is an activity to influence other people to exchange information to create smoothness during marketing activities. Therefore, marketing communication is supported using the promotion mix in the form of:

1. Advertising

According to Kriyantono, (2013) advertising is an activity to influence other people to make purchases of a product whose message is conveyed by the mass media through print media, electronic media and outdoor media based on slot payment provisions. Advertising is a part of promotion. To launch their marketing strategy, marketers usually use advertising as a promotional tool because it is already known by the wider community.

2. Personal Selling

Personal selling is a communication that takes place in one place by involving the relationship that is built between the seller and the consumer. This communication can take place face-to-face or using telecommunication tools (Morissan, 2010). The occurrence of direct interaction between sellers and consumers encourages sellers to try to convince potential consumers of the products offered to be interested and make purchases. This interaction makes it easier to influence potential consumers to decide to make a purchase or not.

3. Sales Promotion

According to Widyastuti, (2017) sales promotion is the provision of bonuses or promos given by sellers to consumers or intermediaries in the long term to encourage product engagement.

Promotional bonuses given in sales promotion activities usually include discounts, samples, coupons, and sweepstakes. The implementation is carried out directly to motivate consumers to make purchases of the products and services offered.

4. Public Relation and Publicity

According to Suryadana and Octavia in Misdrinaya, (2017) Publicity and public relations are stimuli that arise in several individuals or groups to present services, goods and ideas through news published in the media free of charge to publicize and maintain the image of the company and its products.

5. Direct Marketing

According to Kotler & Armstrong (2008) in Widyastuti, (2017) Direct marketing is the marketing activities undertaken directly so that the interaction between marketers with their audience. Through this activity can build relationships between sellers and customers and allow audiences to receive messages directly and personally. Direct marketing or direct marketing is a relationship that exists between marketers and each consumer directly or through the media aimed at getting responses in creating long-term relationships with consumers.

Research Methods

According to Morissan, (2019) a paradigm is a set of beliefs and agreements that are shared among scientists about how various problems should be understood and discussed. According to Capra (1996) in Amalia, (2017) paradigm is a combination of the arrangement of values, ideas and concepts in the implementation that is felt by the community in conveying opinions and goals regarding the basis of actuality. The research paradigm is divided into 5, namely: objectivism, constructivism, subjectivism, criticism, and pragmatism.

This study uses an interpretive paradigm. The Interpretative Paradigm focuses on meaning by utilizing various methods to obtain references from a problem. This paradigm requires humans to accept each other's inequalities that are owned by each individual (Morissan, 2019) in Saunders, (2012). In this paradigm, the researcher interprets the research components. So that in interpretive research involves human daily needs into research.

Descriptive research is scientific research carried out through prudent supervision to produce more accurate data. Descriptive research focuses on observations which are then delivered in the form of an explanation or analysis. Descriptive research aims to describe social conditions and situations based on certain phenomena (Morissan, 2019). Descriptive qualitative methods assist researchers in describing and explaining in detail the situations and conditions observed or experienced by researchers. Information obtained through descriptive qualitative methods in the form of a thorough explanation of the condition of the object being observed (Sugiyono, 2013).

The subject of this research is BP Batam. While the object of this research is the marketing communication activities carried out by BP Batam during the Covid-19 pandemic. The unit of analysis used in this research is Integrated Marketing Communication of BP Batam during The Covid-19 Pandemic. The unit of analysis in this study can be seen through the table below.

Table 1. Research Analysis Unit

Input	Unit of Analysis	Analysis Sub Unit
Integrated Marketing Communication of BP Batam	Marketing Communication (IMC) according to William G Nickels (2007)	Advertising
		Personal Selling

During the Covid-19 Pandemic	in the book Integrated Marketing Communication from (Prasetyo, 2018)	Sales Promotion
		Public Relations and Publicity
		Direct Marketing

Source: Processed by Researchers in 2021

Informants are individuals or groups who play an important role in the sustainability of research by telling the conditions, situations and activities related to the subject and object of research. The selected informant must be someone who has a lot of experience in the research setting (Abas, 2019). This study uses three types of informants, namely key informants, expert informants and supporting informants.

- a. Key Informants
 - Dendi Gustinandar as Director of Promotion and Public Relations at BP Batam
 - Ariastuty Sirait as Chief Executive Promotion Sub Directorate at BP Batam
- b. Expert Informants
 - Ahmad Hijazi as Lecturer of Ibnu Sina University Batam
- c. Supporting Informants
 - Novrita as Staff of Marketing at BP Batam

Result and Discussion

Based on the findings of researchers in the field regarding integrated marketing communications carried out by BP Batam, the next researcher will describe the relationship between research results and the theory used. Integrated marketing communication is the application of other forms of communication to influence potential customers and consumers on an ongoing basis. The aim is to influence the target audience (Abas, 2019).

The development of increasingly sophisticated technology makes many changes in all fields, especially in integrated marketing communication activities. Currently, most companies are competing to promote their products. This promotional activity is based on integrated marketing communication activities consisting of communication mixes. This communication mix is utilized by BP Batam in conducting integrated Marketing communications, especially during the Covid-19 Pandemic.

In dealing with the changes caused by the Covid-19 pandemic, researcher used the theory of William G Nickels (2007) in the form of Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling and Direct Marketing. While there is one IMC tool, namely Personal Selling, it is not used because the integrated marketing communication activities carried out by BP Batam do not show personal sales. Then the researcher will conduct a discussion based on the results of research that has been done through interviews, documentation, and observation.

Advertising

Advertising is used to launch a company's marketing strategy. According to Kriyantono, (2013) Advertising is an activity to influence other people to make purchases of a product whose message is conveyed by the mass media through print media, electronic media and outdoor media based on the provisions of slot payments. So, the message conveyed is one-way.

From the results of interviews with informants stated that the integrated marketing communication activities carried out by BP Batam are utilizing the use of online media and offline

media. The online media used by BP Batam in advertising are digital media and social media. While the offline media used are billboard, videotron, magazines, newspapers, posters, flyers, and leaflets. During this pandemic, BP Batam focuses more on the use of its advertising media via online, namely by using social media and digital media. In 2021 BP Batam is collaborating with 150 media, both local, national, and international media. The goal is to achieve specific targets.

The conclusion that can be drawn based on research on advertising is that the integrated marketing communication activities of advertising carried out by BP Batam are in accordance with the theory described above. BP Batam uses social media to advertise because it has a wide reach. In the industrial era 4.0, technological progress is increasing rapidly so that people are very dependent on the use of the internet. Digital media is also increasingly in demand by the public. This resulted in decreased reader interest in print media. The purpose of implementing BP Batam's integrated marketing communications through advertising is to introduce Batam City as an investment area, provide information about Batam and BP Batam, and create awareness for Batam stakeholders about the existence of Batam City.

Sales Promotion

Sales promotion aims to attract the attention and interest of the target by providing offers that can stimulate a person's sides cognitive, affective, and behavioral. According to Widyastuti, (2017) Sales promotion is the provision of bonuses or promos given by sellers to consumers or consumers intermediary in the long term.

From the results of interviews with informants of integrated marketing communications, sales promotion activities carried out by BP Batam are through exhibitions and meetings. BP Batam usually participates in exhibition activities outside the city and abroad. The exhibition was held as a form of BP Batam's promotional activities. In a meeting attended by businessman, BP Batam conveyed the privileges of investing in Batam City and the benefits that Batam City has. This activity can encourage the interest of potential investors to visit Batam to conduct a survey. Sales promotion activities are not only aimed at potential investors, but also to BP Batam investors. Through sales promotion activities, BP Batam can embrace and assist investors in facilitating the company's continuity in Batam.

During the pandemic, BP Batam's sales promotion activities are carried out through zoom meetings or online. Through this platform BP Batam can still establish relationships and communication with various parties abroad. The change in the situation into a pandemic has forced BP Batam to change its strategy sales promotion, namely by focusing on promoting the business units owned by BP Batam, in the form of airports, ports, hospitals and environmental water. This is because promotions made to potential investors to bring in investment in Batam are considered uncertain, especially during this pandemic where humans must limit their interactions.

The conclusion that can be drawn based on research on sales promotion is that the sales promotion integrated marketing communication activities carried out by BP Batam are in accordance with the sales promotion theory. This is also related to sales promotion activities carried out during the pandemic that BP Batam is trying to communicate about the privileges possessed by Batam City through the relationships and communications that were built during the webinar. This sales promotion helps BP Batam in communicating about the features of Batam City.

The change in sales promotion activities carried out by BP Batam during the pandemic by changing its strategy to promote BP Batam's business units is the right action. By promoting its business units, BP Batam will provide effects and results faster than promoting potential investors who are still constrained by Covid-19.

Public Relation and Publicity

Public relations and publicity are carried out to communicate the company's activities to the wider community. According to Kotler and Armstrong (2008) in Widyastuti, (2017), public relations are activities to build relationships, build the good name of the company and provide feedback.

Based on the results of interviews and observations, BP Batam's public relations and publicity activities are conducting talk shows, press releases and publications in various media. Talkshows conducted by BP Batam are not only conducted with parties outside BP Batam, but BP Batam itself also has a talk show program known as ngobras. Regarding press release activities, BP Batam invited journalists to come to BP Batam and provide information regarding developments in Batam. BP Batam always publishes its activities. Publication is carried out widely, not only through social media, but also through local, national, and international media. During the Covid-19 Pandemic BP Batam can still carry out the same activities. BP Batam is taking advantage of this pandemic to carry out social activities related to BP Batam's public relations, such as distributing masks.

The conclusion that can be drawn based on research on public relations and publicity BP Batam is that the integrated marketing communication activities of public relations and publicity carried out by BP Batam are in accordance with the theory described above. Because the purpose of BP Batam's public relations and publicity activities is to reflect the company's positive image. Public relations activities and publications carried out by BP Batam will certainly have an impact on investment activities in Batam City. Therefore, BP Batam continues to publish every day, both in print and online media.

Direct Marketing

Direct marketing or direct marketing is a relationship that exists between marketers and each consumer directly or through the media aimed at getting responses in creating long-term relationships with consumers. The purpose of direct marketing is to streamline marketing activities that are directly accepted by the target audience. According to Kotler & Armstrong (2008) in Widyastuti, (2017) direct marketing is a marketing activity that is carried out directly so that there is interaction between marketers and their audiences.

Based on the results of interviews with informants that the direct marketing integrated marketing communication carried out by BP Batam is to visit various countries to market investments in Batam directly. During this pandemic, direct marketing activities are carried out through digital platforms. BP Batam can continue to communicate and deal directly with investors or associations as well as embassies as was done before the pandemic.

The conclusion that can be drawn based on research on direct marketing BP Batam is that the direct marketing integrated marketing communication activities carried out by BP Batam are in accordance with the direct marketing theory of Kotler & Armstrong (2008) described above. Although before the pandemic BP Batam's direct marketing activities were carried out directly to meet face to face, during this pandemic it did not reduce BP Batam's connections. BP Batam can expand networking because through the digital platform it can discuss and communicate with anyone from various countries. Direct marketing activities are carried out intensively because BP Batam's goal is to get as much investment as possible.

Conclusion

Based on the results of the research and discussion in chapter 4 using data collection techniques through interviews, observation and documentation, the conclusions drawn on BP Batam's integrated marketing communications during the Covid-19 pandemic state that BP Batam uses a communication mix in the form of advertising, sales promotion, public relations and publicity, and direct marketing.

During the Covid-19 Pandemic, BP Batam's integrated marketing communication activities underwent several changes, both in the use of the platform and in its strategy. BP Batam's integrated marketing communications that are carried out through advertising are in collaboration with online news media and through BP Batam's social media. Before the emergence of the Covid-19 Pandemic, BP Batam used several advertising media in the form of billboard, videotron, magazines, newspapers, posters, flyers, and leaflet. These advertising media were still used during the pandemic.

BP Batam conducts integrated marketing communications through sales promotion. Sales promotion activities carried out during this pandemic are promoting the BP Batam business unit and holding meetings such as webinars through the zoom platform.

The next integrated marketing communication activity carried out by BP Batam is through public relations and publicity. Public relations and publicity activities have not changed during the Covid-19 pandemic. BP Batam continues to conduct talk shows, press releases and publications to various media. During this pandemic, BP Batam took advantage of the pandemic as a public relations activity by carrying out various social activities in order to build a positive image of the company, so that the publications carried out increased in quantity.

The last integrated marketing communication activity carried out by BP Batam was through direct marketing. During the Covid-19 pandemic, BP Batam made virtual visits through the digital platform. Through this digital platform BP Batam can discuss and expand networking.

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ORBITGear's Marketing Communication Strategy Through Instagram in Building Brand Awareness

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Abstract

Currently, in 2020, the technology has developed so rapidly and given birth to new media, namely social media. Social media or social networks are online media that allow users to interact with each other, share and create their content. With social media, users can build conversations for individuals or groups or even communities, because social media makes communication easier without the limitations of distance and time. Apart from being a means of communication, social media is also widely used for doing business such as by conducting marketing communication activities. One of the social media applications that have been widely used for business is Instagram. Likewise, with the local techwear brand, ORBITGear utilizes Instagram social media as a means of conducting marketing communication activities. ORBITGear is an independent techwear brand from Jakarta established in March 2017. This study aims to determine the ORBITGear marketing communication strategy through Instagram social media in building brand awareness. This study uses a constructivist paradigm with a descriptive qualitative approach. This research reveals that there are message strategies and media strategies used by ORBITGear in conducting marketing communications through social media Instagram in building brand awareness up to the brand recall stage.

Keywords: Marketing Communication, Social Media Marketing, Instagram, Brand Awareness

Introduction

Social media or social networks are online-based media that allow users to interact with each other, share, and create their content. Kaplan & Haenlein (2014) defines social media as a group of internet-based applications built based on Web 2.0 ideology and technology and enables the creation and exchange of user-generated content. With social media, users can communicate by building individual or group conversations or even communities without distance and time restrictions. Apart from being a means of communicating, social media is also widely used for business purposes. This is due to the convenience offered by social media in the form of disseminating information that can be used for marketing activities. Marketing activities carried out on social media are considered to be faster and save costs when compared to marketing activities through advertising on conventional media. As is well known that advertising on conventional media costs a lot of money. With social media, marketing activities can take place in two directions, allowing interaction and facilitating analysis of consumers and potential customers. For the various functions offered by social media, it is no wonder that currently, social media has become an inseparable part of people's lives.



Figure 1. Digital Around the World in 2020
Source: WeAreSocial 2020

According to a survey released by WeAreSocial and Hootsuite in January 2020, which is shown in **Figure 1**, it stated that 59% of the world's population has used the internet and 49% of the total population are active users of social media with a figure of 3.8 billion (We Are Social, 2020). This indicates that currently almost half of the world's population has used social media for their respective purposes, including in marketing communications. The data also shows the wide reach of social media in 2020 due to the number of active users who have touched fantastic numbers so that it seems as if there is a new world in digital form on social media. Therefore, social media is an effective means of marketing communication. One of the social media that has been widely used is Instagram. Many companies have taken advantage of the use of Instagram social media for marketing communications. Likewise, the local Indonesian brand ORBITGear conducts marketing communications on Instagram. ORBITGear is an independent local brand from Jakarta that focuses on producing Technical Gear and Garment Maker that officially established in March 2017. Every form of product that ORBITGear carries has a philosophy of "Form Follow Function" which means that all product forms from ORBITGear are based on functional details that are the essence of techwear itself (Feed, 2019).

Techwear or Technical Wear is a fashion genre that combines clothing construction with special properties so that it offers functional use as well as maximum comfort. The fashion techwear genre emphasizes functional features and is inspired by clothes that have other functional elements such as the military outfit, sportsman outfit, and hiking outfit. Techwear tries to combine the functional elements of some of these outfits into aesthetic designs so that clothes are highly functional and attractive for everyday use (Feed, 2019). However, when compared to its competitors, the Indonesian local brands with the techwear scheme, ORBITGear place third in the local techwear scheme fashion brand with the most followers on Instagram. The data is summarized in **Table 1** as follows:

Table 1. Indonesia's techwear brand Instagram account and its followers

No	Instagram Account	Instagram Followers
1	Holygrail_official	101K
2	Machine56	81,5K
3	ORBITGear	32,7K

Source: Processed by Researchers in 2021

This makes ORBITGear still need to build its brand awareness so that it can occupy the peak stage of brand awareness, top of mind. The issue of ORBITGear brand awareness was also raised by ORBITGear Co-Founder Yostria Gintarsa who gave a statement to researchers that ORBITGear was aware of the lack of awareness of the Indonesian people towards the brand. Therefore, ORBITGear needs to carry out an effective marketing communication strategy which, according to Machfoedz, (2010) includes aspects of message strategy and media strategy. That way, it is hoped that ORBITGear can reach the brand awareness stage, that according to Shimp (2003) brand awareness is the ability of a brand to be present in the minds of consumers when consumers are thinking about a certain product category and the brand can easily appear in the minds of consumers. This study aims to determine how the ORBITGear marketing communication strategy on Instagram social media in building brand awareness.

Literature Review

Marketing Communication

According to Sutisna (2003), marketing communication is a variety of efforts to convey messages to the public who are the target audience regarding the existence of their products in the market. Without communication efforts made by the company, consumers will never know the existence of a product so that the company is unable to achieve its goal, namely, to convey information aimed at consumers. According to Shimp (2003) the objectives of marketing communications include:

1. Create brand awareness
2. Generating desire for the product
3. Facilitating purchasing
4. Encourage a positive attitude

Effective Marketing Communication Strategies

To achieve an effective marketing communication strategy in marketing a product or service, according to Machfoedz (2010) there are two unified strategies that can be used, the message strategy and media strategy, which is shown in Figure 2 below.

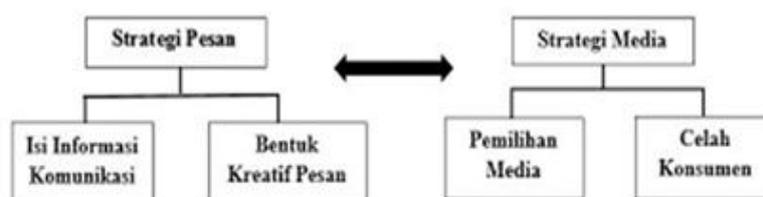


Figure 4. Machfoedz's Effective Marketing Communication Strategies

Source: Machfoedz (2010: 28)

A message strategy generally consists of the content and form of the message. When delivering message contents to predetermined target consumers, the message must contain information about the product being offered which includes the benefits of the product, product characteristics, and the purpose of the message. There are two types of creative message form used to attract consumers, namely rational and emotional attractiveness. Rational attractiveness is when a marketing effort was made to convey product-related information to consumers and apply it to a rational purchasing process. Emotional attractiveness is an effort made to influence the suggestions of potential consumers to use the products offered. Media strategies consist of media selection and

consumer gap. Media Selection is a channel used to convey marketing messages. The consumer gap is the time and place for marketers to market their products to get maximum consumers (Machfoedz, 2010).

New Media

The definition of new media according to Mondry (2008) which states that new media is a new internet-based media, technology-based online media, is flexible, interactive, and has a private or public function.

Social Media

According to Nasrullah (2015), social media is an internet-based medium that allows users to interact, represent themselves, collaborate, share, communicate, and form virtual social relationships with other users.

Instagram

Atmoko (2012) defines Instagram into social media in the form of an application from a smartphone as a means of disseminating information in the form of photos or videos. Instagram also provides various other features to make uploaded photos more informative. The Instagram features are Followers & Following, Instagram Camera, Caption, Like & Comment, Hashtag, Mention & Tagging, and Instastory.

Brand

According to Durianto (2004), a brand is a name, term, symbol, sign or even combination, which serves to identify a product or service offered by a person or a group of sellers so that it differentiates it from its competitors' products.

Brand Awareness

According to Hermawan (2012), brand awareness is the ability of a prospective buyer to recognize or remember a brand that is part of a product category. Through the model proposed by Aaker in (Tjiptono, 2011) Brand awareness has 4 stages, namely:

1. Top of mind, is a brand that first appears in the minds of consumers from various brands that exist in their minds and is the highest level in the brand awareness pyramid
2. Brand Recall is a brand that consumers remember in a category; this reflects the brand that consumers remember again after mentioning the first brand.
3. Brand Recognition is the stage of reintroducing a brand that reappears through assistance in the form of aided recall and is the minimum level of brand awareness.
4. Unaware of the brand, is a condition where consumers are not aware of the existence of a brand or do not recognize it at all even with the help of photos or product characteristics.

Research Methods

In this research, the method used is descriptive qualitative method. The qualitative method is a research method that explains assumptions using a theoretical or interpretive framework that shapes and affects problems in research related to the meaning introduced by researchers to a social problem (Cresswell, 2014). Meanwhile the paradigm used is the constructivism paradigm. According to Eriyanto (2001), the constructivism paradigm views that basically everyone has thoughts that construct these relationships and involve emotions and personal life experiences. In simple language, the constructivism paradigm is a personal perspective and is influenced by one's emotions and life experiences. So that the meaning of a reality is formed by various backgrounds. The reality that is determined as the object of this research is social action by social actors. Constructivism research aims to understand social events or events that are characteristic of this paradigm.

Data collection techniques are strategic steps in research and aim to obtain research-related data (Sugiyono, 2009). The data collection techniques used in this study were through observation, interviews, literature study and documentation. In this study, the researcher conducted in-depth interviews based on an open interview draft that had been compiled by the researcher and was interactive and informal with open answers. The researcher conducted a question-and-answer session to find out the ORBITGear marketing communication strategy through Instagram social media in building brand awareness. As for the informants in this study were divided into three consisting of key informants, expert informants and supporting informants. The following informants have been selected by researchers and are able to produce accurate data,

- a. Key Informants: Yostria Gintarsa as Co-Founder, Head of Marketing, and Instagram admin at ORBITGear.
- b. Expert Informants: Hendrawan Wahyudianto as Head of Creative Marketing Strategy MRA Media.
- c. Supporting Informants: Timotius Satria and Muhammad Putera Rama as ORBIT Gear customers.

Result and Discussion

Marketing communication is an effort to convey messages to the target audience regarding the existence of their products in the market (Sutisna, 2003). One of the goals of marketing communication is to build brand awareness. Along with the times, marketing communication efforts that are being carried out are increasingly developing, which is by utilizing the presence of new digital-based also known as new media, the media which is based on the use of the internet network. The form of new media that is currently in vogue is social media which according to (Nasrullah, 2015), social media is an internet-based medium that allows users to interact, represent themselves, collaborate, share, communicate, and form social relationships virtually with other users. This convenience is used by ORBITGear, who chooses to conduct their marketing communications on Instagram to offer their products and so that their brand can be recognized by their target audience. The target audience for ORBITGear is in the age range of 16-39 years.

Message Strategy

According to Machfoedz (2010), the message strategy consists of two elements, the content of communication information and the creative form of the message. Before determining and creating the content and form of the message, marketers must first determine the intended target market so that the message can be appropriate and have an impact on the intended audience.

a. Content of Communication Information

According to Machfoedz (2010), in delivering the message, a marketer must have the objectives contained in each message delivered and show the information that consumers need to the maximum and as accurately as possible through the media to be used. Thus, the content of the message must be tailored to the needs of consumer information. In this case, since ORBITGear is a local fashion brand with a techwear sub-culture that sells a wide range of products with a complex user interface, the information consumers need is information about their products. Based on the results of interviews with key informants in this study, namely the co-founder of ORBITGear, the message delivered related to ORBITGear products is divided into product knowledge that includes product features and specifications as well as marketing activities such as product release information and product restock contained in photo/video posts, instastory, and captions on ORBITGear Instagram account uploads. This is done so that consumers or prospective consumers can know the products offered by ORBITGear as well as build awareness

of its audience to the ORBITGear brand.

There are other contents of information submitted in orbitgear Instagram account, namely characteristic information, product benefits and the purpose of conveying information messages. This is in accordance with Machfoedz's (2010) statement about the content of information that states when consumers are looking for alternative products, marketers will remind consumers of their products and offer them. And when consumers evaluate alternative products, marketers strive to provide information about the benefits, characteristics, and other information about the products being marketed.

The characteristic of ORBITGear is in its technical products where the modular design of the product can be combined and arranged in such a way as to suit the needs of ORBITGear users. The benefits of ORBITGear products are related to modular design features that make it easier for users to organize and mix and match between products with orbitgear products, resulting in an adaptive system that suits the needs of each user. The purpose of the message that ORBITGear wants to convey on Instagram social media is for consumers to adopt ORBITGear products because of the modular and adaptive nature of the product so that its users can be well prepared with any environmental conditions.

So, it can be concluded that based on the results of research on the content of information submitted by ORBITGear on its Instagram account is in accordance with the theory related to the content of information from Machfoedz (2010) listed above. The content of the information contained in the photos / videos, instastory, captions, and hashtags used in the upload and tends to be informative. This is done so that consumers or prospective consumers can know the products offered by ORBITGear as well as know more in the ORBITGear brand.

b. Creative Forms of Message

After identifying the target market and setting communication goals, marketers can strategize as creatively as possible by implementing ideas that can grab consumers' attention in their content and context. Machfoedz (2010) explains that there are two types of creative messages to attract potential consumers, namely informational or rational and emotional or transformational. The results of research on the creative form of messages delivered by ORBITGear on his Instagram account are following the theory of Machfoedz (2010) consisting of rational and emotional appeal. In delivering this creative message, ORBITGear has used both stages of the element, namely the rational and emotional elements on its Instagram social media.

Rational attractiveness is a marketing effort made to convey product-related information to consumers and apply it to a rational purchasing process. In line with machfoedz's theory, ORBITGear uses rational appeal to evoke the rational side of consumers to make the purchasing process such as by conveying the benefits or usefulness of products from ORBITGear which is reflected in the delivery of superior product specifications and built quality of ORBITGear products which will help ORBITGear customers in carrying out daily activities. That way, consumers will think and consider using ORBITGear products.

While emotional attractiveness is an effort made to influence suggestions from prospective consumers to use the products offered. In this case, ORBITGear uses the emotional appeal conveyed through posts that reflect the spirit of togetherness carried by the ORBITGear team. By uploading a post that reflects the spirit of togetherness of the ORBITGear team, the audience can feel the ambition and cohesiveness in orbitgear internal team so that it will influence the audience's suggestion that ORBITGear not only produces quality products but also supported by a quality team based on cohesion and togetherness in the ORBITGear team. OrbitGear's principle of togetherness can also be a differentiator for the ORBITGear brand and

its competitors if shown to the audience consistently.

Based on the statement that has been presented by expert informants related to the creative form of the message, that in the delivery of creative messages two important elements are a process of stages, namely rational elements, and then emotional elements. It aims to encourage prospective consumers to build the image and awareness of a brand. In delivering this creative message, ORBITGear has used both stages of the element, namely the rational and emotional elements on its Instagram social media.

Media Strategy

According to Machfoedz (2010), media strategy covers two aspects, there's media selection and consumer gaps. Media selection is the determination of communication channels that a businessperson uses to deliver marketing messages. The selection of media in delivering the marketing message itself must be following the intended target market for the message to be considered on target (Machfoedz, 2010).

By the theory put forward by Machfoedz, ORBITGear chose Instagram social media in delivering its marketing message because it has an active user who best suits orbitgear's target audience of 16-39 years old so that the delivery of messages in Instagram social media can be delivered effectively to the intended target audience. According to the expert informant in this study who stated the essence of marketing communication is how the message can be conveyed to the person who is the target market by a brand because the selection of appropriate marketing communication media depends on what media the target market will see.

Thus, ORBITGear has established a marketing media that suits its target audience while also having done the core of marketing communication itself. This is evidenced by the statement of the two supporting informants, the orbitgear's customer who knows the message delivered by ORBITGear on social media and supported by the follower chart from ORBITGear Instagram which continues to increase each month.

Although key informants as co-founders of ORBITGear have felt that the selection of effective media in the delivery of their messages is on social media Instagram, ORBITGear is also monitoring the development of other social media that is on the rise and used by its current target audience, Tiktok. This indicates that ORBITGear continues to research and follow the current trends and times in conducting its marketing communications to keep up with its target audience and maintain its business performance.

The consumer gap is a time and place for marketers to market their products to get the most out of consumers (Machfoedz, 2010). In determining the right time to market its products on social media Instagram, ORBITGear has conducted its research using trial and error methods to its audience and get the best time in marketing its products which is to be in the lunch break until office hours and curfew when relaxing and resting.

The timing of the post conducted by ORBITGear is following the behavior or behavior of the two supporting informants in this study, namely ORBITGear customers in opening Instagram social media that is during office breaks or lunch and dinner hours while resting. This indicates that orbitgear's research and efforts on post timing are paying off with the creation of the right post time. According to expert informants as marketing practitioners obtained data that the best hours in doing posts are on weekdays, especially lunch hours and office hours because at those hours can have a chance to get good engagement. That way, orbitgear's post timing is in line with their consumer behavior so that messages can be delivered effectively and on target.

Instagram

Instagram is a social media-based smartphone application as a means of disseminating information in the form of images or videos (Atmoko, 2012). The Instagram app comes with several main features such as Followers&Following, Camera, Caption, Like &Comment, Mention &Tagging, Hashtag, and Instastory. In conducting marketing communication on Instagram social media, local brand ORBITGear uses these features to support marketing communication strategies.

Followers & Following is a feature that allows Instagram users to be able to follow and be followed by other Instagram users. This is to be able to communicate and receive information with other users. Followers of ORBITGear's Instagram account are its organic followers to create an audience that suits their target consumers while following from ORBITGear's Instagram account is an Instagram account that can provide inspiration as well as media accounts close to the ORBITGear brand.

Instagram Camera comes with the ability to edit, add effects, and filters that are available so that the upload results can look more attractive. However, in the use of the Instagram Camera feature ORBITGear does not use the filter feature provided by Instagram. It aims to display photos of products that match their original circumstances but still go through the process of processing photos in such a way first by ORBITGear's social media content team so that it can still look attractive to prospective consumers.

Captions are descriptions of sentences created by user accounts and serve to convey messages or amplify the characters you want to convey along with the photos/videos you want to upload. There is a content of information and creative forms of messages contained ORBITGear's Instagram captions. The content of the information contained in the caption writing structure consists of the product name, technical information including the features and specifications of the product, as well as how to obtain the product. While the creative form of the message contained in ORBITGear's caption writing is to focus on the benefits and functionality of the product itself. So, it was concluded that the content of the caption on ORBITGear's Instagram post is informative regarding product details and product benefits in daily life.

The like feature in Instagram is a heart sign that can be activated by tapping the heart logo below the upload or by tapping the gadget screen twice. ORBITGear managed to collect the most likes which are around 1500 likes. The likes obtained are a form of positive response or feedback from the delivery of messages on ORBITGear's Instagram posts. So, it can be said that the message delivered by ORBITGear on Instagram social media has been conveyed well and reaped quite a lot of positive responses in the form of a heart button.

In addition, ORBITGear also utilizes the comment feature on Instagram social media to interact with its audience naturally such as answering technical questions and apologizing in case of mistakes. In serving its customers further, ORBITGear also uses another Instagram feature, a Direct message if there are personal problems that require help from ORBITGear. This reflects ORBITGear's concern for its audience so that the audience can feel noticed and create a good experience and perception of the ORBITGear brand.

The mention feature is a feature that users can use in the comment field, Instagram story, and caption fields to call or tag other users to interact with each other and connect. ORBITGear's Instagram account often mentions or tagging to other accounts on photo/video uploads or in its instastory uploads. This is done when ORBITGear conducts reposting activities as a form of gratitude and appreciation for the account posts. In addition, ORBITGear's Instagram account also tagging media accounts while cooperating in conducting certain campaigns. This is done to inform the audience that the uploaded content is campaign content with the media. So, it can be said that the use of mention or tagging feature done by ORBITGear is a form of appreciation as well as notification

to its audience that ORBITGear is a friendly brand with its customers.

A hashtag is a word label that begins with a fence sign (#). The function of this hashtag is to group photos spread on Instagram into a group so that it is easy to find. ORBITGear's Instagram account uses several hashtags consistently listed on each post such as #orbitgear, #orbitalgear, and #urbantechnical. OrbitGear's use of hashtags is a unique hashtag that has been created by ORBITGear and as a differentiator or characteristic of ORBITGear, making it easier for customers to recognize ORBITGear products and find ORBITGear products on Instagram social media.

ORBITGear's Instagram account also uses instastory feature every day to deliver messages to its audience. This feature allows Instagram users to upload photos/videos in a short period and uploads last for 24 hours. The message contained in ORBITGear's instastory post itself contains reposting, call to action, and product release information.

From the exposure of the Instagram feature used, it can be concluded that ORBITGear has utilized these Instagram features to the maximum to conduct marketing communication on Instagram social media in building brand awareness of its products.

Brand Awareness

Understanding brand awareness according to Shimp (2003) is the ability of a brand to be present in the minds of consumers when consumers are thinking of a particular product category and easily the brand appears in the minds of consumers. Brand awareness has several stages, namely from the lowest unaware of brand, brand recognition, brand recall, and up to the highest top of mind.

ORBITGear has successfully built its brand awareness through social media Instagram to the stage of brand recall. The brand recall stage is a brand that is remembered by consumers in a category after mentioning the first brand so that the brand recall is a reminder stage of a brand without help or unaided recall (Aaker in Tjiptono, 2011).

Statement was obtained from ORBITGear's customer as supporting informant when asked about the techwear brand's known fashion without assistance. The results of the interview show that ORBITGear is at the stage of brand recall marked with consumers can remember and mention the ORBITGear brand in a particular product category after the first brand is mentioned. In addition, ORBITGear's customer also included ORBITGear brands when asked what technical wear brand you want to have.

ORBITGear has also fulfilled several indicators to be at the stage of brand recall, namely consumers recognize the brand in a category (recognition), consumers can remember the brand when asked (recall) and consumers enter the brand when faced with several product options (purchase).

However, another result obtained is ORBITGear's still not at the highest level of brand awareness that is top of mind because ORBITGear customers have not prioritized ORBITGear brand in a category or become the brand that first appeared in the minds of consumers.

To be top of mind takes time and process that cannot be instant and invest in marketing communication media consistently so that the brand will always be on the minds of consumers. That way, a brand will be able to occupy the top brand in the minds of consumers. According to Aaker in (Tjiptono, 2011) which states that top of mind is the main brand that is at the peak of the consumer mind because it is the brand that first appeared in the minds of consumers from various brands that existed. In other words, top of mind is the brand that is first mentioned by informants in a particular product category.

Conclusion

Based on the findings of the research that has been presented and analyzed in the previous chapter related to "ORBITGear Marketing Communication Strategy on Instagram Social Media in Building Brand Awareness", researchers concluded that there is a messaging strategy and media strategy in marketing communication conducted by ORBITGear on Instagram social media to build brand awareness.

The messaging strategy used includes the content of information and the creative form of the message. The content of the information contained in ORBITGear Instagram consists of information about the product, benefits, characteristics, and purposes. While the creative form of the message on Instagram ORBITGear is divided into rational and emotional elements contained in the photo and the caption of the photo accompanying the post. In addition, there is a media strategy used by ORBITGear, namely in media selection and determining consumer gaps. In conducting effective marketing communication that includes messaging strategy and media strategy on Instagram social media, ORBITGear uses features such as Followers & Following, Caption, Like & Comment, Mention & Tagging, Hashtag, and Instastory to support marketing communication strategies. By implementing an effective marketing communication strategy through Instagram social media, ORBITGear has built its brand awareness to the brand recall stage.

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Interpersonal Communication of Parents Assistance in Online Learning Process in The Pandemic of Covid-19 At SDN Ibu Dewi 6 Cianjur

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Abstract

The spread of Covid-19 virus has caused the government to release a work from home policy for working parents, including teachers, and learn from home, especially for children who are still a student in school. This pandemic situation requires the parents to be involved in their children's education. Parental assistance in accompanying their children to study is very important in the process of guiding and educating their children. Especially for children who are still in elementary school. This research is based on many complaints from parents when they are accompanying their children to study in the COVID-19 pandemic situation. Parents complained and felt annoyed when their children find it difficult to study. In this research, it will discuss about interpersonal communication between parents and their children in the online learning process at SDN Ibu Dewi 6 Cianjur. This research uses a qualitative descriptive approach with an interpretive paradigm. The subject of this research is parents whose children were still in elementary school, especially in SDN Ibu Dewi 6 Cianjur and contain 8 samples from 8 families. The collecting data method in this research is done through observation, interviews, and documentation. The result of this research indicates that good interpersonal communication between parents and their children will help in the online learning process. This can be seen from the 6 steps of the interpersonal communication process, which are: the desire to communicating, encoding by the communicator, sending messages, receiving messages, decoding by the communicant, and feedback.

Keywords: Parental assistance, Interpersonal Communication, Elementary School Children

Introduction

Covid-19 pandemic becomes a matter to most of people especially some people in education field, we don't know either when covid-19 virus will be end, however it doesn't make learning process in education field must be stopped. In this situation, parents' role are needed to be able to make the children keep excited to undergo learning process in their own houses. In this pandemic era parents are able to ascertain their children's study ability and be able to discover their children's development. Therefore, parents should be able to accompany their children in doing daring learning. Accompanying process and parents' controlling in children's study must be needed to reach good learning at home.

When children are at school, their teacher will have a role to control, educate, and guide the students, while when they are at home, parents have full right and obligation to guide their children in their learning process. Support and spirit from the parents to their children affect the result of the children's study. Therefore, parents need to give more support to their children in order to make their children keep excited in learning.

Parents' role in their children's education is as their first teacher and their main teacher, so the main task of the parents at home is to give support, spirit, encouragement, and good motivation such as love, affection, moral responsibility, social responsibility, and inner and outer wealth for their children.

Family is one main group so that family is the first society education and it is natural (Rahmi, 2020). In a family, children are prepared to undergo basic development phases which are prepared to enter their mature age. In educating children, parents must notice the characteristic of their children and how their children do something so that they don't forget their children's right, for example the right to ask their parents to accompany them in doing online learning.

Parents are expected to be able to fulfill their children's needs both psychological and biological and parents must love and educate their children. Parents are expected to be able to help and create their children into good personality and be able to socialize with their society outside. With covid-19 existence which requires the children to study at home, makes parents' role changing, parent must be able to replace their children's teacher's role in school and become a teacher in their house to accompany them in doing online learning.

The changing of learning nowadays is felt by all of the students, not only for elementary students but also junior high school and high school students. Even students in university must undergo this changing study system. At first the study is possible to do face to face with doing interaction between teacher or lecturer and possible to do with friends. The rule which is issued by the government makes education ministry advised to do social distancing. There is No. Exception for teacher and lecturer and their students. All of the learning must be done in their own house, it changes from offline into online.

For the sake of effective and efficient learning, parents' role as children's guide when they study at home is really important. Parents' role in accompanying children in learning at home is something which is main and matter since parents are the ones who know character development and their children's personality. Therefore, it is really important to parents to accompany their children when they do online learning.

This condition has shown us that online study or study from home with parents' control makes parents have so much difficulty so that many parents propose and want the school to hold offline learning as soon as possible. There is so much problem which faces by the parent in noticing and controlling their children in the process of online learning. It is caused by their lack of learning material understanding.

Based on that background, the researcher chose SDN Ibu Dewi 6 Cianjur as the location to do this research with the title "Interpersonal Communication of Parents Assistance in Online Learning Process in The Pandemic of Covid-19 at SDN Ibu Dewi Cianjur". This research is important since we can gather a lot of information about how to do interpersonal communication while doing online learning and able to know parents' problem in accompanying their children while doing online learning.

Literature Overview

Education Communication

According to Gunawan (2013), Latin language of communication is *communicatio*, which has the same meaning. Therefore, communication can occur when there is meaning similarity about message which will be delivered by the communicator which will be received by the communicant. Communication is indeed needed by all the people, not only to send and receive message but also to fulfill individual necessity such as giving and receiving love, desire to be a part of a group and necessity to affect other people.

Education communication, in general, can be seen as the communication between teacher and student yet in this research, parents replace teacher's position as student's guide when they are doing their online study. Therefore, what we see in this research is studying communication which is done by the parents to their children at home.

Interpersonal Communication

Interpersonal Communication Definition

Communication from mouth to mouth was one of definition of interpersonal communication (Yodiq, 2016). This kind of communication is occurred when there is face to face interaction between personal and personal. Interpersonal communication is the process of information changing and definition transferring and meaning transferring between two people or more in a small human group with so many effects and feedback. Like communication in general, communication has certain characteristics, so has interpersonal communication.

Interpersonal communication is occurred by some individuals who have same background and purposes. The similarity of background and purpose can make the communicant and communicator have fit each other. It is like parents and their children which have same purpose, it is to do effective online learning.

Communication Function

The researcher can find out the communication function by the communication type itself, in this research, communication type which is used is interpersonal communication type.

Interpersonal Communication Process

1. There is desire from someone to communicate, a communicator surely has a desire to share ideas with others.
2. Encoding by communicator. Encoding is an action by formulating mind and idea to the symbols and word so that the communicator will feel sure with a systemic message and how to deliver it.
3. Sending message. In Sending message to others whom they want, then communicato will choode the media to send their message such as short text message, letter, call, email, or face to face. From that media which they use, it will depend on the characteristic of the message, receiver location, the necessities of the message receiving, and communicant characteristic.
4. Message receiver. It is a message which is sent by the communicator which will be received by the communicant.
5. Decoding by communicant. Decoding itself is an internal activity in receiver self. It surely uses their senses; receiver will get so many data in "bare" form. Like words and symbol which must be changed into an experience which has a meaning. Therefore, the meaning of decoding itself is a process which is able to give a meaning to a message.
6. Feedback. When the receiver has received the message, the communicant will give response or feedback. With the feedback, a communicator will be able to evaluate the communication.

The Form of Interpersonal Communication by The Parents

- 1) Creating comfortable environment
- 2) Giving positive communication
- 3) Providing consistent rules and borders

- 4) Providing an activity which can support to their children's task and skill.
- 5) Making children have optimistic feel
- 6) Emphasizing the importance of studying

Effective Interpersonal Communication Characteristic

- a. Openness
On this matter, effective interpersonal communication is when everyone can be open with their speaking opponent and be able to open in giving some information and the willingness to admit mind and feeling which are owned by the individuals.
- b. Supportiveness
Giving support can reduce defensive action when they communicate each other as there are some interpersonal reasons.
- c. Positiveness
In this part, indeed, a person has a positive mind which means being positive to their ownself nor to others.

Parents and Children Interpersonal Communication

Parents and children interpersonal communication are communication, which is occurred directly between parents and children, they can discuss anything and share some stories, ideas, opinions, positive values and parents' personality to the children, and tell their problem whether it is complaint or happiness from the children to their parents.

Parents' Guidance

Parents Definition

In a general meaning, parents themselves are adults who are responsible for the life of a child, for example the father, mother, grandfather, grandmother, uncle, aunt, and brother. In specific meaning of parents, there are fathers and mothers (Safitri, 2020).

According to Lukma, (2020) in her research, parents are human who was born first, or we can say they are adults who have important role and have big obligation in giving education and accompany their children to study since parents themselves is the first education and main education for their children, because with parents, children will get education for the first time.

Parents come from two words "human" and "old". People are human while old is an elderly. In conclusion, parents are people who had lived for a long time. They live longer than us as their children.

Parents' Assistance Definition

Parents' assistance in supporting the process of children learning is the thing that must be done by the family especially the parents who have the most important role for their children. With assisting their children to study can optimize characteristic and development of children.

When children study at home, parents have responsibility by guiding, accompanying, directing, and giving study facility to their children as comfortable as they can. They can provide children's necessity by giving them understanding, help, and guidance to their children when they undergo some difficulties while doing online study. They can also give some supporting words to make them excited when they are learning at home.

Form of Children Assistance

The process of children assistance needs good communication so that parent can deliver a statement to their children to make their children understand and realize what parents want so as the children can follow it easily. Parents must be able to listen to the children reflectively, which means parents must help their children when they face difficulties in online learning. Parents must be able to listen their children complain by giving them the direction and assisting when they study and explain materials which don't be understood by their children so that the children are excited and have desire to study even though only from home.

Learning Methods

Learning method is important. It is needed in study activity at school., especially study in class. According to Nasution, (2017), learning model is a preparation nor a pattern which will be used as a guide when they plan classroom learning nor tutorial learning. A teacher must practice learning methods which are fit to their children to give positive effect to their students. To get good quality in learning process, a teacher must have learning methods which is fit with attitude pattern in each student.

According to Nasution, (2017), in learning process must use learning methods to get maximum result. By using learning method in school, a teacher of course can use learning methods which are different between one class with other classes. Therefore, a teacher is demanded to dominate and apply several kinds of learning methods.

Online Learning

Online learning is learning which is conducted by network where the teacher doesn't face the students directly when they are learning. Online learning can be understood as formal education which is conducted by school where the students and the children are in different place so that they need telecommunication system to connect the teacher and the student (Albert, 2020).

Online learning can be conducted wherever and whenever, depend on the readiness of tools to conduct online learning. In covid-19 pandemic era there are so many things which can be done by the teacher nor parents in succeeding online learning programme or distance learning. By following health protocol from government, they have purpose to develop online learning system. Education is shared responsibility, not only government responsibility but also parents and family responsibility especially for its process.

Research Paradigm

According to Muslim, (2015) paradigm is the basic way to conduct a perception, thinking, value, and doing some things which are specifically connected to something about reality. Paradigm is how someone see her/himself and their environment. Paradigm is related to belief, assumption, concept, value, and practice which are applied in certain community, especially in intellectual discipline. Therefore, paradigm is related to the someone's perspective which is suitable with assumption and belief which are considered true and affect applied practice.

Paradigm which is used in this research is interpretative. According to Asfi, (2017) paradigm is a paradigm which is strived to understand human behaviour. That paradigm gives emphasize to language's role, interpretation, and understanding.

Research Methodology and Methods

Methodology which is used in this research is qualitative. Albi Anggito and Johan Setiawan, (2018) said that qualitative research is a research which is used natural background that has purpose to interpret a phenomenon which has happened by involving some existing methods. Qualitative

research is a kind of research which the result was not be obtained with statistic procedure or some counting form and has a purpose to give a result of some symptoms by holistic – contextual by doing data collection activities from natural data and take advantage from the researcher as key instrument (Sugiarto, 2015). Qualitative research is descriptive so that it tends to use analysis with inductive approach. Process and meaning with subject perspective are more highlighted on qualitative research.

Qualitative researcher confirmed to reality characteristic, which is constructed socially, and the existence connection and close bond between a researcher and researched subject and the existence of situation which is conducted a research. Qualitative researcher is focus to research characteristic which has prerequisites and values. Qualitative researcher always seeks answer to question which is related to the way of the appearance of social experience and how to get the meaning (Nugrahani, 2014). Qualitative research is stick to the perspective that social reality can't be separated from perspective and refers to teoritical thinking which position human as an actor or as an agent not only as a role player as what which is offered by some theories such as phenomenology, interactionism, simbolic, and idealism culture theory (Tjipto 2006).

In this research, researcher used descriptive approach. According to Whitney (Nazir, 2003) descriptive qualitative method seeks for truth with appropriate process. Descriptive qualitative research learns the problem and the rule which have existed in citizen life and certain condition, including activity relation, behaviour, and some process which has happened and has influence on a phenomenon. Rakhmat, (2014) in his research, there are some purposes from descriptive, these are:

1. Gathering an actual information with detail and draw some symptoms.
2. Determine the problem
3. Create evaluation
4. Determine what people are doing when they face some problems which are same and learn from an experience in determining a plan and a decision for the future.

Qualitative descriptive method means analyzing, describing, and summarizing various situation conditions from various data collected in the form of interviews or observations about the problem being studied in accordance with what is happening in the field. The reason researchers use a qualitative descriptive approach is to make it easier to study a problem that occurs through the relationship of attitudes, views or relationships between activities intended for exploration and clarification of a phenomenon or social reality. So that it can produce an accurate picture of a process or relationship between research subjects. As in this study, what the researcher wants to see is the complaints of parents in online learning and good communication with children in assisting the online learning process in this Covid-19 era so that children are enthusiastic about learning even if only at home.

Result

Eagerness to Communicate

In guiding their children when they are studying, parents can start with conduct some approach to their children. That is communicating well from parents to their children, accompany the children while they are playing and listen to children's story. With the existence of good communication from parents so the relationship between parents and children will open according to interpersonal communication characteristic which is effective that is openness. When there is openness between communicant and communicator then there will be some good communication as well. It makes the information can be received well by the children. It can make the children get used to being accompanied by the parents in online learning process. The urge to communicate by guiding, growing, and assisting children are really affected to the smoothness of children's online learning

process.

Based on the result of the interview, there are some different things in eagerness to communicate with the children. The eight-informant said that the existence of time limit caused by the parents makes the communication which is conducted between parents and the children isn't maximum. For instance, the working parents. The parents provide private teacher for the children so that the children are still assisted although they have limit time. They will help after they work, usually at night. This thing shows even though there is time limit, yet the eagerness to communicate with their children are still exist.

Encoding by Communicator

Most of the parent informants provide special hours for children's study hours, in accordance with the form of parental interpersonal communication, namely providing rules and boundaries that are consistent and clear on each rule. According to the informant, this can help in making children's activities more organized and productive so that their daily activities will be clearer and more effective. According to the results of the research above, it can be concluded that parents familiarize their children with regular life by providing direction and understanding to children regarding the discipline of when children must learn and when children can play. Parents can provide direction by applying special hours to children so that children will understand their responsibilities in learning.

According to what informants said, some don't give special hour to children's study hour. According to them, children have already had responsibility to do their task, when they were given task from their teacher, the children have already known when they must finish their task even though with the time which was decided by themselves. According to them, by releasing their study hour will help them to finish their task so that they will not feel insisted and bothered. In delivering message, parents just need to remind their children to study and finish their school's task, and parents will not insist about when they must study. The most important thing is the children understand that studying is an important thing by giving them direction that by studying will make the task easy. Therefore, the children will study without even being asked.

Seen from covid-19 pandemic which requires the school to conduct online learning will make children bored, and this boring situation makes parents to keep supporting online learning activity by creating comfortable studying atmosphere. In the process of creating it, parents conduct room renovation at home so that the children can feel school's atmosphere, parents can also create children's mood to keep them good which sure is eager by the children. For example, giving them gift whether it is toy or food which is desired by the children, by creating comfortable study atmosphere will help the smoothness in assisting online learning process in covid-19 pandemic.

Message Delivery

Parents as an informant do a message delivery by explaining the materials to their children, seen from the condition right now, the existence of covid-19 virus makes children study at home becomes parents' responsibility to replace the role of teacher at school for sure, even though there is knowledge limit which is owned by the parents. As parents, they must be able to help their children by explaining to their children when their children less understand about the material, since in one of interpersonal communication form that are parents must provide an activity which is supporting their children's skill control. Parents must take part in their children's learning process in order to make their children understand about the material.

Message Reception

Receiving a message is a message sent by the communicator received by the communicant, in this case the reception of the message that occurs is where the message conveyed by the parent can be received by his child, the reception of the message that occurs when the child who is being accompanied studying by the parent can receive the message. Messages conveyed by parents can be seen from whether there are obstacles and complaints from parents when accompanying children to study and such as the attitude of children when learning online when receiving messages from parents. All parent informants have obstacles and difficulties when helping and assisting children to learn online. In the implementation of interpersonal communication carried out by parents to children, it has not been well established because in the online learning process, the attitudes and responses shown by the child are that the child is always unfocused, indicating that the child is bored with the child's ever-changing mood, when asked to study. Always give parents many reasons not to study and choose to play so that school assignments are not completed optimally because children prefer to procrastinate, this becomes an obstacle and difficulty for parents when assisting the online learning process.

Decoding by Communicant

Decoding is one of internal activity within communicant, the data which are words and symbol are changed in experience which contain a meaning received through the receiving senses of communicant. Decoding itself is a process within the receiver in giving a meaning to a message or process where the receiver interprets message into information. Some informants declared that some children felt comfortable if they were assisted by their parents. They won't feel awkward and feel free if they are assisted by their parents. Even though the children's mood is always changing even the children always show spoil behaviour to their parent when they were assisted. It is different with when they study at school, they have a scared feeling so that they will be focus on school since they are afraid to be scolded by the teacher. According to parents' informant, 80% children feel comfortable if they are assisted by their parents and only 20% showed uncomfortable feeling because they miss study at school and its environment. Children is more comfortable to study with someone familiar such as their own parents.

Feedback

Feedback is a response from the communicant that makes the communicator evaluate the communication, after the communicant receives the message, the communicant will respond. With this response a communicator will evaluate the communication. In this case, the child who will respond is the child when the parent conducts the online learning mentoring process for the child, this can be seen from the response shown by the child when the parent tells the child to study. Children give a positive response when parents tell children to learn. Over time the child has a sense of responsibility, and the child has started to get used to the conditions of studying at home, although always with the time the child wants but this has shown the child is ready and gives a good response when required to learn. Although the child gave a fairly good response, the child still showed an attitude that he missed the school atmosphere, the child showed a sad attitude because of the absence of friends when he studied. Even though the child feels sad, according to informants, the child's parents can already accept this condition, the child is enough to give a positive response attitude by freeing the child to let the child choose any time to learn can reduce the child's anger.

Conclusion

Based on research's result and discussion which has been explained in previous chapter, with data collective by interview, observation, and documentation about parents' interpersonal communication in assisting online learning process in covid-19 pandemic era at SDN Ibu Dewi Cianjur. Therefore, the conclusions are:

1. The process of interpersonal communication which is occurred by parents and children passes 6 steps, these are: eagerness to communicate, encoding by the communicator, message delivery, decoding by communicator, and feedback. Those can help the children in learning and showing parents and children interpersonal communication.
2. Parents and children interpersonal communication are important. Parents and children can change story and deliver message. Therefore, what the parents deliver can be easily understood. Communication which is stranded is because of the eagerness to communicate from parents to their children so that parents will know their children's study ability. It can make the relationship between parents and children is getting better.
3. Parents give rule such as applying special study time to children to help children even though they study at home, they still can be productive like they study at school.
4. Parents provide environment and comfortable atmosphere because with those can make children are excited and more focus to study.
5. Parents always help to explain the materials to the children so that the children can easily understand the material which is given by the teacher, by helping explain the materials to the children, the communication process between parents and children are always occurred.
6. There are some obstacles in assisting their children. Children prefer to play than study. Children tend to give bad response such as show their laziness and anger when the parents order them to study. That thing also makes parents and children interpersonal communication is well tied.

Recommendation

Theoretical Recommendation

This research can be a reference to develop types of research in communication field especially the research, which is related to parents assisting, especially to parents and children interpersonal communication to the online learning process in covid-19 pandemic era.

Practical Recommendation

Parental assistance in the online learning process has a very important influence on the smooth learning process of children. Therefore, there are several things that can be used as suggestions for parents regarding the process of interpersonal communication between parents in assisting children's online learning during the COVID-19 pandemic, as follows:

1. Parents must be able to spare their time to accompany their children while they are studying, playing, and listening to their story so that parents can be closer to the children and parents and children interpersonal communication will be tied well.
2. Parents must be able to understand what children need and want, as parent must be able to follow their children longing while their longing is not bad so that the children will follow their parents desire to study easily.
3. It is recommended that parents should be more patient in accompanying children to learn because basically children still have ups and downs in mood, so they need more patience when assisting.
4. It is recommended that parents must be able to innovate to create study atmosphere which

is comfortable so that the children will consider that study with parent can be as fun as study at school.

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Representation of Patriarchal Culture in the Film "Something Old, New, Borrowed and Blue"

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Abstract

Gender equality is still a problem that often occurs, especially in Indonesia. This can be seen from the phenomena of violence against women which is still increasing every year. A patriarchal culture gives privileges to the power of men, while positions women as weak people. This condition is depicted in the short film *Something Old, New, Borrowed and Blue*. A film with the theme "Celebration" was made in the framework of the 30th Singapore International Film Festival (SGIFF) directed by Mouly Surya. This film depicts a Javanese wedding ceremony with a location in a village. A mother advises her son how to be a 'good' wife, according to their customs. This study aims to dismantle the representation of patriarchy in the film "*Something Old, New, Borrowed and Blue*". This quasi-qualitative research uses Halliday's social semiotics method based on three analyzes, namely the *field of discourse*, *tenor of discourse*, and mode of discourse. From the results of this study, there was a representation of a strongly patriarchal culture and represented through the 'doctrines' that mothers gave to their children about how a wife's attitude towards her husband was and the location used in the form of urban villages that still uphold the culture of the village. However, this is contrary to marriage customs using Javanese culture found by the author which reflects harmony, togetherness, and mutual respect between husband and wife.

Keywords: Patriarchy, Social Semiotics, Film, Gender.

Introduction

Gender equality in Indonesia is still a social phenomenon that often occurs in society. Indonesian society tends to be too gender-differentiated between women and men. This gender division between women and men that harms women in the form of injustice, where women are always looked down upon, always oppressed by men, and seconded (Umniyyah, 2018). According to CATAHU data (Annual Records) of the National Commission on Violence against Women in 2020, violence against women occurred as many as 431,471 cases of violence (Komnas Perempuan, 2020). Based on CATAHU 2020, there was an increase of 792% in 12 years. It means that violence against women over the past 12 years has increased almost eight times. The findings of this case are also the impact of the patriarchal system that still occurs in Indonesia. This system causes people to think that women are weak creatures and men are superior beings. Deputy Chairperson of Komnas Perempuan, Yuniyanti Chuzaifah, believes that most of the cases of violence that occur are due to the patriarchal culture that still exists in society (Erdianto, 2017).

Millet said that temperament is the first category of patriarchal where men are described as strong, intelligent, aggressive, effective, and superior people. Meanwhile, women tend to be submissive, ignorant, good (virtuous), and ineffective. Sex role is the second category, where women are positioned as domestic workers and men are identical to the breadwinner. While the last

category is status, where women are given inferior status and men have superior status (Fakih, 2013). Patriarchal culture will always exist if society continues to play a role in constructing gender to determine its status and role (Anita et al., 2019).

What happens is that Javanese society still upholds the position of men compared to women. Because this has long been embedded in Javanese society, so people accept it for granted. A well-known term in Javanese culture in looking at women or wives is "cooking, dressing up, giving birth" which means a wife must be able to give offspring, must be able to cook, and must be able to dress up for her husband (Hermawati, 2016).

The term is found in the film "*Something Old, New, Borrowed, and Blue*" directed by Mouly Surya. The theme of this film is about a wedding celebration, telling the story of a mother who is advising her daughter before getting married. The mother recounts the marriage traditions that are closely related to the issue of gender differences in a household where a husband is always superior to his wife. The film, produced in 2019, is 3.5 minutes long and screened at the 30th Singapore International Film Festival (SGIFF). The author is interested in analyzing this film because it is full of Javanese cultural messages about gender differences between women and men.

Research Methods

This qualitative research uses a critical point of view. The analysis is carried out to uncover the meaning of patriarchal cultural signs displayed in various modes. The study of modes uses Halliday's social semiotics method, covering the field of discourse, tenor of discourse, and mode of discourse. Because the meaning that will be carried out consists of various modes, the theory of multimodality is used as a reference in dismantling the meaning of the signs shown in this film (Hermawan, 2013). The data collection technique used observation and interview.

The author uses data analysis techniques by observing the film "*Something Old, New, Borrowed and Blue*" by watching and observing every scene and shot in that film through the official Cinesurya youtube account. The next step is to choose a *scene* or *shot* in "*Something Old, New, Borrowed, and Blue*" related to patriarchal representation. The representation in question refers more to how a person, idea, and a certain group and opinion are shown in the mass media (Yusanto, 2020). Then make a chart composed of the time, the scene shot, and provide clear explanations so that it becomes easier to understand. Once arranged, an analysis of signs, sounds, and images carried out using social semiotics to find a representation of patriarchy in the film "*Something Old, New, Borrowed and Blue*". The next step is to verify the results of the analysis and then draw conclusions.

Critical review

The author researched patriarchal cultural representations in the film "*Something Old, New, Borrowed and Blue*" using the MAK Halliday social semiotic method. The author chooses nine scenes that show signs of patriarchal culture seen from the categories of male superiority, *sex roles*, and status. The nine scenes are then analyzed through the field of discourse (how the participants view the phenomena that occur in the text produced), tenor of discourse (how the interactions between participants are seen from the nature, position, and role) and mode of discourse (how signs play a role in a text).

Field of Discourse

The first scene in the film "*Something old, New, Borrowed and Blue*" is a densely populated village. Seen the distance between houses is very narrow. The road only can be passed by motorbikes and pedestrians. The primary consideration for the director in choosing this setting is the consideration

of visual aesthetics. In addition, the condition of the people in urban villages reflects most people in big cities, where people who live in urban villages still carry the nature of rural communities that have close family ties. In terms of spatial layout, urban settlements also have the characteristics of buildings that do not have planning, so they tend to be irregular (Heryati, 2011).

In addition to the urban setting, the director presents a traditional Javanese wedding ceremony as the background of the story. In his interview with the researcher, Mouly Surya as the director found it ironic to see that patriarchal culture is still thick in the social life of Javanese society. However, he said it was all based on his point of view. The choice of Javanese custom is inseparable from the background of the director who has Javanese blood and the environmental conditions where the director lives, namely in Jakarta, where the Javanese are the majority.

Another thing that is very dominant in the background in this film is the presentation of Salawat asyghil as a background sound for the arrival of the groom who uses Javanese customs in the middle of a city village. Based on several references, Salawat asyghil has the virtue sought the Salawat and peace be upon the Prophet, his family, and friends also aim to appeal to Allah that the Muslims be saved from the evildoers.

Javanese Muslim families who live in urban villages are the main background of the storyline in this film. The selection of the three is based on the urban village community still holding tightly to their ancestral culture. The condition of intermingling between communities creates emotional closeness so that someone does not follow the habits carried out in their environment, he/ she will become the subject of public discussion. Islam, as the majority religion in Indonesia, is a representation of the reality that exists in the urban village community this moment. Some of these things are factors where the tendency of the urban village community still holds their culture strong.

According to the author, the main message related to patriarchal culture in this film lies in the dialogue between mother and child. Mother's message that women must obey what their husbands say and so on, clearly strengthens the domination of men over women. The role of the mother in the film advising her child is a representation of mothers in Javanese society who still adhere to the principles where women must 'serve' men. In general, women in Javanese culture are known as "kanca wingking (back friends)" which means that women are synonymous with "cooking, macak and manak" (cooking, dressing up, and giving birth). In addition, women are also assessed as "garwa" (soulmate) which shows that women are part of men or their husbands (Wulandari, 2006).

Javanese culture is a culture that has many teachings about the concept of a real woman. The notion of true women in Javanese culture is contained in ancient literary works in the form of traditional puppet stories and in modern Javanese cultural literature. As an example, in Serat Panitisastra:

Sepining garwa tan darbe / suta sepi satuhul/.../ a wife feels useless if she doesn't have children, it will be empty/.../

This ancient Javanese literary work contains that woman are seen only from their function, namely as a reproductive function or the ability of a woman to give birth to a lineage, especially giving birth to a boy who upheld in Javanese culture (Budiati, 2010).

Evidence of the teachings originating from these ancient literary works with explanations about women in Javanese culture creates stereotypes of people's thinking (Javanese) about the position of women who are always subordinated and must always be submissive to men (submissive).

The author also analyzes the meaning of the signs in the Javanese cultural wedding celebration process shown in this film. The first is the scene of the Panggih ceremony, which is a

procession where the prospective groom comes to the bride's house and then stops in front of the bride-to-be's house. This prospective groom did not come alone but came with his entourage with two men and two women who brought *twin of mayang* (twin of mayang) (Rahayu, 2020). The ceremony is an identical ceremony with twin of mayang and is a characteristic of Javanese cultural weddings. Twin of mayang is a group of leaves that are attached around the banana midrib that has been cut. Twin of mayang is a symbol of prayer and hope from the family towards the course of a marriage. In this marriage, it is hoped that the bride and groom will be able to protect each other, hold back anger, maintain good manners and be able to think long about-facing problems in life. In addition, the coconut leaves in the Twin of mayang are symbolized as protectors from danger, there are no obstacles when having a family, and there is loyalty and harmony in the family. In Javanese culture, the Twin of mayang is named Dewandaru and Kalpandaru. The twin of mayang is believed to be on loan from the gods and must be returned after the wedding ceremony is completed by being thrown away or washed away (Tumpi, 2015).

In the author's analysis of the meaning of the marriage ceremony process, the author does not see that the meanings of the wedding ceremony lead to the domination of men over women. Precisely the meanings of these ceremonies contain togetherness, mutual respect between husband and wife, long thinking in facing the journey of life, loyalty, and harmony in the family. Based on the references that the authors found related to the meaning of Javanese traditional wedding ceremonies, the authors found teachings that were contrary to the advice conveyed by mothers to their children.

Tenor Analysis

Here Javanese culture dominates the entire film scene. Javanese customs become the primary setting of the storyline. Mother and daughter characters are come to be the primary roles in this film. The process of the Java traditional marriage ceremony is the background of Javanese cultural identity. It corresponds with scenes that represent Javanese cultural marriage ceremonies.

The interaction scene of a mother advising her child that women should be queens in the living room, be a cook in the kitchen and be a prostitute for her husband in the bedroom is successfully displayed through the strong characterization of mother and child. Christine Hakim looks very soulful when she advises her child. Her intonation, expressions, and gestures that indicate affection for her children are seen through the collaboration between camera angle, frame size, and lighting.

Likewise, the expression and gesture of the daughter when interacting with the mother, her respectful and polite attitude is visible. Some of the daughter's looks showed disapproval of the statements made by the mother, but her daughter tried to smile and respect the mother. This attitude represents Javanese society, where children must be devoted to their parents, especially mothers. The mother's advice to her daughter is about her daughter's obligation to her husband which represents the three elements of patriarchal culture, namely that men have superior characteristics, higher status than women, and women as sex roles.

Mode Analysis

The director chose Javanese culture as the background of the storyline in this film. The selection of urban village locations is shown through several combinations of camera angles so that the visuals of urban villages can be seen clearly in the film. The use of asyghil Salawat background is presented by considering the position of the camera to the sound source. The sound of the Salawat came from the mosque's loudspeaker next to the bride's house. When the bridal group is still far from the bride's house, the volume of the Salawat is low, when the angled camera shows a close-up of the

loudspeaker, the Salawat sounds loud. The setting of the Salawat volume as the back sound presents real atmosphere of reality, where the camera's point of view seems to represent the position of the audience. When the camera's point of view is far from the loudspeaker, the volume of the Salawat sounds small, but when the camera's point of view is close to the loudspeaker, the volume becomes louder. According to the author, this can increase the audience's intensity with the scenes presented.

If analyzed through the *Mise en scene*, the setting of this film shows a Javanese Muslim culture who lives in urban villages. The director uses these three background elements to legitimize the current reality. This setting is a representation of space and time to provide information to the audience as the main message conveyed in this film, namely the patriarchal culture which is still firmly held by Javanese people.

In terms of make-up and costumes, this film uses bridal make-up and Javanese traditional wedding ceremony wardrobe. The camera angle is used visually as a reinforcement of the background displayed as a whole. Framing Close Up, Medium Close Up show the make-up and wardrobe of the Java traditional bride in detail. The atmosphere of the environment can be displayed quite clearly to the audience by selecting the camera angles in Full Shot. The camera angle in this film uses the angle level position. The writer sees the director positioning the audience as a third party, which is not actively involved in these scenes. As we know, a level angle camera means that the audience becomes an observer only. The selection of various kinds of framing while keeping the camera angle at a level angle position, positioning the audience as connoisseurs of scene after scene in this film. The lighting shown in this film is used to create the mood for the atmosphere that was happening at that time. A religious and formal ritual atmosphere is supported by visualization with lighting with a natural concept. Key light and fill light are used for the focus of the scene, especially in the mother and child scene. The lighting in this scene is considerate in directing the points of interest on the objects displayed, namely the mother and child who are having a dialogue. In case the expressions of the mother and child are visible.

Conclusion

The writer's analysis shows that the film "Something Old, New, Borrowed and Blue" represents a patriarchal culture that is still very strong in the Javanese Muslim urban community. Through the three elements of social semiotics from Halliday and Hasan, the author concludes that in the field of discourse, the meaning of Javanese traditional wedding ceremony rituals does not explicitly explain the position of men as superior compared to women. Precisely the meaning contained in the Java traditional ceremony teaches about togetherness, harmony, mutual respect between husband and wife, and mutual support between the two.

Patriarchal culture is seen explicitly in the tenor of discourse, where the mother conveys her 'doctrines' to her daughter about how a wife should behave towards her husband.

Through the mode of discourse, the writer sees that the director tries to present the scene by considering the *mise en scene* in detail. The selection of Javanese cultural background, with the location of urban villages, was then revealed by the director through the choice of make-up, wardrobe, property, all of which support Javanese cultural identity very clearly. Technically, framing and camera angles are supported by lighting with a natural concept, positioning the visuals as supporting messages for the powerful patriarchal culture in society, especially the Javanese in Indonesia.

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The Influence of Information on NEXCARE Indonesia Instagram Account Towards the Masks Purchasing Decision as A Prevention of Covid 19 Contagion

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Abstract

During the Covid 19 pandemic, people used Instagram to find information about the transmission of the Covid 19 virus. Nexcare Company provided information about Covid 19 and the use of masks on Instagram @nexcareindonesia. Instagram is used to reach audiences widely and effectively. The research objective was to see the effect of social media information from Instagram @nexcareindonesia for purchase decision masks as prevention of transmission of Covid 19. In this study the independent variable is information, and the dependent variable is purchase decision. Dimensions variable information is accurate, on time, completeness, and conformity. This study uses Instagram followers @nexcareindonesia as respondents. Data collection using a random sampling technique. The research method uses quantitative. Quantitative is applied to test the relationship or correlation between two variables to describe the involvement of social media information Instagram @nexcareindonesia on mask purchase decisions. In knowing the power of predictions in seeing the causality relationship using simple linear regression analysis. The results showed there was a positive influence on social media information @nexcareindonesia towards purchase decision of masks as an effort to prevent the transmission of Covid 19.

Keywords: Information; Instagram; purchase decision

Introduction

The Covid 19 virus started in Wuhan, China on December 31, 2019. It was recorded that on March 2, 2020, the Covid 19 virus had infected 90,308 people. Covid 19 is a positive RNA virus that infects respiration. Starting with common symptoms of fever, cough, difficult breathing, and meeting directly with an infected patient is a diagnosis of coronavirus disease. Testing is done by doing a throat and airway swab (Yuliana, 2020). According to the data On November 2, 2020, the total number of positive cases of Covid 19 in Indonesia was 415,402 people. Having recovered patients was recorded as many as 345,566 people and the death toll was 14,044 people (Kemenkes RI, 2020b).

One of the first steps taken by the Indonesian government was to implement social distancing and health protocols in the community. The application of social distancing is positioning yourself apart from other individuals at least 2 meters, not interacting directly, and staying away

from crowd activities (Buana, 2017). According to the statistical report, We Are Social Indonesia in January 2020, the total population in Indonesia reaches 272.1 million. Indonesia has 338.2 million mobile phone users. There is an increase in the number of internet users to 175.4 million people who are actively using the internet. Thanks to the development of the internet in Indonesia, the number of active social media users has reached 160 million (Kemp, 2020).

Looking at social media users who have reached 160 million researchers analyzed social media Instagram @nexcareindonesia. Nexcare Indonesia is currently expanding the market seeing the need for masks reach 40% Nexcare seeks to provide information and use masks in the community (Aziliya, 2017). Instagram @nexcareindonesia contains several contents regarding marketed products such as masks. Nexcare's concern makes 3M's brand stand out appeals to the use of masks. Messages on Instagram @nexcareindonesia convey that the products issued by Nexcare are under the health protocols set by the government. According to the Indonesian Ministry of Health, the rules for the types of masks set by the Indonesian Government based on WHO recommendations are three, including N95 masks, cloth masks, and surgical masks. The three types of masks have rules for use, namely, it is recommended for medical personnel to use N95 masks and COVID-19 patients to use medical masks. The use of cloth masks is only used for 3 hours of use (Kemenkes RI, 2020).

Public decisions as consumers are often influenced by information in the media. The media is one source of information that can be obtained by the public to obtain events that occur. Instagram Nexcare Indonesia is @nexcareindonesia which contains information on Nexcare products. The @nexcareindonesia account also educates followers about Covid 19 by using masks. One of the messages conveyed in the Instagram account is for people to wear masks. During the pandemic, there was also an increase in the number of mask sales, which was 200 percent of the total purchases on online sites. Therefore, the researcher intends to work on a study entitled " The Influence of Information on Social Media Instagram Nexcare Indonesia Towards the Masks Purchasing Decision as a Prevention of Covid 19's Contagion".

Literature Review

Communication

According to Hovland in Effendi (2009) communication is a process to influence one's behavior. Shannon and Weaver argue that in communication there are various forms of conveying messages by interacting with each other which aims to influence between individuals through verbal and nonverbal communication such as gestures, paintings, and technology (Wiryanto, 2004:5).

Information

Estabrook in Yusup and Subekti (2010:1) Information is a decision that has been determined based on the phenomenon that occurs. The character of information according to Aimsyah (2003:316) the value of the quality of information is determined by four things:

1. Accurate
Accuracy is defined as the delivery of correct information with a clear amount of information during the process and at an unbiased level of information.
2. On-time
The information produced is timeless so that the information is timely or by the development of information in the community.
3. Completeness
The information generated provides integrity. When the information is not complete, it will have an impact on the decisions taken. Affects the ability to solve problems.

4. Conformity

The usefulness of information to recipients as solutions that solve problems or provide information according to the needs of information seekers.

Social Media

In Van Dijk's (2013) statement, social media is a media that aims to provide facilities for users to show their identity when they are on the move or interact with other users. Social media as a forum for building social relationships in the form of online media (Nasrullah, 2020:11)

Instagram

Instagram comes from the term "instant" which displays photos instantly. The term "telegram" is a way of quickly sending information to other people. Instagram from a combination of instant and telegram which has the advantage of sharing information with fast reach in the form of uploaded photos (Sari, 2017).

Purchase Decision

Sumarwan (2015) describe the decision behavior of having two or more choices when deciding to buy. Hobson's choice is a parable when the choice is not determined by the individual. The buying decision according to Firmasyah (2018) is a problem-solving process in choosing according to the will of the individual arranged in several stages of making a purchase decision:

1. Introduction to Problems
Finding problems faced by consumers, needs are grown by internal or external stimuli that affect consumer thinking.
2. Information Search
Consumers are moved to find facts about what they want in active and passive forms and internal and external. Internal sources come from the memory thoughts that consumers have. While external through personal sources, free sources, advertising marketing sources, direct experience sources, and trendy sources.
3. Alternative Evaluation
Alternative evaluation is done through two stages of pricing and evaluation based on its purchase. Then collect, simplify choices, and conduct evaluations.
4. Purchase Decision
Individual attitudes determine the decision to buy a product and feel interested.
5. Post-purchase Behavior
When making a purchase there is a level of satisfaction that affects repeat purchases and affects other parties about the image of the product being sold.

Research Methods

In the study applied by the researcher, the method used was quantitative research. Quantitative method is research that comes from the philosophy of positivism with data analysis that applies statistics. Quantitative research is value-free research with neutral and objective characteristics with scientific characteristics (Sugiyono, 2018). Quantitative is taken by researchers to see the effect that occurs based on objectivity and structured measurements. This study uses two variables, namely the independent variable (information) and the dependent variable (purchase decisions). This study aims to examine the relationship or correlation between two variables, namely, to describe the involvement of social media information Instagram @nexcareindonesia mask purchasing decisions.

Scale measurements are carried out using a Likert scale. Social incidence is measured using a scale to be measure individual behavior, opinions, and thoughts. The application of social events is decided through research variables. The indicator variable will describe the measured variables. The starting point of the instrument preparation parameters is in the form of statements or questions (Sugiyono, 2018).

According to Sugiyono (2018) population is a grouping in research in the form of objects or subjects in the form of certain characteristics to be observed and concluded. The population under study is the followers of Instagram @nexcareindonesia, which is 17,600 followers. The sample collection applies a simple random sampling technique (simple random sample). Siregar (2018) says that simple random sampling is the collection of samples is done randomly in the population by giving the same possibility in answering. Research samples were taken using Instagram followers @nexcareindonesia.

Results and Discussion

Method Successive Interval (MSI)

Researchers transformed ordinal data into data in the form of intervals before processing the data using regression. Ordinal data obtained by researchers through an online questionnaire in the form of Google Form. Then it was changed using the Method of Successive Interval (MSI) in Microsoft Excel (Ms. Excel).

Successive Interval								
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total X
3.771	2.212	3.215	3.717	2.059	3.934	4.765	3.370	27.043
3.771	2.212	2.063	2.588	2.059	3.934	3.454	2.202	22.284
3.771	3.332	2.063	2.588	4.478	3.934	3.454	3.370	26.991
3.771	3.332	3.215	3.717	3.159	3.934	3.454	3.370	27.953
3.771	3.332	3.215	3.717	4.478	3.934	4.765	4.685	31.897
3.771	4.631	4.524	3.717	4.478	3.934	4.765	3.370	33.189
3.771	4.631	4.524	4.959	4.478	3.934	3.454	4.685	34.437
3.771	2.212	3.215	3.717	3.159	2.802	3.454	3.370	25.701
3.771	3.332	3.215	3.717	3.159	3.934	3.454	3.370	27.953
3.771	3.332	3.215	3.717	3.159	3.934	2.294	2.202	25.624
3.771	2.212	3.215	2.588	3.159	3.934	2.294	3.370	24.544
2.478	2.212	2.063	2.588	3.159	2.802	2.294	2.202	19.799
5.163	4.631	4.524	4.959	4.478	3.934	4.765	4.685	37.139
5.163	4.631	4.524	4.959	4.478	5.206	3.454	4.685	37.101
3.771	4.631	3.215	4.959	4.478	3.934	3.454	3.370	31.813
2.478	2.212	4.524	4.959	4.478	5.206	4.765	4.685	33.308
3.771	3.332	3.215	3.717	3.159	3.934	3.454	2.202	26.785
3.771	3.332	3.215	3.717	3.159	3.934	3.454	3.370	27.953
3.771	3.332	4.524	3.717	4.478	3.934	3.454	3.370	30.580
2.478	2.212	2.063	2.588	3.159	2.802	3.454	2.202	20.960
5.163	1.000	4.524	4.959	4.478	5.206	4.765	4.685	34.781
3.771	3.332	4.524	4.959	4.478	3.934	4.765	3.370	33.133
2.478	3.332	2.063	3.717	3.159	3.934	3.454	2.202	24.340
5.163	3.332	3.215	3.717	4.478	2.802	3.454	2.202	28.363
5.163	3.332	3.215	3.717	3.159	3.934	4.765	4.685	31.970
5.163	4.631	4.524	4.959	4.478	5.206	4.765	4.685	38.411
5.163	4.631	4.524	4.959	4.478	5.206	4.765	4.685	38.411
3.771	4.631	3.215	4.959	4.478	2.802	3.454	4.685	31.996
5.163	3.332	3.215	4.959	4.478	2.802	4.765	3.370	32.084

Figure 4.1. Results Variable (X) of Information

Successive Interval									
Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Total Y
4.569	4.177	4.004	3.407	4.601	2.709	2.677	3.322	2.364	31.831
3.185	2.824	1.855	2.619	2.748	2.709	2.677	2.504	2.364	23.485
4.569	4.177	4.004	4.437	3.553	2.709	2.677	3.322	4.634	34.082
3.185	2.824	1.855	4.437	3.553	3.555	3.458	3.322	4.634	30.822
3.185	2.824	4.004	2.619	3.553	2.709	3.458	1.782	2.364	26.498
4.569	4.177	4.004	4.437	4.601	4.570	4.473	3.322	4.634	38.787
4.569	4.177	4.004	3.407	3.553	3.555	3.458	3.322	4.634	34.678
4.569	2.824	2.690	1.837	1.930	2.709	3.458	2.504	4.634	27.155
3.185	2.824	2.690	3.407	2.748	2.709	3.458	2.504	3.314	26.838
2.292	1.923	1.855	3.407	3.553	2.709	3.458	3.322	4.634	27.151
2.292	2.824	4.004	2.619	2.748	3.555	1.854	3.322	2.364	25.582
3.185	2.824	2.690	1.837	2.748	2.709	2.677	3.322	3.314	25.307
4.569	4.177	4.004	4.437	4.601	4.570	4.473	4.448	4.634	39.913
4.569	4.177	4.004	4.437	4.601	4.570	4.473	4.448	4.634	39.913
4.569	4.177	4.004	4.437	4.601	3.555	3.458	4.448	4.634	37.883
4.569	4.177	4.004	4.437	4.601	4.570	4.473	4.448	4.634	39.913
4.569	2.824	1.855	2.619	2.748	2.709	2.677	3.322	3.314	26.638
2.292	1.923	2.690	2.619	2.748	1.832	2.677	2.504	2.364	21.650
4.569	4.177	2.690	3.407	3.553	3.555	3.458	4.448	4.634	34.489
4.569	4.177	4.004	2.619	2.748	2.709	2.677	2.504	4.634	30.641
4.569	4.177	4.004	4.437	4.601	4.570	4.473	4.448	4.634	39.913
4.569	4.177	4.004	4.437	4.601	4.570	4.473	4.448	4.634	39.913
3.185	2.824	2.690	1.837	1.930	1.832	2.677	3.322	2.364	22.663
4.569	4.177	4.004	2.619	3.553	4.570	4.473	2.504	4.634	35.102
3.185	2.824	2.690	3.407	3.553	3.555	2.677	3.322	3.314	28.527
4.569	4.177	4.004	3.407	3.553	3.555	2.677	4.448	4.634	35.023
4.569	4.177	1.855	4.437	3.553	4.570	1.854	2.504	2.364	29.882
3.185	4.177	4.004	4.437	2.748	3.555	4.473	4.448	3.314	34.340
3.185	2.824	4.004	4.437	3.553	3.555	4.473	4.448	4.634	35.112

Figure 4.2. Results Variable (Y) of Purchasing Decision

Classic Assumption Test

A. Normality Test

Table 4.1 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	298	
Normal Parametersa, b	mean	.0000000
	Std. Deviation	4.47203746
Most Extreme Differences	Absolute	.033
	Positive	.022
	Negative	-.033
Statistical Test	.033	
Asymp. Sig. (2-tailed)	.200c,d	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research result (2021)

Table 4.1 shows that the amount of data generated results in a normality test of 0,2. So that in the normality test it is proven by $p > 0,05$, namely $0,2 > 0,05$. This means that the data is normally

distributed.

B. Heterokedasticity Test

Table 4.2 Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.854	1,245		4.704	.000
	Information	-.068	.037	-.106	-1,831	.068

a. Dependent Variable: abres

Source: Research result (2021)

In **Table 4.2** with the Glejser test, the results show that the Sig value of each variable for abres is above 0,05 specifically $0.068 > 0.05$, which means that the data is free from heteroscedasticity symptoms. It was found that there was a balance of variance between the variables which stated that the effect of information on purchasing decisions did not occur in heteroscedasticity.

Correlation Coefficient

Table 4.3 Correlation Coefficient Results

Correlations			
		Information	Buying decision
Information	Pearson Correlation	1	.584**
	Sig. (2-tailed)		.000
	N	298	298
Buying decision	Pearson Correlation	.584**	1
	Sig. (2-tailed)	.000	
	N	298	298

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

Source: Research result (2021)

The results of the correlation table 4.3 explain that the relationship between information and purchasing decisions is said to be positive at 0,584. Positive value when the relationship between the two variables is unidirectional, meaning that when the information presented by @nexcareindonesia increases, the decision to purchase masks increases. Conversely, if the information presented by @nexcareindonesia is smaller, the decision to buy masks will be even smaller. So that the resulting decision between the information variable and the purchasing decision variable correlates.

Coefficient of Determination

Table 4.4 Results of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584a	.341	.339	4.47959

a. Predictors: (Constant), Information
b. Dependent Variable: Purchase Decision

Source: Research result (2021)

The statistical results in table 4.15 show that the Adjusted R Square value is 0.339 or 33.9%. This means that the independent variable affects the dependent variable by 33.9%. The rest comes from other variables that are outside the model. So that there will be a change in the variation of the purchase decision variable if it is caused by a change in the Nexcare Indonesia Instagram information variable.

Simple Linear Regression

Table 4.5 Simple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,790	2,109		5.116	.000
	Information	.782	.063	.584	12,379	.000

Source: Research result (2021)

A constant value of 10,790 explains that when the information variable is stated constant (0), then the consistency of the value of the purchasing decision variable is 10,790. The regression coefficient of 0,782 indicates that if there is an increase in information by 1%, there will be an increase in the increase in purchasing decisions by 0,782. The regression coefficient on the information variable has a positive influence on purchasing decisions, it will increase in the same direction of 0,782.

T Test

Table 4.6 T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,790	2,109		5.116	.000
	Information	.782	.063	.584	12,379	.000

a. Dependent Variable: Purchase Decision

Source: Research result (2021)

Based on table 4.6, the results in columns t and sig show that the information variable Instagram @nexcareindonesia has a significant effect on the decision to buy masks. The results of the analysis that the value of Sig on Information is 0,000 or less than 0,05 (Sig <0.05), which means that this variable affects purchasing decisions. The t value is 12,379 while the t table value is 7,4. It is concluded that then H0 is rejected, and Ha is accepted. The hypothesis concludes that

there is an influence of information on social media Instagram @nexcareindonesia on the decision to buy masks $t_{hitung} \geq t_{tabel}$ in amount of 12,4 \geq 7,4

Conclusion

Based on data analyzed in the study "The Influence of Social Media Instagram @Nexcareindonesia on Mask Purchase Decisions Decision to Purchase Masks as an Effort to Prevent the Transmission of Covid 19. Conclusions were drawn based on the results, namely Instagram @nexcareindonesia information had a positive and significant influence on the decision process for buying masks. It is proven that every increase of information in @nexcareindonesia Instagram account will affect the purchasing decision of masks by 0.782. In addition, the purchase decision variable is influenced by the existence of an information variable of 33.9% from the determination test so that it is found that the two variables have a contribution and influence on each other.

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I'm Lonely: Loneliness Leads to Smartphone Addiction and Cyber Bully Among Youths?

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Abstract

Loneliness can be categorized as a feeling caused by identity crisis during adolescence. During this time, loneliness is encountered, but not as a disease. Youths regularly access social media using smartphones, which have become one of the irreplaceable components of our lives, to reduce feelings of isolation. Cyberbullying is an intentional online act of hurting, embarrassing, or humiliating another individual through electronic media. This paper is to explore whether loneliness can influence smartphones addiction and cyberbullying among youth. By using a quantitative approach, a total of 400 youths in Selangor, Malaysia was selected to be the respondents of this study by using a multi-stage cluster sampling. A supportive environment that can reduce cyberbullying activities should be developed by all relevant parties, including parents, teachers, educators, and all members of virtual communities. Parental supervision is highlighted, and it is hoped that loneliness, smartphones addiction and, cases of cyberbullying among youth can be minimized.

Keyword: Loneliness; Smartphones Addiction; Cyberbullying; Effect; Youth

Mobile Phone Usage, Sleep Quality, and Life Satisfaction Among University Students in Malaysia

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Abstract

Life satisfaction is a cognitive evaluation on one's life, ranging from positive to negative. This study aims to determine the relationship between mobile phone usage, sleep quality, and life satisfaction among university students in Malaysia. Sample of this study was 463 university students from National University of Malaysia (UKM) and University Putra Malaysia (UPM), age between 18-30 years old. Sample was chosen using snowball technique. Instruments used for this study are Satisfaction with Life Scale (SWLS), Test of Mobile Phone Dependence (TMD), and Cleveland Adolescence Sleep Questionnaire (CASQ). Data was collected using an online self-administered survey questionnaire. Statistical Package for Social Sciences (SPSS) was used to analyse the data. Pearson correlation was used to describe relationships between the three variables. In determining the predictor of life satisfaction, multiple regression was conducted to determine which factors contribute most to life satisfaction among university students. The result shows that mobile phone usage contributed positively amounting to 21.3% of students' quality of life ($\beta = .213$; $p < .05$) and sleep quality contributed negatively to 36.9% of students' quality of life ($\beta = -.369$; $p < .05$). Majority of university students, who participated in this study are having an average level of satisfaction with life. These results showed that, being a young adult and university students at the same time, decreases their perception on how they feel and evaluate on life satisfaction.

Keywords: Mobile phone usage; Sleep quality; life satisfaction; university students

The View Point of Klang Valley's Community on the National Transformation Policy: A Failure or Success Story?

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Abstract

National Transformation Policy (NTP) was one of the major policies introduced by the sixth PM, Dato Seri Najib Tun Razak (2009-2018). The policy started in 2011 and planned to execute until 2020 under the Tenth and Eleventh Malaysian Plan. The policy aimed at taking Malaysia out of the middle-income trap and drive the country to be a high-income economy by 2020. Few studies and official annual reports highlighted the success and positive achievement of various programmes under the transformation policy. However, how the community, especially the urban community perceived the programmes? Did the community aware of all the offered programmes? Were all the programmes delivering well to the target group? Identifying the community's opinion on any policy is crucially important as part of assessing the policy delivery and implementation. Whilst the policy ended with the end of *the Barisan Nasional* government, the assessment of the policy remains important for a policy lesson. This paper aims to share some viewpoints of *the Klang* Valley community towards the 16 programmes under the NTP. This study was conducted in 2018 involved two phases of data collection i.e., six interviews and a survey using questionnaires with 450 respondents from four districts of Klang Valley. The data shows that some community received well some programmes, whereas a significant number of respondents were not aware of the existence of some of the programmes. Despite having some good programmes, the government might fail to fully utilise the government machinery to reach the community in delivering the programmes.

Keywords: Community, Klang Valley, Middle-income trap

Issues and Challenges in Evaluating Community Impact Study on Knowledge Transfer Program: Researchers' Reflection

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Abstract

Knowledge Transfer Program (KTP) is Malaysian government's initiative to transfer the required skills and knowledge from higher education institutions to the community. Evaluation of the KTP is part of the agenda to examine the impacts of the KTP on society. This study is among the pioneer researchers to analyze the issues in conducting the community impact study. The study adopted qualitative research design using researcher's reflexivity approach. A total of 16 KTP communities' projects for the first rolling (2011 – 2013) were examined. The findings indicate that there are five core issues that emerged through the reflexive process of conducting the study. They include absence of database, timeframe, multiple beneficiaries, and poor assessment of community needs. These issues equally are important for stakeholders, researchers, and practitioners. Few recommendations are also put forward to improve the community project evaluation in the future.

Keywords: Knowledge Transfer Program (KTP); community impact study; social innovative community; reflective approach

The Ordinary World of Drug Addicts: A Case Study Among Ex-Drug Users in Negeri Sembilan, Malaysia

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Abstract

The addiction recovery journey of each individual is different. Thus, this study is designed to explore and understand the ordinary world of drug addicts by indulging into the real-life experience among survivors (ex-drug users). Specifically, this study is aimed at identifying the socio-demographic background of the informants and explore the real lives of drug addicts and their turning point on beginning the recovery process journey. This study adopted The Hero's Journey by Joseph Campbell (1987) as an exploration guide to understand the recovery journey process through 10 steps of personal transformations. However, this paper only scrutinized step-1 and 2 namely, The Ordinary World and Call to Adventure. Step-1 described the normal life such as one's norms, conditioned beliefs, and behaviors. Meanwhile, step-2 explained one's conflicts or challenges that makes them begin the recovery journey. A total of 8 informants participated in this qualitative case study where the data was collected by using an in-depth interview. Result shows that substance use among informants started during adolescence to early adulthood where peer influence is the main causes of this drug-seeking behavior. Moreover, majority of the informants were former users of cannabis and syabu. Meanwhile the reason of the transformation process from step-1 to step-2 varies for each informant. Some of them got a quick Call of Adventure but some took longer as in more than 5 years. The psychological and behavioral triggers that drive informants to change or start the recovery journey process as it does not only affect the informants themselves, but also affect the family bonding and relationships. Issues as divorce, fights and even involved with criminal activities making informants to start a new life journey. Overall, based on this case study, it is crucial to understand the addict's world, factors influenced drug-seeking behavior and environmental changes that can be used to identify and form an appropriate prevention program among youth as early as primary school level to curb the spread of drug addiction particularly among youngsters.

Keywords: Drug Addicts; Behavior; Youngsters

Turn Up the Volume: Community Empowerment During Covid-19 Through Music Connections

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Abstract

The Covid-19 pandemic has certainly brought everyone into unprecedented times and unto an indefinite future. While many are enduring the challenges during this period, there are still many struggling to cope. Physical, emotional, psychological, and mental issues as well as health, domestic, and social problems arise adding possible threats and worry for the community. For the past year and a half, it has been a grim and forbidding situation for communities around the world. Empowerment is related to confidence and ability of making one's own decisions and to do things for oneself, but the scale and impact of the Covid-19 virus has forced us to restrict our movements, restrain us from carrying out our normal activities, disallowed physical affection, and blocked us from being natural social creatures. This will possibly lead to feelings of discouragement or disempowerment. This paper shall look into the theory of social connection into increasing empowerment in the community and how this can be achieved through music during Covid-19 pandemic lockdowns and restrictions. It will include observations of music activities carried out on online platforms and online social media by various online communities. By examining the methods, music genres, approaches, modes, and context of presentations, these will give an overview of the current forms of social connections made through online music making activities in pursuance of community empowerment.

Keywords: Covid-19; music; empowerment; social connection; social media

Empowering a Community of Learners: Qualitative Case Study of SEBARU, Bintulu, Sarawak

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Abstract

This study examined the patterns of a school management practices on empowering a community of learners of SMK Baru Bintulu (SEBARU) in an educational computer environment. Rogoff's Sociocultural Theory and the three foci of analyses were utilized in this study. A multi-method case study design was employed to identify the patterns of management of students as community of online learners via an extra-curricular activity unique to the students of SMK Baru, Bintulu, Sarawak. Seven dominant interaction patterns related to socioculturally appropriate-management interactions of school children were examined. Factors facilitating and inhibiting the management interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with SEBARU schoolteachers and the secondary school children. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view of children's understanding as community of learners within an educational computer environment.

Keywords: Community of learners; Sociocultural analyses; SEBARU students; Management interactions; online learning; qualitative case study

Community and the Empowerment of Support: A Case Study of the Management of SEBARU and SK(A)MIS, Bintulu Online Parent-Teacher Associations (PTA) Annual General Meetings

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Abstract

This study focussed on the phenomena of support on the management on empowering Parent-Teacher Associations (PTA) of SMK Baru Bintulu (SEBARU) and SK(Agama) Majlis Islam Sarawak in an online computer environment of annual general meeting (AGM) sessions. A methodological tool of Rogoff's Sociocultural Theory and the three foci of analyses were utilized in this study. A multi-method case study design was employed to identify the patterns of management practices of both teachers and parents as support communities of online participants of two respective AGMs of SMK Baru, Bintulu, and SK(Agama) Majlis Islam Sarawak, Bintulu, Sarawak. Four dominant interaction patterns related to socioculturally appropriate-management practices and interactions of school and teacher's support were examined. Factors facilitating and inhibiting the empowerment of the management practices and interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with SEBARU and SK(A)MIS schoolteachers and the parents of the school children. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view of the empowerment factors in managing and practice of support from communities and school management entities.

Keywords: Community support; Community empowerment; sociocultural analyses; SEBARU and SK(A)MIS Bintulu; Management interactions; qualitative case study

Empowering a Community of Change: A Case Study on the Perceptions of Readiness of Educators on TS25 Implementation in Bintulu, Sarawak

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Abstract

Change and empowerment involved intertwined factors of perceptions and practices. This study investigated the perceptions of their readiness levels of SMK Baru, Bintulu's educators in relation to the implementation stage of TS25 programs and activities. 65 teachers and school administrators were involved in a survey on gauging their perceptive views on the TS25 programs scheduled to be implemented in the year 2021 onwards. Rogoff's Sociocultural Theory and the three foci of analyses were utilized to examine the multiple views and various dimensions of the respondents' perceptions. A multi-method case study design was employed to identify the relationships between knowledge, attitude and practices of both teachers and school administrators on TS25 implementations. Two dominant patterns of perceptions related to socioculturally appropriate knowledge management practices and the school and teacher's infrastructural supports were examined. Factors facilitating and inhibiting the empowerment of the knowledge management practices were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with SEBARU schoolteachers. The conceptual model of Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view of the empowerment factors in managing knowledge and practice of change needed in supporting the implementation of TS25 programs.

Keywords: Community of change; Readiness perception; Sociocultural analyses; SEBARU and SK(A)MIS Bintulu; TS25 implementation

Volunteers as Community Empowerment: A Case of Universiti Putra Malaysia Bintulu Campus Engagement and Communal Impacts in Sarawak

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Abstract

The concept of volunteerism includes an element of empowerment. Previous studies had indicated that the need of a community empowerment may derived from volunteering practices. This study explored the patterns of interactions of collaborative engagements of two schools in Bintulu, Sarawak with Universiti Putra Malaysia Bintulu Campus (UPMBC) in empowering volunteers. In identifying collaborative engagement patterns, Rogoff's Sociocultural Theory and the three foci of analyses were utilized to gauge recurring themes of interactions. A multi-method case study design was employed to identify the patterns of collaborative engagement of student volunteers as community empowerment via an extra-curricular activity of SMK Baru, SK(A) MIS, and UPMBC, Bintulu, Sarawak. Four dominant collaborative engagement patterns related to socioculturally appropriate-collaborative interactions were examined. Factors facilitating and inhibiting the collaborative engagement interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with respondents from UPMBC, SEBARU, SK(A)MIS in Bintulu, Sarawak. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view on the understanding of volunteers as community empowerment within the context of university-community knowledge transfer ecosystem environment.

Keywords: Community empowerment; volunteering practice analyses; school students; communal interactions, qualitative case study

Collaborative Nature of Randau: A Documentation of Intellectual Community Empowerment via RANDAU@UPMKB Initiatives

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Abstract

Universiti Putra Malaysia envisaged to be meaningful knowledge transfer centre for the immediate local and international communities. Randau@UPMKB 2021 was designed to engage the community of learners within the framework of university-community knowledge transfer networks. This study explored the collaborative nature of interactions among the intellectual community of Randau@UPMKB speakers in 2021 at Universiti Putra Malaysia Bintulu Campus (UPMBC), Bintulu, Sarawak. In identifying pertinent collaborative engagement patterns, Rogoff's Sociocultural Theory and the three foci of analyses were utilized to gauge recurring themes of intellectual engagements and interactions. A multi-method case study design was employed. Three dominant collaborative intellectual engagement patterns related to the socioculturally appropriate-intellectual interactions were examined. Factors facilitating and inhibiting the collaborative intellectual engagement and interactions were identified using the application of Rogoff's three foci of analyses and series of semi-structured interviews with respondents from Randau@UPMKB 2021 series. Rogoff's Sociocultural Theory and the three foci of analyses may present a more and thorough view on the understanding of intellectual engagements as community of learners' empowerment within the context of university-community knowledge transfer ecosystem environment.

Keywords: Collaborative interactions; Randau@UPMKB; Community empowerment; Universiti Putra Malaysia, knowledge transfer, qualitative case study

Community Empowerment and Implicit Racial Stereotype Measurement in Malaysia

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Abstract

Previous studies had defined stereotype as a scheme or general knowledge structure associated with the characteristics, attribute, and behaviour of group members. This study examined the socio-culturally appropriate factors determining the diversity in Malaysia which were associated with stereotypical and prejudiced views to describe a particular ethnic group. As discussing sensitive issues such as stereotyping and prejudice in general often give discomfort, this study explored the emergence of implicit measurements as one of the assessment of tools in measuring attitudes towards sensitive social domains. These constructs evaluate spontaneous and automatic representation that cannot be accessed by traditional self-administered questionnaires. Using a Systematic Literature Review approach, this paper focuses on the basic terminology and understanding of the measurement of implicit stereotypes adopted by the society in Malaysia. Recommendations for further research in implicit stereotype measurements and methodological suggestions were also discussed.

Keywords: Community empowerment; volunteering practice analyses; school students; communal interactions, qualitative case study

e ISBN 978-967-2633-50-1



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