

## Ministry of Education on Healthy School Canteen's Management Towards Quality of Life in Malaysia

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### ABSTRACT

School canteen plays an important role and has gained an increasing responsibility concerning the food and nutrient intakes of children and young people. Because of that, it is important and closely linked to have clean and better school canteen for their comfort, get a safe food and increase healthy people towards a better quality of life. Therefore, effective management of school canteens and human health with the enforcement, adoption legislation, non legislation as well as guidelines then ensure a perfect human health to address the problem of food safety in school canteens and cause food poisoning. For the realization of effective and efficient management, the Ministry of Education has taken the initiative to publish the Healthy School Canteen's Management Handbook as guidance and reference to all schools in Malaysia. Daily Self-Check Report on School Canteen is one of school canteen management requirements under the responsibility of the school canteen committee comprising school principals and school canteen teachers. This Self-check report is one of the important strategies to ensure a cleanliness school canteen for a better quality of food.

**Keywords:** Food Hygiene, Healthy School Canteen's Management, School Canteen

### INTRODUCTION

Food should be nourishing and attractive. It must clean and free from noxious materials. These harmful substances may consist of poisonous chemical or chemicals that are harmless in small amounts, but damages in large quantities (Hobbs & Roberts 1987). Hygiene and food safety are main factors in providing appropriate food to obtain a safe food and nutritious food. Food safety can be considered as an important public safety issue. In industrial countries, 30% of the population suffer from a disease caused by food every year. The high incidence of diarrhea cases in developing countries as stated in the World Health Organization (WHO) data have shown that food safety can be considered as a very serious issue (Association of Standards Users Malaysia 2008).

The school canteen plays an important role and has gained an increasing responsibility concerning the food and nutrient intakes of children and young people

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(Rocha et al. 2013). Students are captive customer who is usually incompetent to purchase food from external sources during six hours they are at school (Saidatul Afzan & Hayati 2013). School canteen also the place where students, teachers and school staff buy and consumes their food, and do other related activities. Because of that it is important and closely linked to have clean and better school canteen for their comfort, get a safety food and increase healthy people towards a better quality of life in line with Agenda 21, Chapter 6, the health sector cannot meet basic needs and objectives on its own, it is dependent on a healthy environment, including sanitation and promotion of a safe food supply and proper nutrition.

Food poisoning can be defined as a situation where consuming a contaminated food or ingestion of contaminated food which can cause diarrhea, vomiting, nausea, discomfort, headache, dizziness and abdominal pain (Norhayati 2000; Crosby 1981). According to (Fatan 2005), food poisoning usually caused by food contamination affected by bacteria or toxin bacteria that is happens frequently. Referring to the example that has been stated by Crosby (1981), 45% of all meats and 60% of poultries were contaminated by bacteria that known as *Salmonella* spp. The same bacteria were also found in meat served to the victims in Germany via beef and about 59 persons of the victims get gastro intestinal affected (Hobbs & Roberts 1987). This is also supported by Tartakow & Vorperian (1981), whereby, gastrointestinal infection caused by a variety of toxic agents and bacteria, viruses, protozoa, parasites, fungi and other related causes when a person swallows contaminated food. A foodborne disease caused by lapses in food safety or emerging pathogens has provided vivid reminders that food only nourishes and sustains us, but if handled unsafely, can be a major threat to health and well-being (Carol et al. 2013). A balanced diet needs vitamins, iron, carbohydrates, calcium, protein and others. Students are exposed to a culture of unhealthy foods and health threatening, but it is certainly an impact on students' thinking and the student's performance. In spite of food handlers having the skills and knowledge to handle food safety, yet human handling errors have been associated with the most incidences of food poisoning (Ehiri & Morris 1996). Hence to reduce the risk of cross-contamination, food poisoning and other food borne diseases, serious attention should be given training and supervise food handlers from time to time. Therefore, effective management of school canteens and human health with the enforcement, adoption legislation, non legislation as well as guidelines then ensure a perfect human health to address the problem of food safety in school canteens and cause food poisoning cases.

### **GUIDELINES ON HEALTHY SCHOOL CANTEEN'S MANAGEMENT**

Canteen practically a place where wide activities have been done, comprises of the sale and purchase activities, beverages preparation, food storage, serving and consumption, resting and other leisure activities among students, teachers and school staff. In fact, the function of school canteen is effective promoting food ranging from the primary level to the secondary level of education. The Ministry of Education always concerned about hygiene, safety and quality of all food sold in the

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school canteen premises in Malaysia. Related management and monitoring need to be implemented to enhance the school canteen services further cultivating a healthy and balanced diet among the school community. For the realization of effective and efficient management, the Ministry of education has taken the initiative to publish the Management Handbook as guidance and reference to all schools in Malaysia. Entire chapters contained in this handbook are five chapters, there are Building and Canteen Facilities, Food Handlers, Hygiene Control and Canteen Safety, and School Canteen Management. Daily Self-Check Report on School Canteen is also entire in this handbook and it is one of school canteen management requirements under the responsibility of the school canteen committee comprising school principals and school canteen teachers. This Self-check report is one of the important strategies to ensure a cleanliness school canteen for a better quality of food.

### **DAILY SELF-CHECK REPORT ON SCHOOL CANTEEN**

Based on the Healthy School Canteen's Management Guidelines focusing on school canteen management, there are twelve types of control need to be aware and self-check by school canteen teachers to promote a clean and better school canteen for better quality of life. These twelve types of control as mentioned in list of Daily Self-check Report on School Canteen by Ministry of Health in Healthy School Canteens' Management Guidelines book. All responsibilities are assisted by daily school canteen teachers in order to observe the school canteen every day. Then, the daily school canteen teacher will do weekly reports and submitted to the school principle. The reports will be sent to the District Education Office under the Ministry of Education in Malaysia montly. These report have demerit marks for each of control types that reflected to the food safety status. List of the control types that have been mentioned in this report stated as Food Handlers Clean, Healthy and Appropriate Uniform, Food Handling Practices, Raw Food, Water Supply, Store or Storage and Refrigerator, Tools or Equipments, Toilets and Sink Hand Washing, Dustbin and Control of Insects and Other Animals and other.

#### **Food Handlers Clean, Healthy and Appropriate Uniform**

All food handlers must be healthy and not exposed to any injuries. In other words, food handlers should get typhoid vaccination three times a year and only food handler who had examined the health and well recognized by medical doctor can engage in any works in canteen. This is also stated in Part IV, The Food Hygiene Regulations 2009, respect to food handlers, Regulation 30, that is food handler training and Regulation 31 of the medical examination of food handlers and health conditions. Food handlers need to wear clothing, head scarf, aprons and shoes that are clean and fit also have short claws. Moreover, the application of jewelry, rings, watches and other jewelry should be avoided by food handlers because they can become a breeding ground for germs.

### **Food Handling Practices**

Best practices by food handler is wash hands before handling food or after using the toilet. Take off the apron before when into the toilet, not coughing or sneezing over the food and not directly touch the food by hand. Moreover, washing hands with soap and water is the most convenient and efficient way of removing pathogens from hands (Rachelle et al. 2013). Therefore, food safety education as a part of general food education or separately, should be encouraged because it leads to more positive attitudes toward hand hygiene. General food handling mistakes besides serving contaminated raw food also includes inadequate cooking, heating, or reheating of food consumption from unsafe sources. Those errors might lead to food poisoning (Saidatul Afzan & Hayati 2013). Food handler's hands can be the vector to spread harmful microorganism through cross contamination (Noor Azira et al. 2013). Best practices also mentioned the use of mask to cover the nose and mouth (Tan et al. 2013). Besides that, food handlers also should have excellent hygiene practices to ensure cross contamination can be reduced, thus protecting the consumers from foodborne diseases (Noor Azira et al. 2013).

### **Raw Food**

The selection of raw food by food handlers should be clean, fresh, not rotten, not damaged also suitable to use. Good preparation and storage of food need to emphasis with existence of knowledge and education on food handling by each of food handler. Moreover, cooked food must separate from raw food and cooked food need to stored or served with cover also not stored at room temperature more than four hours.

### **Water Supply**

Food handlers need to ensure the water supplied is clean and adequate with sealed storage. These hygiene and sanitation effort need to prevent large outbreaks in school food services and public restaurants, which are the most common places for outbreaks (Jin et al. 2010)

### **Store or Storage and Refrigerator**

Each of school canteen premises need to ensure the storage and store in their school canteen is clean, properly organized and free from any chemicals or pesticides. For refrigerator, mentioned that the suitable cooler temperature must be between 0°C to 4°C and a freezer temperature is less than -18°C.

### **Tools or Equipments**

Good characteristics of equipment or tools including clean, easy to clean, waterproof and perfect. Food handlers must use different equipment for raw food

and food that ready to eat also need to ensure clean cutting boards and knives in their kitchen. Clean tools or equipments such as crockery and other tools are washed at high places that are more than 1 meter from the floor. Moreover, all equipment and appliances such as dishwashers, spoon, fork, gas stoves, pots, knives must keep in good condition, clean, no rust, cracked or chipped. The cross contamination between food and equipment is considered as a main factor of outbreaks, according to the Centers for Diseases Control and Prevention (Oliveira *et al.* 2014).

### **Toilets and Sink Hand Washing**

Toilets and sink hand washing are clean and can categories as perfect if it also provide liquid soap and tissue paper. But, knowledge seems to be an important factor in shaping student's attitudes regarding general and bacterial safety. Therefore, better nutritional knowledge leads to more positive attitudes toward hand washing. Nutrition education and food safety education should be encouraged among the school community (Rachelle *et al.* 2013).

### **Dustbin and Control of Insects and Other Animals**

All dustbins in the canteen premises must have plastic bags with sealed. Some pest control such as cockroaches, flies, and mice must function properly. Each of hole parts that allows the cockroaches to hide and breed should be closed. This is to avoid the toxicity threat of the food that contributed by breeding animals such as flies, cockroaches, rats and other. Besides that, no dogs, cats and other pets were allowed in school canteen premises.

### **Other**

Environment of school canteen premises must be in a clean condition to prevent the occurrence of negligence, immunity and accident to food handlers and consumers in the school canteen premises. Floors, walls, ceilings, taps and door handles must clean and safe. Moreover, the cesspool and drainage must well maintain.

## **CONCLUSION**

Canteen is an important place for students to get a nutritional and safe food in school and to promote a good health and toward a better quality of life. Therefore, food safety in school canteen is the responsibility of every person who involved in food service operation especially the food handlers. Canteen environment is one of the major factors to ensure the hygienity of food provided to students at the school. Therefore, effective management of school canteens and human health with the enforcement, adoption legislation, non legislation as well as guidelines then ensure a perfect human health to address the problem of food safety in school canteens and

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cause food poisoning cases. Daily Self-Check Report on School Canteen is one of school canteen management requirements under the responsibility of the school canteen committee comprising school principals and school canteen teachers enforced by Malaysia Ministry of Education. This Self-check report is one of the important strategies to ensure a cleanliness school canteen for a better quality of food.

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## Informal Recycling Activities in Universiti Kebangsaan Malaysia: Student Perspectives

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### ABSTRACT

One of the major challenges in solid waste management in Universiti Kebangsaan Malaysia (UKM) is how best to work with informal recycling sector to improve efficiency in recycling. In order to find the best way to integrate the informal and formal sectors of recycling in UKM, UKM needs to document, understand and build on existing informal collection and recycling systems. However, base-line data on informal recycling activities in UKM are non-existence. The purpose of this paper is to discuss base-line data on informal recycling activities in UKM. Quantitative survey method was employed to collect data on informal recycling activities in UKM, and one hundred students responded to a set of questionnaire. Descriptive mean and standard deviation were obtained. Reliability and validity were tested to approve the variables used. The results of this paper indicated that according to students, the informal recyclers in UKM were amongst the cleaning service workers with a mean score of 3.18 compared to other categories of informal recyclers such as residential college staffs (2.34), students (2.28), support staffs (2.15), cafeteria staffs (2.11), academic staffs (2.04) and administrative staffs (2.03). Students clarified that informal waste recycling collectors and collecting waste recycling parties were itinerant waste buyers with the mean scores of 2.93 and 2.59, respectively. Students also identified recycling micro and small enterprise (MSEs) as the main trading party (2.96) compared to other parties. Materials collected by the informal recyclers in UKM were mostly papers (3.37). Of all recyclables, paper was accumulated the most with a range of volume between 5 to 9 kilograms per day. In addition, paper also gain the highest in profit obtained which is from RM 11 to RM 19 per day. The findings of this study form a basis of understanding on unacknowledged recycling activities by informal recyclers in UKM.

**Keywords:** *Informal Recycling Activities; Students; Universiti Kebangsaan Malaysia.*

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## INTRODUCTION

The informal recycling sector refers to the waste recycling activities of individual waste pickers who extract the recyclables, reuse and sell materials from mixed waste. Recyclable materials that are recovered by informal recyclers often eventually reach formal sector factories or exporters. Municipalities often consider informal recyclers a problem. Indeed, unorganized waste picking can have an adverse impact on neighborhoods and cities. Informal recyclers often scatter the contents of garbage bags or bins to salvage anything of value. Unfortunately, municipal employees who load waste into municipal trucks often separate recyclables as they load, and sell what they find unofficially to informal sector dealers (Scheinberg et al., 2010). Insufficient collection, uncontrolled street collection points and improper disposal in open dumps allow refuse to be readily available for informal waste recycling through scavenging or waste picking (Wilson et al., 2005). According to Medina (2008), waste pickers can be seen at work around the world. In developing countries about 1 percent of the urban population (at least 15 million people) survive by salvaging recyclables from waste. The push factors that people into waste picking are fundamentally economic. Many poor people, faced with a choice between starving or waste picking, choose the latter. Co-operatives formed by informal sector workers may undertake some (formal) work under contract to a municipal authority while also being involved in informal recycling (Scheinberg et al., 2010).

Wilson et al (2005) and Xinwen Chi (2010) suggested that prohibiting or competing with the informal collectors and informal recyclers is not an effective solution to improve the efficiency of recycling systems. Ezeah (2013) stated that it has been proven that integrating existing informal recycling structure into formal systems makes waste management sense as there is clear potential to strengthen formal-informal alliances. It can also provide employment (Ezeah, 2013; Medina, 2006), reduce poverty (Medina, 2006; Gunsilius, 2010), protect the livelihoods of some of the most disenfranchised sections of society (Ezeah, 2013), provide a supply of secondary raw materials (Ezeah, 2013), improve competitiveness of the industry (Medina, 2006) and enhance environmental protection and sustainability (Ezeah, 2013; Medina, 2006). Medina (2006) suggested three models for organizing waste pickers have proved to be successful that are microenterprises, cooperatives, and public-private partnerships.

Based on solid waste management issues in UKM, Kian-Ghee Tiew et al. (2010) found that 30.0% of the total solid waste in UKM are recyclables such as newspapers, magazines, cardboards and paper boxes, aluminum cans, plastic bottles, rubber, leather and wood, and glass. However, a formal waste management sector in UKM recorded only 1.7% of the recyclables are recycled by Alam Flora Sdn Bhd. Another 28.3% of the recyclables are suspected to be recycled by the informal recycling sector in UKM which was never recorded.



One of the major challenges in solid waste management in Universiti Kebangsaan Malaysia (UKM) is how best to work with informal recycling sector to improve efficiency in recycling. In order to find the best way to integrate the informal and formal sectors of recycling in UKM, UKM needs to document, understand and build on existing informal collection and recycling systems. However, base-line data on informal recycling activities in UKM are non-existence. Thus, the purpose of this paper is to discuss base-line data on informal recycling activities in UKM: (a) categories of informal recyclers; (b) categories of informal waste recycling collectors; (c) trading parties; (d) collected materials; (e) accumulation of volume of recyclables; and (f) profit obtained.

### **METHODS AND MATERIALS**

Quantitative survey method was employed to collect data on informal recycling activities in UKM, and cross-sectional research design was used where data were collected on the same respondent will not be repeated at the other point of time. A questionnaire survey was used as research instrument to review students' perspective on informal recycling activities in UKM. Questionnaires distributed to a sample of 500 participants who are students, academic staffs, administrative staffs, support staffs, residential college staffs, cafeteria staffs, and cleaning service workers. However, this paper focused on sample of 100 students as participants.

This paper presented the results of a survey which questionnaire items newly constructed by a group of UKM researchers. The survey covers seven aspects: categories of informal recyclers, categories of informal waste recycling collectors, trading parties, collected materials, accumulation of volume of recyclables, profit obtained and demographic information. Likert scale was used in this questionnaire to indicate five levels of certainty of the statements given (Table 1.0: Level of Likert Scale). In addition, open-ended (comments) question was provided for respondents to specify their own opinions on informal recycling activities in UKM. Simple random sampling was applied in which each UKM students has an equal chance of being chosen.

Table 1. Level of Likert Scale

<b>Variables</b>	<b>Likert Scale</b>
A. Categories of informal recyclers	4: most (21 people and more) 3: many (11 to 20 people) 2: a few (six to 10 people) 1: less (one to five people) 0: none
B. Categories of informal waste recycling collectors	4: most (21 people and more) 3: many (11 to 20 people) 2: a few (six to 10 people) 1: less (one to five people) 0: none



C. Trading parties	4: most (21 people and more) 3: many (11 to 20 people) 2: a few (six to 10 people) 1: less (one to five people) 0: none
D. Collected materials	4: plenty 3: many 2: some 1: little 0: none
E. Accumulation of volume of recyclables	4: 15 kg and above 3: 10 to 15 kg 2: five to nine kg 1: one to four kg 0: none
F. Profit obtained	4: RM 30 and above 3: RM 20 to RM 29 2: RM 10 to RM 19 1: RM 1 to RM 9 0: none

A reliability test conducted to obtain Cronbach's Alpha values to assess the reliability of each item in the questionnaire. Table 1.0 showed Cronbach's Alpha values of the scales ranging from 0.763 to 0.900 which is strong values of reliability. This showed that the items in the questionnaire were reliable and the participants understand the questions given.

Table 2. Alpha Cronbach's Values

Scale	Number of Item	Cronbach's Alpha
A. Categories of informal recyclers	7	0.835
B. Categories of informal waste recycling collectors	8	0.825
C. Trading parties	6	0.813
D. Collected materials	7	0.763
E. Accumulation of volume of recyclables	7	0.891
F. Profit obtained	7	0.900

A validity test also conducted to show whether or not the scales represented the proposed underlying constructs under study. According to de Vaus (2002), if the Kaiser-Meyer-Olkin (KMO) values above 0.700, then the correlations, on the whole,



are sufficiently high to make factor analysis suitable. The KMO values in this paper is above 0.700 which adequately to make factor analysis suitable.

Table 3. Kaiser-Meyer-Olkin's Value

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.737
Bartlett's Test of Sphericity	Approx. Chi-Square	2971.656
	df	861
	Sig.	.000

Table 2.1 showed the items loaded in two factors of factor analysis. The variables (A) categories of informal recyclers, (B) categories of informal waste recycling collectors and (C) trading parties loaded more highly in the factor 1 than factor 2, while the variables (D) collected materials, (E) accumulation of volume of recyclables, and (F) profit obtained, are highly located in factor 2. This results showed that different variables measuring the same items which is the factor 1 measures the parties who involving in informal recycling activities in UKM while the factor 2 measures the recyclables material in informal recycling activities in UKM.

Table 4. Construct of Factor Analysis

Variables	Items	Factor	
		1	2
A. Categories of informal recyclers	A.1. I know that they are listed below are informal recyclers in UKM:		
	1. Students	.629	
	2. Academic staffs	.852	
	3. Administrative staffs	.804	
	4. Support staffs	.747	
	5. Residential college staffs	.733	
	6. Cafeteria staffs	.682	
	7. Cleaning service workers	.578	
B. Categories of informal waste recycling collectors	B.1. I know that those listed below are a collector of recyclable materials:		
	1. Itinerant waste buyers	.626	
	2. Street waste picking	.615	
	3. Municipal waste collection crew	.680	
	4. Waste picking from dumb	.726	
	B.2 I know that informal recyclers in UKM sell recyclable materials to the following parties:		
	1. Itinerant waste buyers	.686	
	2. Street waste picking	.744	
3. Municipal waste collection crew	.804		



Variables	Items	Factor	
		1	2
	4. Waste picking from dumb	.833	
C. Trading Parties	E.1. I know that the informal recyclers in UKM sell recycled materials to the following:		
	1. Local industries (including craftsmen and artisans)	.425	
	2. Primary and secondary dealers	.713	
	3. Recycling micro and small enterprises (MSEs)	.766	
	4. Junk shops	.683	
	5. Intermediate processors	.632	
	6. Brokers and wholesalers	.809	
D. Collected Materials	C.1. I know that collected materials of informal recyclers at UKM are as follows:		
	1. Plastic		.880
	2. Paper		.710
	3. Cardboard		.662
	4. Aluminium		.826
	5. Steel		.655
	6. Glass		.516
	7. Textiles		.843
E. Accumulation of volume of recyclables	D.1. I know that the amount of recyclables collected per day by the informal recyclers in UKM are as follows:		
	1. Plastic		.696
	2. Paper		.777
	3. Cardboard		.791
	4. Aluminium		.686
	5. Steel		.547
	6. Glass		.557
	7. Textiles		.606
F. Profit obtained	F.1. I know that profit per day are collected by the informal recyclers in UKM are as follows:		
	1. Plastic		.765
	2. Paper		.783
	3. Cardboard		.762
	4. Aluminium		.670
	5. Steel		.659
	6. Glass		.744
	7. Textiles		.544

In this paper, data were analyzed using descriptive analysis and to facilitate this analysis, Statistical Package for the Social Science (SPSS) version 19.0 was used. Descriptive analysis is to assess the mean score and standard deviation. Mean score showed the tendency of the average value of students' perspective on informal recycling activities in UKM, while standard deviation showed an "average distance" between all scores and the mean.

## FINDINGS AND DISCUSSIONS

### Demographic Characteristics of Participants

Table 5.0 showed demographic characteristics of the participants. The male students were slightly high than female students. Majority of participants (90.0%) were students between 21 to 25 years old while students below 20 years old and students between 26 to 31 years old were minority in this study. Almost all students were single while 2.0% students were married. More than half (63.0%) participants were bachelor degree students, followed by students with STPM or matriculation level. Most of the students in this study have no monthly income (95.0%) and a few students have monthly income ranging from RM 1,001 to RM 2,000.

Table 5. Demographic Characteristics

Demographic Characteristics	Percentage (%)
<b>Gender</b>	
Male	51.0
Female	49.0
Total:	100.0
<b>Age</b>	
Below 20 years old	6.0
21 – 25 years old	90.0
26 – 31 years old	4.0
Total:	100.0
<b>Marital Status</b>	
Single	98.0
Married	2.0
Total:	100.0
<b>Educational level</b>	
PhD	0.0
Master Degree	2.0
Bachelor Degree	63.0
Diploma	6.0
STPM or Matriculation	28.0
SPM	1.0
Total:	100.0
<b>Monthly Income</b>	
No income	95.0
Below RM 1,000	1.0
RM 1,001 - RM 2,000	4.0
Total:	100.0

### The parties involving in informal recycling activities in UKM

### Categories of informal recyclers

Table 6.0 showed the results that according to students, the informal recyclers in UKM were amongst the cleaning service workers with a mean score of 3.18 compared to other categories of informal recyclers such as residential college staffs (2.34), students (2.28), support staffs (2.15), cafeteria staffs (2.11), academic staffs (2.04) and administrative staffs (2.03). The cleaning workers tend to be the informal recyclers because their scope of work involves clearing and cleaning waste at the university such as at administrative offices, lecture rooms, lecturers' rooms and students' hostel. The most consistently visible form was the cleaning service workers separate recyclable and re-usable materials from the waste before it's been removed and collect by the formal recyclers (Alam Flora Sdn. Bhd) in UKM.

According to Parizeau (2013), in addition to recovering materials and re-usable items from the waste stream, majority (71%) of informal recyclers having "clients" who regularly separated and saved recyclable materials for them. Minority reported that they only collected pre-separated materials and did not open garbage bags to find materials for resale or re-use. While most clients give the informal recyclers these materials for free, and only six per cent (6%) of informal recyclers reported that they paid for at least some of the materials they received, either in kind or at a set price. Wilson et al. (2006) stated that normally, informal waste recycling is carried out by poor and marginalised social groups who resort to scavenging or waste picking for income generation and some even for everyday survival.

Table 6. Categories of informal recyclers

I know that they are listed below are informal recyclers in UKM:	Mean Score	Standard Deviation
1. Students	2.28	±0.89
2. Academic staffs	2.04	±0.79
3. Administrative staffs	2.03	±0.82
4. Support staffs	2.15	±0.86
5. Residential college staffs	2.34	±0.83
6. Cafeteria staffs	2.11	±0.97
7. Cleaning service workers	3.18	±0.90

### Categories of informal waste recycling collectors

Students clarified that informal waste recycling collectors and collecting waste recycling parties were itinerant waste buyers with the mean scores of 2.93 (Table 7.0) and 2.59 (Table 8.0), respectively. Parizeau (2013) found that informal recyclers act at different levels of the waste management system while Gunsilius (2010) stated that the informal recyclers is socially stratified in a pyramid with scrap collectors (waste pickers and itinerant waste buyers) at the bottom and re-processors at the

top. Various actors such as retailers, stockists and wholesalers occupy the strata in between. The majority of retailers are former waste pickers who have managed to assemble some capital and to take up another activity.

Parizeau (2013) and Wilson et al. (2006) shared the scenario related to informal recycling collectors which is itinerant waste buyers go from house to house and collect or buy the recyclable materials. Street waste pickers separate the wastes that are not brought to the material recovery facility and are left at different corners. The personal sorting wastes at the material recovery facility (at barangay level as well as at the level of shopping malls and markets) is mostly not paid by the barangays or the companies, but do the sorting in exchange for receiving the sellable materials contained in the waste. These are thus informal workers that are nevertheless integrated into the formal collection system. Municipal officials of the general service office in charge of waste management have encouraged the collection company and some shopping mall material recovery facility to engage former informal waste collectors as workers. On the way to the dumpsite, both the formal garbage crew and other informal waste workers, also known as “jumpers”, recover more material from the trucks before they reach the disposal facility. These “jumpers” have nevertheless become rare because the provider now uses closed compaction trucks that make recovery difficult once the waste has been put into the truck.

Table 7. Categories of informal waste recycling collectors

<b>I know that those listed below are a collector of recyclable materials:</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1. Itinerant waste buyers	2.93	±0.91
2. Street waste picking	2.81	±0.96
3. Municipal waste collection crew	2.86	±0.90
4. Waste picking from dumb	2.90	±0.96

Table 8. Categories of parties of informal recycling collectors

<b>I know that informal recyclers in UKM sell recyclable materials to the following parties:</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1. Itinerant waste buyers	2.59	±0.99
2. Street waste picking	2.01	±1.09
3. Municipal waste collection crew	2.22	±1.13
4. Waste picking from dumb	2.20	±1.16

### Trading Parties

Students also identified recycling micro and small enterprise as the main trading party (2.96) compared to other parties including local industries, primary and secondary dealers, junk shops, intermediate processors and brokers and wholesalers (Table 9.0). Micro and small enterprise is the main trading party to informal recyclers because they selling activities reflect the spatial separation between home and worksites. Parizeau (2013) found that most of the informal recyclers selling their materials at a depot near their home. The most cited reasons for choice of selling location were the prices offered by the depot and the convenience of the location (i.e. close to home or work). In addition, Parizeau (2013) also found that the majority of informal recyclers (82.0%) relied on one depot for selling their materials, 15.0% frequented two depots and three per cent (3.0%) sold at more than two locations on a regular basis. Most informal recyclers reported that they sold to more than one depot and sold different materials to different depots, depending on the prices on offer.

Table 9. Trading Parties

<b>I know that the informal recyclers in UKM sell recycled materials to the following:</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1. Local industries (including craftsmen and artisans)	2.00	±1.03
2. Primary and secondary dealers	2.56	±0.95
3. Recycling micro and small enterprises	2.96	±0.82
4. Junk shops	2.40	±1.01
5. Intermediate processors	2.36	±0.97
6. Brokers and wholesalers	2.80	±1.06

### The recyclables materials in informal recycling activities in UKM

#### Collected Materials

Table 10.0 indicated that according to students, materials collected by the informal recyclers in UKM were mostly papers (3.37) and followed by plastic (3.20). While, the less materials collected by the informal recyclers in UKM was textiles with the lowest mean score 1.45. Parizeau (2013) stated that some informal recyclers specialized in the materials they collected while others collected a diversity of materials. Some relied on the availability of materials in their zone of work (for example, the profusion of white paper waste in the downtown business district made this the exclusive material collected in this zone for some). Others made decisions about which materials were worth collecting based on fluctuations in the prices offered by depots. Parizeau (2013) also found that the highest recyclables material collected by informal recyclers in Buenos Aires were papers, cardboards and newspapers. It is clear that those working in informal recycling, in particular, have a high degree of specific knowledge about identifying materials and marketing them and making use of them in a flexible manner (Scheinberg, et al., 2010). Besides that,

according to Wilson et al. (2006), the degree to which a particular material is recycled depends on income levels, the existence of local and national markets, need for secondary raw materials, level of financial and regulatory governmental intervention, prices of virgin materials, international trade in secondary raw materials and relevant treaties.

Table 10. Collected Materials

<b>I know that collected materials of informal recyclers at UKM are as follows:</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1. Plastic	3.20	±0.82
2. Paper	3.37	±0.66
3. Cardboard	2.25	±0.90
4. Aluminium	2.55	±1.05
5. Steel	1.95	±1.13
6. Glass	1.93	±1.10
7. Textiles	1.45	±0.96

### ***Accumulation of volume of recyclables***

Students also indicated that of all recyclables, paper was accumulated the most with a range of volume between 5 to 9 kilograms per day (with mean score 2.54). According to Ezeah (2013) and (Parizeau, 2013) the recyclable materials most frequently targeted are plastic, paper and cardboard, metal scrap (aluminium, steel, tin), glass, bottles, rubber, wood and textiles. Usually metal, paper is preferred due to their incredible recycling potential and long life span.

Table 11. Accumulation of volume of recyclables

<b>I know that the amount of recyclables collected per day by the informal recyclers in UKM are as follows:</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1. Plastic	2.22	±1.21
2. Paper	2.54	±1.11
3. Cardboard	1.58	±0.99
4. Aluminium	1.78	±1.11
5. Steel	1.56	±1.09
6. Glass	1.55	±1.11
7. Textiles	1.22	±1.00



### **Profit Obtained**

Table 12.0 showed that, participants rated paper as the highest in profit obtained with mean score 2.27 which is from RM 11 to RM 19 per day. Parizeau (2013) found that the prices the informal recyclers received for their collected materials were influenced by many variables, including world demand, local demand, seasonal variation and selling location (e.g. downtown depots near the work zone offered lower prices in exchange for convenience; depots specializing in particular materials sometimes offered higher prices). Besides that, Gunsilius (2010) viewed that in many countries, informal recyclers contribute significantly to waste management and resource efficiency by collecting, sorting, trading and sometimes even processing waste materials. These activities also provide an income opportunity for large numbers of poor people. Although informal sector activities very often take place outside official and formal channels, they nevertheless contribute significantly to the national economy.

Table 12. Profit Obtained

<b>I know that profit per day are collected by the informal recyclers in UKM are as follows:</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1. Plastic	2.19	±1.20
2. Paper	2.27	±1.15
3. Cardboard	1.62	±1.02
4. Aluminium	2.06	±1.16
5. Steel	2.10	±1.27
6. Glass	1.68	±1.05
7. Textile	1.37	±1.06

Parizeau (2013) also found that the informal recyclers in Bueno Aires gained the average daily income per person \$27.92 pesos (approximately US\$ 9.31) and the median was \$23.33 pesos per person per day (US\$ 7.78). Average monthly income was \$614.18 pesos (US\$ 204.73) and the monthly median income was \$520 pesos (US\$ 173.33). While, Gunsilius and Cortes (2010) found that in Philippine, aluminum was recyclable that obtained the highest profit (US\$0.75 per kilograms) and followed by plastics (US\$ 0.21 per kilograms). The lowest profit obtained of recyclable was cardboard (US\$ 0.01 per kilograms)

### **CONCLUSION**

The findings of this study form a basis of understanding on unacknowledged recycling activities by informal recyclers in UKM. By documenting, evaluating, understanding and building upon existing systems, a long term supportive policy framework can be introduced. Proposed interventions or policy changes need to consider the specific circumstances of the informal sector, in order to avoid unexpected impacts. While, cooperatives are often held up as a sustainable solution

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to the problems associated with informal recycling. Informal recyclers can provide improved working conditions, improved incomes and skill sets, and opportunities for community development and collective action. When informal recycling are integrated into urban governance structures, it can help improve waste diversion rates and create more sustainable waste management systems.

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## Conceptual Paper: Role of Recycling Socialisation Agents on Recycling Literacy Among Muslim Youth

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### ABSTRACT

This article examines the role of recycling socialisation agents on recycling literacy among Muslim youths. Extant literature review on recycling behaviour delineates the research gap and supports the aim of this study. From consumer behaviour literature, consumer socialisation theory is identified as a complementing theory to support the proposed study. Factors influencing consumer behaviour towards environmental friendly behaviour and a sustainable development identified by previous researchers are internal factors, cultural imperialism, and religion. However, ascertained by review of literature, there is a gap on the role of recycling socialisation agents in fostering recycling literacy. Moreover, the lack of theoretical foundation in previous studies paves the way for incorporating consumer socialisation theory to substantiate this present study specifically in role of parents, peers, mass media, and institutions in cultivating recycling behaviour among Muslim youths. This paper provides a foundation for examining the role of recycling socialisation agents on recycling literacy among Muslim youths. In particular, this study focuses on how recycling socialisation perspective could provide valuable insights on consumer socialisation agent via recycling socialisation agents' influence on recycling literacy. This paper provides new insights in understanding critical factors that influence recycling behaviour. Research gaps identified from the extant literature review unearth the role of recycling socialisation agents on recycling literacy as propagated by consumer socialisation theory.

**Keywords:** *Muslim youth, recycling socialisation agent, consumer socialisation theory, recycling literacy, recycling behaviour*

### INTRODUCTION

Municipal Solid Waste Management (MSWM) is a globally challenging issue especially in developing countries due to its adverse environmental effects (Zamorano et al., (2009), Jalil(2010), Adekunle et al.,(2011)). Most of the researches on environmental responsibility were conducted in the 1970s and 1980s. Based on the statistic, Malaysian citizen wasted the source about RM476 million two years ago. One of the biggest wastes is plastics, which contribute 9 percent of the whole waste or RM163 million. The same situation also occurs in Britain where billions of plastics are dumped even though only used once. One piece of plastic takes 5,000 years to decay. This problem indirectly leads to the global warming issue. Packaging technology must therefore balance food protection with other issues including energy

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and material costs, heightened social and environmental consciousness, and strict regulations on pollutants and disposal of municipal solid waste (MSW). Consumer behaviour involves the use and disposal of products as well as the study of how these products are purchased. Product use is often of great interest to the marketer because it can influence how a product is best positioned or how consumption can be increased as many environmental problems result from product disposal. Consumer behaviour is almost always performed under the influence of others. Consumer socialisation agents such as parents, peers, mass media, and institutions are external influences that initiate Muslim youths and adolescents into their roles as consumers by helping them acquire what Ward (1974) terms as the skills, knowledge, and attitudes relevant to their functioning as consumers in the market place. Parents, peers, mass media, and institutions together make up the social environment in which Muslim youths learn to become consumer (John, 1999).

Recycling is one of the most important actions currently available to reduce these impacts and represents one of the most dynamic areas in the plastics industry today. Recycling is a process to change wastematerials into new products to prevent waste of potentially useful materials, to reduce the consumption of fresh raw materials, to reduceenergyusage, to reduce air pollution from incineration and water pollution from land filling by reducing the need for conventionalwaste disposal, and to lower greenhouse gas emissions as compared to plastic production. Recycling is a key component of modern waste reduction and is the third component of the “Reduce, Reuse and Recycle” waste hierarchy. While plastics have been recycled since the 1970s, the quantities that are recycled vary geographically according to plastic type and application. Recycling of packaging materials has seen rapid expansion over the last decades in a number of countries. Advances in technologies and systems for the collection, sorting, and reprocessing of recyclable plastics have created new opportunities for recycling. With the combined actions of the public, industry, and governments, it may be possible to divert the majority of plastic waste from landfills to recycling over the next decades.

From the previous discourse, it can be noted that the formation of consumer socialisation agents can be instrumental in achieving recycling literacy. Past studies have elaborated on various components of environmental attitude and ecological behaviour and their relationship. Recycling socialisation agents are relevant to study because recycling literacy varies depending on different factors and cultures, level of development of the societies etc. so there are new insights in understanding critical factors influencing recycling behaviour. This paper examines the role of recycling socialisation agents on recycling literacy among Muslim youths. Extant literature review on recycling behaviour delineates the research gap and supports the aim of this study.



## LITERATURE REVIEW

### 2.1 Recycling Behaviour

There are many views and studies related to recycling behaviour that aim to understand what people require to participate in recycling. Alfroz et al. (2010) in their study regarding factors that influence the attitudes and behaviours towards recycling among 465 households in Dhaka, Bangladesh found that environmental awareness, storage space, and age (25–35 years old) are the factors that influence the engagement in recycling behaviour. Ehsaneh and Shadi (2013) in their study regarding consumers' attitude towards practising green behaviour (reduce, recycle, and reuse) among 315 university students identified that emotion and cognition are variables that contribute to practising green behaviour. Mashitoh (2007) reports on a survey related to religious factors influencing behaviour in relation to the environment. She found that there are differences of opinion among authors with some stating that religion does not have a significant influence on environmental behaviour while others state that religion has a positive relationship with environmental awareness. This research is useful for practitioners to better understand the conditions and behaviours needed to maximise recycling. However, ascertained by review of literature, there is a gap on the role of recycling socialisation agents in fostering recycling literacy. Moreover, the lack of theoretical foundation in previous studies paves the way for incorporating consumer socialisation theory to substantiate this present study specifically in role of parents, peers, mass media, and institutions in cultivating recycling behaviour among Muslim youths.

### 2.2 Recycling literacy

Recycle literacy refers to the specific literacy that promotes responsible recycling behaviour. Knowledge and skills on an issue of recycling can help reduce environmental problems. But, knowledge and skills are not enough because they need to be considered when we are making decision and actions, starting at the individual. Construction responsible attitude to the recycling behaviours the main goal of recycling literacy, which refers to knowledge and understanding of issues relating to environmental sustainability and its influence on human lives. One is an environmental literate when he has knowledge and know about the strategies that can be taken, has intrinsic motivation and positive attitude and is responsible in handling environmental issues Wolfe (2002). By improving people's access to health information and their capacity to use it effectively, it is argued that improved health literacy is critical to empowerment. Annamaria and Olivia (2011) in their analysis of personal financial literacy among college students shows that less knowledgeable students tend to hold wrong opinions and make incorrect decisions. It is concluded that college students are not knowledgeable about personal finance. This concept can be used by waste management practitioners to better understand the conditions and behaviours needed to maximise recycling.



## 2.3 Recycling socialisation

Recycling socialisation is the process by which young adults develop consumer-related skills, knowledge, and attitudes. This field of study has increasingly interested policy makers, marketers, consumer educators, and students of socialisation. Ward et al., (1972) and Kaur et al., (2006) found that mass media, parents, schools, and peers are all agents of consumer socialisation. According to consumer socialisation theory, children and young adults learn the rational aspects of consumption from their parents, while the mass media teach them to give social meaning to products. Other than that, schools or institutions teach the importance of economic wisdom. Finally, peers exercise various social pressures. Research provides some evidence that interaction with one of these socialisation agents affects the way Muslim youths interact with the agents socialisation Gunter and Furnham (1998). Hence, studying the relative influence of consumer socialisation agents is likely to provide a rich understanding on the consumer socialisation agents process. Moschis and Churchill (1978) suggest that a closer look to the relative influence of these agents helps explain the process through which young people develop the ability to evaluate commercial stimuli (e.g., cognitive development versus social learning) which is to influence Muslim youths towards recycling literacy.

### 2.3.1 Family as a consumer socialisation agent

Family influences both directly and indirectly in consumer socialisation, and parents impact their individual values about consumption in their children in early childhood. Dotson and Hyatt (2000) reveal that parents act as the main socialising agents until the children reach adolescence. Children from single parent would prefer to go to shopping with their parent from whom they would get more chance to acquire knowledge on shopping from their parents compared to children from dual-income families. Mothers act as the main socialising agents in the early stages of children's decision making particularly the negotiation stage. But, their influence declines and becomes equal to other family members in the outcome stage Lee et al., (2002).

### 2.3.2 Peer group as a consumer socialisation agent

Peer group is defined as a group whose values and attitudes are used by a person as a foundation of his or her present behaviour Hawkins et al., (2006). Peer group influence is defined as the amount to which peers exert influence on the assertiveness, feelings, and behaviour of a person (Bristol et al., 2005). Peers offer a distinctive background within which children develops social skills and cognitive talent MacGuire et al., (1982). Peer influence is more in early adolescence (14 years old), but it progressively decreases as children approach late adolescence Steinberg et al. (1986) as cited by Hawkins et al., (2006). Moreover, peers play a significant role in imparting the knowledge of style, brand, consumption pattern etc. to the children Moschis et al., (1978). Other than that, Childres and Rao (1992) studied the impact of peer group influence on children for some products and found that peer influence

was higher for public products than private products. Peers groups also support children in their purchases or consumption decisions and help them establish a separate identity quite different from their parents Moschics et al., (1984).

### 2.3.3 Media as a consumer socialisation agent

Media is one of the socialising agents affecting the children throughout their development Moschicset al., (1984). According to Robertson et al., (1974), the impact of advertising on children focuses on three types of effects namely cognitive, affective, and behavioural. Other than that, according to Valkenburget al., (2000) who studied on cognitive effect, children are able to discriminate between a commercial and a television programme, and they are able to comprehend the intent of advertising. Most of these studies used Piaget's model (1965) of cognitive development. Children at Piaget's preoperational stage (2–7 years old) respond to commercials in a different way than do children at concrete operational stage (7–12 years old.). Children in the concrete operational stage are mature enough to distinguish between a television commercial and a normal television programme. On affective effects reveal that children's response to commercials gradually decreases as they proceed to concrete operational stage. Most children watch television three to four hours per day. This is the number one after-school activities for six to 17 years olds (Centre for Media Education, 2002). Studies on behaviour effects discuss the extent to which children get persuaded by the commercials and children are making for the purchase of products while shopping with their parents Galst et al., (1976).

### 2.3.4 Institution as a consumer socialisation agent

Socialisation agents include the institutions and reference groups that influence the adolescents' learning of the consumer role Moschis (1987). In modern societies, institution is the most important agents of socialisation after the family. Reference group influence on consumer behaviour appears to be widespread, particularly for luxury products or products with a great deal of symbolic value Witt and Bruce (1972) and Bearden and Etzel (1982). Young people tend to be more susceptible to reference groups' pressure particularly value-expressive influence Park and Lessig (1977).

## CONCLUSION

The findings from the literature review on the importance of parents, peers, mass media, and institutions in building skills, knowledge, and attitudes required to function in market place in young people. These agents have an overwhelming impact on these young people's recycle behaviour. They are not only consumers but have a considerable influence directly or indirectly on family's purchase decisions and recycling literacy. The amount of influence exerted by Muslim youth differs from product group and time of decision making process. Extant literature review on recycling behaviour delineates the research gap and supports the aim of this study. Consumer socialisation theory is identified as a complementing theory to

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support the proposed study. Factors influencing consumer behaviour towards environmental friendly and a sustainable development identified by previous researchers are internal factors, cultural imperialism, and religion. This gives an idea to researcher to do research and to look at the issues of recycling. Consumer socialisation agents have relative process with youth to acquire consumer skills, knowledge, and attitudes. This relative impact is not only between one socialisation agent and another, but also between children and adolescents. The purchase behaviour is ruled by the way they have been socialised to act as consumers. The recycling socialisation agents should be developed to influence youths or young people towards recycling. The main components of goods for recycling are to look at product's packaging as a preliminary approach to reduce solid waste in Malaysia. Based on the statistic, Malaysians waste the sources of recycle about RM476 million two years ago. One of the biggest wastes is plastic, which contributes 9 percent of the whole waste or RM163 million. This paper provides new insights in understanding critical factors influencing recycling behaviour. Research gaps identified from the extant literature review unearths the role of recycling socialisation agents on recycling literacy as propagated by consumer socialisation theory.

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## The Rural Transformation Centre (RTC) Programme of Malaysia: An Examination From The Perspective of Inclusive Rural Development Concept

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### ABSTRACT

In the contemporary discourse, it is argued that the ultimate objective of rural development is to improve the quality of life for rural people. This makes it essential to go beyond the income-related factors of rural development. Inclusive Rural Development, a more specific concept than the concept of conventional rural development, accommodates the variables for the quality of life in rural development. This concept covers three different but interrelated dimensions: economic dimension, social dimension and political dimension. The key drivers of this concept are: high overall economic growth, effective land reform, rural infrastructure, effective institutions, rural financial services, a dynamic agricultural sector, rural non-farm enterprises, and subsidies. Rural Transformation Centre (RTC), implemented by the government of Malaysia, is the third generation of the rural development programmes in the country. RTC is a site to implement some integrated initiatives for the rural communities within 100 kilometre radius of the sites. There are eight major initiatives under the RTC implementation programmes, which are: training of rural population; setting up of 1Malaysia information kiosks; high-value agriculture initiatives; agro-food products processing; agricultural produce supply chain management; university cooperation; food safety and pharmaceuticals services; and rural population financial facilities. This paper will attempt to examine the merits of RTC concept of Malaysia in light of the concept of Inclusive Rural Development, which will help relevant governmental and non-governmental bodies and researchers to gain some insights regarding the potentials and challenges of RTC in improving the quality of life for rural people.

**Keywords:** *Rural development, inclusive rural development, rural livelihood development.*

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## INTRODUCTION

The concept of rural development has changed significantly during last few decades (Harris 1982; Chambers 1983; ADB 2000). Until the 1970s, rural development used to be synonymous with agricultural development and, hence, focused on increasing agricultural production. This focus seems to have been driven primarily by the interests of industrialisation to extract surpluses from the agriculture sector to reinforce industrialisation (Francks, et al. 1999). With the focus on increasing agricultural production, the stated objective of most countries was to promote smallholder agriculture.

Over time, this smallholder agriculture-centric concept of rural development underwent changes. By the early 1980s, the World Bank defined it as "...a strategy designed to improve the economic and social life of a specific group of people—the rural poor" (Harris 1982). Four major factors appear to have influenced the change: increased concerns about the persistent and deepening of rural poverty; changing views on the meaning of the concept of development itself; emergence of a more diversified rural economy in which rural nonfarm enterprises play an increasingly important role; and increased recognition of the importance of reducing the non-income dimensions of poverty to achieve sustainable improvements in the socioeconomic well-being of the poor. The establishment of the Millennium Development Goals has significantly reinforced the concerns about non-income poverty. With the paradigm shifts in economic development from growth to broadly defined "development," the concept of rural development has begun to be used in a broader sense.

In more recent years, increased concerns on the environmental aspects of economic growth have also influenced the changes. Today's concept of rural development is fundamentally different from that used about three or four decades ago. The concept now encompasses "concerns that go well beyond improvements in growth, income, and output. The concerns include an assessment of changes in the quality of life, broadly defined to include improvement in health and nutrition, education, environmentally safe living conditions, and reduction in gender and income inequalities" (Chino 2000). Today there seems to be a universal consensus that the ultimate objective of rural development is to improve the quality of life of rural people. This makes it essential to go beyond the income-related factors such as prices, production, and productivity to a range of non-income factors that influence quality of life and hence inclusiveness of rural development.

Rural Transformation Centre (RTC), a programme implemented by the government of Malaysia, is a central facility established to incorporate nearby villages in high value-added product oriented activities with the objective of enhancing market competitiveness in rural communities by enabling improvement in the quantity and quality of their products. According to its mandate, RTC is supposed to improve the living conditions of people living in rural communities around 100 kilometre radius of the centre. Based on reviewing relevant literatures, this paper

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attempts to investigate whether the RTC concept is in alignment with the concept of inclusive rural development within the realm of sustainable development.

## **AN OVERVIEW OF RURAL DEVELOPMENT IN EAST ASIA AND MALAYSIA**

In East Asia, Japan, Taiwan and South Korea achieved a significantly high level of rural development primarily through their structural transformation process during the 1950s to the late 1970s. Agricultural development played a critical role in rural development in these economies. In Taiwan, agricultural development contributed to capital, labour, and government revenue for the development of other sectors. In addition, it enabled rapid development of rural nonfarm economy with the assistance of appropriate government policies. The growth of the rural nonfarm economy contributed in particular to reduce potential for sharp income disparities between rural and urban households. As agriculture's share in total employment declined in these three countries between 1960 and 1980, the agricultural sector was able to provide much needed labour for sustained growth in the urban manufacturing sector. While inter-sectoral disparity constituted an important problem, economic growth and development have freed rural areas of these countries from absolute poverty and as a result the rural people started to enjoy a higher standard of living than before.

These three economies—Japan, South Korea and Taiwan—also seem to have adopted a development policy that emphasised adequate investments in basic services for the rural population and promote social development of the rural population. They ensured adequate facilities for both primary health care and primary education for rural population at the early stages of their growth, preventing a situation in which circumstances and opportunities for significant inequalities could emerge in rural areas. Egalitarian land distribution pattern resulted from land reform initiatives also fundamentally contributed to reduce sharp rural–urban inequalities in income and social indicators.

Malaysia, classified as a middle-income country in the East Asia region, was also remarkably successful in rural development through its structural transformation in the 1980s and 1990s. High overall economic growth, reasonably high growth rates in agriculture, rural nonfarm employment and rural-to-urban migration contributed to enhanced rural development in the country and millions of rural households, largely farm households, were able to improve their socioeconomic well-being and escape poverty.

Hand in hand with the success of these development initiatives, income inequality is also rising in Malaysia and other south-east Asian countries. High incidence of landlessness, poor access to quality education facilities in rural areas, inequalities in access to institutional sources of financial services, and inequalities in social indicators have a significant bearing on these income inequalities.

Moreover, the story of non-income poverty further reinforces concerns about inadequacies in rural development in Malaysia and neighbouring countries for various reasons. Firstly, most people with low social development are concentrated in rural areas. Secondly, significant intra-sectoral disparities in social development exist in rural areas. Thirdly, social development in rural areas continues to be much lower than that in urban areas. In most developing countries in south-east Asia, educational levels and health indicators of the rural population are much lower than those of the urban population; quality of education and health in rural areas significantly lag quantity. The poor quality further increases urban–rural disparities in education and health. Public facilities providing these services in rural areas are generally poor. In addition, lack of qualified staff and a high rate of absenteeism among workers at these facilities aggravate the problems (Nimal 2008).

### THE CONCEPT OF INCLUSIVE RURAL DEVELOPMENT

Inclusive rural development is a more specific concept than the concept of rural development. In broad terms, inclusive rural development is about improving the quality of life of all members of rural society. More specifically, inclusive rural development covers three different but interrelated dimensions. The first is the *economic dimension* that encompasses providing both capacity and opportunities for the poor and low-income rural households in particular to benefit from the economic growth process in such a way that their average incomes grow at a higher rate than the growth of average incomes in the sector as a whole (UNDP 2005). The economic dimension also includes measures to reduce intra- and inter-sectoral income inequalities to reasonable levels. Second is the *social dimension* of supporting social development of poor and low-income households and disadvantaged groups, eliminating inequalities in social indicators, promoting gender equality and women's empowerment, and providing social safety nets for vulnerable groups. Third is the *political dimension* of improving opportunities for the poor and low-income people in rural areas, including women and ethnic minorities, to effectively and equally participate in the political processes at the village level and beyond compared with any other categories of the population within and outside rural areas.

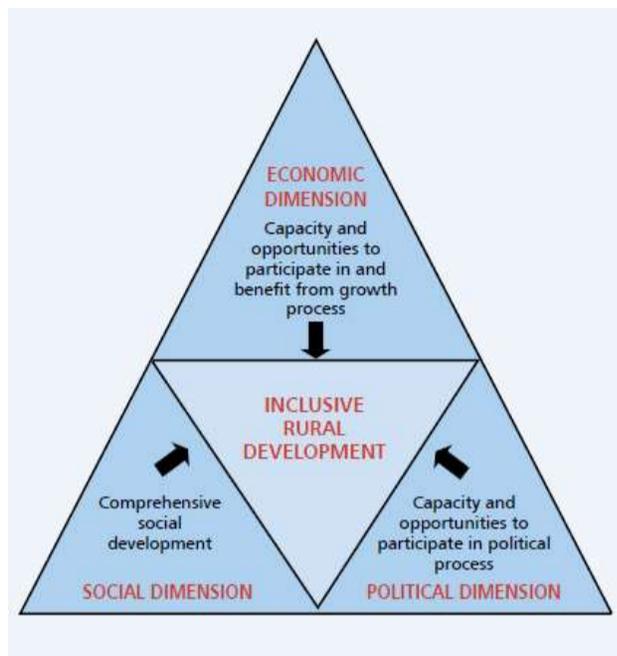


Figure 1: the three dimensions of inclusive rural development (Nimal 2008)

Scholars and practitioners differ over defining what the most important drivers of inclusive rural development are; the diversity of country contexts makes it even more difficult to offer firm answers to these questions (Sen 2006). Moreover, the global context in which countries operate today is different and it continues to change; resource endowments and economic characteristics across countries also differ. However, despite these, and many other cross-country differences, the development experience over the last five decades seems to offer some insights on what is likely to drive rural development and what could make it more inclusive. Based on these insights, the key drivers of inclusive rural development are: high overall economic growth, effective land reform, rural infrastructure, effective institutions, rural financial services, a dynamic agricultural sector, rural non-farm enterprises, and subsidies.

### THE RURAL TRANSFORMATION CENTRE (RTC) CONCEPT

Rural Transformation Centre (RTC), implemented under the National Blue Ocean Strategy 4 (NBOS4) by the government of Malaysia, is a site to implement some integrated initiatives for the rural communities within 100 kilometre radius of the site. There are eight major initiatives under the RTC implementation programmes, which are: training of rural population; setting up of 1Malaysia information kiosks; high-value agriculture initiatives; agro-food products processing; agricultural produce supply chain management; university cooperation; food safety and pharmaceuticals services; and rural population financial facilities. Additionally,

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aqua tourism has been incorporated under the scope of some RTC's. The implementation of these initiatives is led by various ministries with the support and cooperation from other relevant ministries. For instance, in the execution of agro-food products processing, various agencies including the Federal Agricultural Marketing Authority (FAMA), MARDI and Department of Health support in the development of their products through branding, labelling, packaging and certification.

Under the initiative of *skills training for rural population*, The Ministry of Rural and Regional Development (KKLW) helps the rural population by providing training opportunities to rural communities around the RTC sites and surrounding areas with the objective of enhancing their knowledge, skills and abilities so that they can get better job opportunities, earn more money and improve living standards. Some of these training initiatives are in the areas of entrepreneurship, entrepreneurial motivation, packaging and branding, product performance, animal feed management, tertigation techniques, air conditioner repair skills, and welding skills.

*1Malaysia information kiosks*, a one-stop information centre that combines information and services offered by various ministries and government agencies, is another initiative of the RTC. There are five information kiosks located in the RTC and they offer a variety of services, such as: KKLW kiosk, providing InfoDesa information and agencies' mailing system; Malaysia jobs kiosk, offering employment opportunities; Agro-food Business Development Centre kiosk, allowing people to get information on the community development of agro-food business; KPDNKK kiosk, facilitating consumerism issues like the Price Watch current price forums and users' SMS application service; and MyEG kiosk, facilitating to receive a range of useful information of various public agencies.

Under the initiative of *high-value agriculture*, there are three ongoing and planned major projects, which are: premium vegetable production, dairy production project, and arowana fish breeding project. Under the premium vegetable production project at Lojing Food Production Permanent Park (TKPM), a variety of vegetables are produced that are high in demand, such as tomato and capsicum. Under the safe and quality daily production project, Dairy Industry Service Centre (PPIT) assists small-scale dairy farmers to market their raw milk. In addition, PPIT also provides technical advice and carries out tests on the quality of milk. PPIT is proposed to purchase raw milk and market them to processing plants to produce pasteurised milk, yoghurt, buttermilk and ice-cream. Arowana fish breeding project, which is yet to be implemented, is a high-value industry and has good potentials for earning high rate of returns.

The initiative *agro-food products processing*, aiming at developing food processing entrepreneurs in the field level, emphasises on the development and improvement in agro-food product quality for domestic and global markets. Attention is placed on value-added activities and towards the national agro-based industry development that is integrated into improvement of income for the farming

community. RTC Perak, in particular, is focusing on the following agro-food products: traditional cakes, virgin coconut oil, citrus fruits, salted eggs, juice, sauce, chips, frozen food and herbs.

The initiative *agricultural produce supply chain management* is planned to re-rationalise the marketing concept of agricultural products through the management of supply chain from farm to consumer involving efficient and effective planning, implementation and operational control in the supply chain, particularly in movement and storage of raw materials, inventory and end-products from the point of production to the point of consumption.

The initiative *university cooperation* aims at creating awareness through students to produce a knowledgeable society in order to achieve the objective of enhancing the socio-economic status of rural communities. The Ministry of Higher Education is responsible for leading this initiative of strengthening rural and urban links. Volunteering activities that will be implemented under this initiative are Health for Malaysia, Educate Malaysia and Rural Ambassador.

The initiative *food safety and pharmaceutical services*, offered by the Ministry of Health, incorporates mainly two programmes: technical advisory service for food safety assurance and technical advisory for security assurance of traditional medicines and cosmetics. Under the technical advisory service for food safety assurance programme, the Food Safety and Quality Division (BKRM) offers some recognition to assist the food industry – especially for small and medium industries – to produce safe food. Under the technical advisory for security assurance of traditional medicines and cosmetics programme, the National Pharmaceutical Control Bureau assists the traditional medicine and cosmetics product producers in the registration and notification of their companies' products. The bureau is responsible to ensure that registered traditional products and modified cosmetics produced by local or imported advertisers for the local market are safe, effective and of good quality.

The initiative *rural population financing facilities*, implemented by the Ministry of Finance in collaboration with various financial institutions and government agencies, provides micro credit financing to borrowers at the RTC at low interest or profit rate to help the entrepreneurs conducting their business activities in RTC. The financial institutions and funding facilities that are operating or are planned to operate at RTC are: Rural Economy Financing Scheme (SPED), Bank Simpanan Nasional, Agrobank, Perbadanan Ushawan Nasional Berhad (PUNB), TEKUN Nasional, SME Bank, MARA Entrepreneur Guarantee Scheme (SJUM), Yayasan Pembangunan Ekonomi Islam and Amanah Ikhtiar Malaysia (AIM).

## CONCLUSION

Rural Transformation Centre (RTC) is the third generation of the rural development programmes in Malaysia, green revolution being the first generation of development and building up of essential rural infrastructures being the second generation of development. The programme has already been implemented in the states of Perak, Kelantan, Malacca and Pahang and the government of Malaysia has a plan to rollout RTC to all states across the country. Among the eight major initiatives some have already been executed at some of the centres and others are in the pipeline for implementation when circumstances allow.

Among the three dimensions of inclusive rural development, the RTC concept incorporates two of them, namely economic dimension and social dimension, economic dimension being the main driver. It is expected that if implemented as per plans, RTC will enhance market access for agricultural and agro-based commodities and products for the surrounding rural communities that will have a cascade down effect on members of the rural community through more employment opportunities, business opportunities and income opportunities. Once these economic benefits are achieved, the targeted community members should be able to spend more money on their social needs such as education and better healthcare. Additionally, through government information services and through the presence of many government agencies providing basic and essential services for the rural communities, some of their social needs will be fulfilled directly by the RTC. However, neither the concept nor the implementation of the project so far has embraced any political dimension from the perspective of inclusive rural development concept.

As two of the three major dimensions of inclusive rural development have been considered in the conception and execution phase of RTC, it would be fair to say that this programme is highly likely to be an effective tool for improving living standards and socio-economic wellbeing of the targeted community members. However, some time is needed to assess the full impacts of the Rural Transformation Centre (RTC) programme from the perspective of inclusive rural development considering the fact that many of the eight major initiatives of the programme are yet to be implemented in the field level.

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## Level of Media Literacy : Competence and Accessibility of Media Among Students of Communication Science in Riau Province

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### ABSTRACT

Media literacy in the context of this study is defined as accessibility and competencies in using the computer, the internet, telecommunications, and electronic media. The aim of this study is to analyze accessibility and level of media literacy competency among students of communication science department in Riau Province. Method of this research was survey to 228 respondents from six communication science department in Riau. The result of this research shows that the level of accessibility of media, specifically computer, internet, television, radio and cellular telephone is significantly higher than fixed line telephone. The majority of respondents claimed that they have advanced competency to use computer (using mouse/keyboard, copying file, using command 'copy, cut, paste', using touch screen and surfing internet). In contrast, competency of creating web site, installing hardware and design graphic many respondents have low level (no skill and novice). Furthermore, competencies like use spreadsheet, change printer ink, use scanner, average respondents have moderate level. Otherwise, majority of respondents claimed that they have advanced level of internet competencies (find information, chatting, download/upload file, music and video, use media social) except play game online.

**Keywords:** *Media literacy, Accessibility, Competence*

### INTRODUCTION

Media literacy competencies must be have Literasi media wajiblah dimiliki oleh mahasiswa yang merupakan anggota masyarakat tertentu yang dikelilingi oleh teknologi komunikasi dan informasi yang maju sangat pesat. Perkembangan teknologi komunikasi dan media massa yang sangat pesat saat ini menandakan bahwa kita telah hidup pada *media saturated era*. Perkembangan yang pesat ini tidak hanya pada teknologi komunikasinya saja namun juga meliputi konten media itu sendiri. Mass media is include various form of media, such as television, radio, news paper, magazine, book, record, film and internet. *Media saturated era made the students more intelligen to use media.* *cerdains* kemudian menuntut para mahasiswa untuk lebih cerdas dalam menggunakan media. An understanding of media literacy is one of Pemahaman literasi media pada mahasiswa merupakan salah bentuk perwujudan dari slogan lifelong education yang dicanangkan oleh UNESCO untuk dilaksanakan dalam proses pembelajaran.

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Concept of media literacy has quite a lot mentioned by professional or institutions that have notice about it. The National Leadership Conference on Media Education defined Media Literacy is the ability to access, analyze, evaluate, and communicate the message in a wide variety of forms. (Hobbs, 1999 as cite in Juditha 2013).

The other concept of Media Literacy also mentioned by European Commission (2009), media literacy is defined as the ability to access, analyse and evaluate the power of images, sounds and messages which we are now being confronted with on a daily basis and are an important part of our contemporary culture, as well as to communicate competently in media available on a personal basis. Media literacy relates to all media, including television and film, radio and recorded music, print media, the Internet and other new digital communication technologies.

Media literacy in the context of this study is define as the ability to access and use the computer, the internet, telecommunications and electronic media (Adeyoyin dalam Abdul-Hamid & Mustafa, 2007). Media literacy teaches about critical and analytical ability to people of all ages, so they can better understand and navigate media in their everyday life.

Media usage is the ability to use computer, internet, handphone, etc, completely. If utilizing the media not completely, function of media not maximal. The basic knowledge and skill of the computer can include knowing how it function, how to input data and retrieve information, how to use the keyboard, how to navigate the screen and suchlike (Adeyoyin, 2005 cited Abdullah-Hamid & Mustafa, 2007). In addition, the ability of usage computer in completely can include skillfulness to using mouse/keyboard, typing in word program or spreadsheet, designing graphic, using email, surfing internet, installing computer program, creating web site, copying data to folder (using command copy, cut, paste). Changing printer ink, using touchscreen and scanner. (Abdul Hamid & Mustafa, 2007). Therefore basic skill to use of computers should be available to anyone who wishes to live and work effectively in this modern and technology-driven world. Furthermore level of competencies of internet is ability to find information, use media social, chatting, download or upload file, music or video, and play game online. (Abdul Hamid & Mustafa, 2007).

Accordingly description before, there are several questions that need to find the answer about media literacy base on accessibility and competencies usage media among students college . What level of media literacy students of communication science in Riau? Do they have computer to do their task? Do they have the skill to perform simple operations on the computer? Can they access information on the internet? Do they use cellular telephone or fixed line telephone in their daily lives? Do they watch television and listen to radio?

## RESEARCH METHOD

This research have sample 228 students of communication science department in Riau. There are six universities in Riau has department of communication science and become common interestnowdays. There are 2280 number of students communication science attend the lecture at six univercities in Riau Province (University of Riau, Islamic University of Susqa, Islamic University of Riau, Persada Bunda University, Abdurrab University, and the last one Muhammadiyah university of Riau).The instrument of survey for the research is a questionnaire from a pool of computer skiills on the world wide web and was design to inquiri about : a) the level of ownership and usage of compuer, internet and communications, and electronic media; b) the location of use; c) the skills acquired by collagian in media usage.

### Finding

#### a. Respondents Demographi

Characteritic respondents base on demographic aspects including age, sex, grade of semester and pocketmoney that student have every month are shown in table 1.The survey found that of the total number of respondents involve in this study, 52,2 percent were 20-22 years old. Furthermore more than 52 percent were female , and almost 47 percent of respondentsat the third semester in college. Almost 65 percent of the respondents have less 1 million pocketmoney per month.

Table 1. Respondent Characteristics (demographics)

Demographics	Total	Percentage (%)
<b>Age (years)</b>		
< 20	92	40,4
20 – 22	119	52,2
23 – 25	17	7,5
<b>Sex</b>		
Male	109	47,8
Female	119	52,2
<b>Semester</b>		
1	55	24,1
3	106	46,5
5	41	18
7	26	11.4
<b>Pocketmoneyper month(Rp)</b>		
Less than 1 million	147	64,5
1 – 1,5 million	67	29,4
1,6 – 2 million	7	3,0
More than 2 million	7	3,0

Source: data proessing, 2014

**b. Accessibility of Media**

This research also found that accessibility of media computer, internet, telecommunication and electronic media by students of department communication science in Riau. Moreover, this research also found that the ownership of the media by students, location used to access the computer and internet.

**1. Computer**

Accessibility of the computer, be intended in three matter: 1) ownership of computer or laptop; 2) number of unit computer or laptop of theirs; 3) location used to access the computer.

Table 2. Accessibility of Computer

Accessibility to Computer	Total (people)	Percentage (%)
<b>Ownership of computer or laptop</b>		
Yes	193	84,6
No	35	15,3
<b>Unit</b>		
Had no	35	15,3
1	162	71,1
2 – 3	28	12,3
More than 3	3	1,3
<b>Location</b>		
Home	182	79,8
College	6	2,6
Internet Cafe	37	16,2
Library	3	1,3

Source: data processing, 2014

Table 2 show that more than 84 percent respondents have computer or laptop, and much of them (71,1 percent) have 1 computer or laptop. Location used to access the computer or laptop, result shows that the majority or the respondents access the tool at home (79,8 percent), followed by at internet cafe. The lowest score is at library, this might be because not many library in Riau offer such facilities.

**2. Internet**

Rapidly developed of internet technology is influence the level of student media literacy notably students of department communication science. Good accessibility of internet can be proof ability media literacy of someone. The result of this research show that majority of the students (226 or 99,1 percent) do access to internet. Only 2 students (0,8 percent) no access to internet. The data are show in table 3 below.

Tabel 3. Accessibility to Internet

Accessibility to Internet	Total (people)	Percentage (%)
<b>Internet access</b>		
Yes	226	99,1
No	2	0,8
<b>Location</b>		
Home	135	59,2
College	15	6,6
Internet Cafe	63	27,6
Library	2	0,8
Other	13	5,7

Sourcer: data processing, 2014

As show in Table 3, location used to access the internet that the majority of the respondents access the tool at home (59,2 percent), followed by at internet cafe (27,6 percent), after that library (6,6 percent) and other (5,7 percent). The lowest score is at the library (0,8 percent), this might be many library in Riau not offer such facilities yet.

### 3. Telecommunications

People living in modern times (notably adolescent) can not be apart from telecommunication device such as telephone or cellphone. In the last few decades, telecommunication technology like cellphone has also made tremendous progress in the world of communication to benefit humankind. So that almost much of the people have cellphone for to fulf illtheir requirement.

Tabel 4. Ownership Telecommunication Device

Ownership Telephon	Jumlah (Orang)	Persentase (%)
<b>Ownership of fixed line telephone</b>		
Yes	55	24,1
No	173	75,9
<b>Ownership of Cellular Telephone</b>		
Yes	227	99,6
No	1	0,4

Source: data processing, 2014

Tabel 4 show that more than 75 percent of the respondent do not have fixed line telephone, whereas 24,1 percent have it. The opposite, majority of the respondents have cellular telephone (99,6 percent), and just 0,4 percent do not have it.



#### 4. Electronic Media

This study also to find out accessibility of electronic media such as radio and television among students of communication science department and number of tools that they have.

Tabel 5. Access to Electronic Media

Access to Electronic Media	Total (people)	Percentage (%)
<b>Access to radio</b>		
Yes	173	75,9
No	55	24,1
<b>Access to television</b>		
Yes	214	93,6
No	14	6,1
<b>Ownership of television</b>		
Tidak punya	10	4,4
1	134	58,7
2	74	32,5
3 atau lebih	10	4,4

Source: data processing, 2014

As a result show in Table 5, much of the respondents have accessibility of electronic media. There are 173 respondents (75,9 percent) access to radio and 214 (93,6 percent) access to television. Furthermore the ownership of television more than half (58,7 percent) respondents have one television and 32,5 percent have two television. In addition ten respondents (4,4 percent) have three or more television. Otherwise, there are ten respondents (4,4 percent) do not have television at their home.

#### c. Level of Media Usage Competencies

Level of media usage competencies students communication science department show in two matter, there are competencies to usage the computer and internet. As shown in table 6, level of computer usage competencies respondents have variation for each level.

Tabel 6. Level of Computer Usage Competencies

Type of Competencies	No Skill		Novice		Moderate		Advance	
	F	%	F	%	F	%	F	%
Mouse/keyboard	0	0	9	3,9	94	41,2	125	54,8
Word processing	1	0,4	14	6,1	137	60,1	76	33,3
Spreadsheets ( <i>excel</i> )	7	3,1	55	24,1	142	62,3	24	10,5
Design graphic	62	27,2	85	37,2	62	27,2	19	8,3



Email application	4	1,7	13	5,7	113	49,6	98	42,9
Surfing the internet	2	0,9	13	5,7	88	38,6	125	54,8
Installing computer hardware	81	35,5	55	24,1	68	29,8	24	10,5
Create the <i>web site</i>	129	56,6	58	25,4	34	14,9	7	3,1
Copying file to folder	2	0,9	9	3,9	41	17,9	176	77,2
Using the copy, cut, paste command	4	1,7	3	1,3	40	17,5	181	79,4
Change the printer ink	47	20,6	53	23,2	77	33,7	51	22,4
Using touch screen	11	4,8	15	6,6	84	36,8	118	51,7
Using scanner	44	19,3	52	22,8	79	34,6	52	22,8

Source: data processing, 2014

In type competencies such as use mouse/keyboard, copy file, use command copy cut and paste, surfing internet dan use touch screen, more than half respondents have advance level. On the other hand competencies to creating website, installing hardware, and designing graphic, many respondents have low competency, only at novice level or even have no skill. As show in Table 6, 129 respondents (56,6 percent) have no skill to creating web site. Furthermore, the other type of competencies such as using spreadsheet, changing the printer ink, using scanner, average the respondents have moderate competence level.

Tabel 7. Level of Internet Competencies

Activity	No Skill		Novice		Moderate		Advanced	
	N	%	N	%	N	%	N	%
Find information	1	0,4	5	2,2	77	33,8	145	63,6
Media social (Facebook, twitter, blog, etc)	1	0,4	6	2,6	70	30,7	151	66,2
Chatting	4	1,7	7	3,1	71	31,1	146	64,0
Downloadfile, music, or video	3	1,3	10	4,4	77	33,8	138	60,5
Uploadfile, music, or video	6	2,6	21	9,2	75	32,9	126	55,2
Game online	40	17,5	35	15,3	72	31,6	81	35,5

Source: data processing, 2014

This study also analyze the level of internet competencies among students from department communication science in Riau Province, as shown in Table 7. Majority of respondents have advance level of internet competency in activity like finding information, accessing media social, downloading or uploading file, music, video and also playing game online. More than 50 percent respondent have

advance level for each activity, except game online that only have 35,5 percent of respondent at advance level.

## DISCUSSION

The result of this study show that the students of communication science department in Riau, generally have good accessibility to media especially computer, internet, telecommunication and electronic media. Students accessibility to computer or laptop and internet show extreme number. 84,6 percent students have computer or laptop between 1 until 3 units. Furthermore, almost all students have internet access, only 0,8 percent student said they didn't have any internet access.

The large number of computer ownership and internet access among the students of communication department in Riau influence by technological development. In addition, demands in the implementation of various studies make them are required to have a variety of several other supporting facilities for the smooth process of studies. With a personal computer or laptop have made students save more time and costs in completing tasks when compared to go to computer rentals.

The virtual world or the internet and teenagers is two things that hardly separated at the age of modern life at this time. The need for information, education and entertainment that is more current and up to date makes more students choose to use internet media compared with conventional media. Many students accessing the internet for the purpose of obtaining various information both for the interests related to the lecture like the task and based on reasons of mere curiosity. In addition internet media also widely utilized by students to connect with their friends on social networks like facebook, twitter, blogs, chat rooms, etc.

Next, the location of the most frequently used to access computers and internet is at home. There are 79.8 percents of the students who access a computer or a laptop at home and 59,2 percent of the students who access the internet at home. This data indicated that most students spend more time in accessing their computers at home compared to other places, such as on a college campus library, library and other. It is certainly pertaining to possession them against a computer or a laptop. With the large number of students, who have a computer or a personal laptop, allowed them to more freely using a computer or laptops in their spare time.

In the meantime, telecommunication tools ownership, almost all student claiming to have a cell phone, only 0.4 percent of students who don't have cell phones. This shows that in an era of gadgets such as happened during this current human needs in communication with each other are very high. Communicate with others has become the primary need at this time. And the most widely used media as a tool to communicate is a cell phone. The development of mobile phone technology is so rapidly at this time, with variety of features with sophisticated and varied making humans more easy in communicating.

However the ownership of student fixed line telephone not as much as on the mobile phone. Only 24.1 percent of students who have a fixed line telephone, while the rest as much as 75.9 students don't have it. Current development of fixed line telephone can be said at the point of saturation. One of the reasons is due to unflexibility of fixed line telephone, because the device need to be connected with a cable, fixed line telephone is not very practical and could not be brought to everywhere. In addition to the requirements to be able to have a home phone is also more complicated when compared to fixed line telephone, so more students choose to use cell phones compared to fixed line telephone.

Next, for student access toward electronic media of radio and television is mostly college students listening to the radio and watching television. There were 75.9 percent students who listen to the radio while the rest 24.1 admitted to not listen to the radio. The number of student access to the radio due to a student or teenager is the target audience most of the radio stations. Most radio stations broadcast a format with more presents music makes the students as their potential listeners. Moreover, the phenomenon of media convergence, as happens at the moment the radio not only can be heard over the radio directly, but it could also be via streaming from the internet and also via mobile phones.

The results of this research also indicates that almost all students are watching broadcast television. Only 6.1 percent of students who do not watch television. A large number of students accessing the broadcast television this proves that television is a medium that is still widely used by students in meeting their information and entertainment needs. The amount of television they have ranged from 1 to over 3 units. There is only 4.4 percent of students who have no television in their home.

Research shows important results for high skill student in using computer and access the internet. Kind of skill using computers as uses a mouse / keyboard, copy files, using command copies, cut and paste, internet browsing and using a touch screen more than half of the respondents has skill in advance category. In otherwise, skill to designing the web site, installation hardware; and graphic design many respondents have very different low, only at the rate of budding or can not even at all. The kind of other skills such as to operates excel, replace ink printers, and uses scanner, in average respondents having ability to do it. It showed that conversance student majors science communication in operate computer still limited to only in the not too requiring special skill. Only a few students who have a level of advance that is proficient in mastery of software such as web site design and graphic design.

Contrary to the level of advance in access the internet most of the student the science of communication are at the level of proficient to a range of activities as seeking information, of accessing social media, download and uploading files, music and video, as well as playing game online. This is because of the internet is an application that it can be easily in operate it so that it does not require special skill.

## CONCLUSION

The conclusion that can be taken from the research about the ability of the media literacy on student the science of communication in the Riau Province is as follows:

1. A student on the route the science of communication in Riau Province have enough access toward media computers, internet, telecommunication, and electronic media radio and television. More than 99,1 percent of the students who has access the internet, computers and and the location of the most frequently used access to computers and the internet is in the house. Almost all the students have a ship the television even there are having the television more than 3 units. So also with ownership of cellular phone almost all students have it.
2. Communication studies majors expertise in using computer media are at a level where most students are mastering and knowing how to operate a computer program that does not require special skills, while for programs that have a high degree of difficulty and require special skills only a few students who have expertise in advanced. Meanwhile for accessing internet skill level most students communication studies already have expertise in advanced.

## RECOMMENDATION

1. Considering the high access student of communication science at some media such as computers, internet, telecommunication and electronic media suggested to student to be more prudent and shrewd in the use of the media. In addition to providing positive impact addicted to on the use of mass media can also give rise to the negative impact which can disadvantage.
2. Advised to students to increase the capability of media literasi especially on the operation of a computer program that requires some special skills like designing a web site and graphic design. Various means of supporting as matter at some college course that is concerned and technological advances could be used to increase expertise in this field.
3. The study is still limited to only research base in exploring problem literasi media so advised for researchers selanjutnya interested to scrutinize the same problems to focus their research on issues of media literacy.

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## Environmental Ethics in *Tunjuk Ajar Melayu* (Malay Proverbs)

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### ABSTRACT

Humans utilize land and its natural resources to fulfil their needs. The over exploitation of nature have damaged both nature and human. Therefore, humans should have standards of conduct which function to distinguish right and wrong in utilizing nature and its natural resources. The standards of conducts in utilizing nature and environmental are called as environmental ethics. Right and wrong are determined by moral values believed in certain societies. Malays have local environmental ethics in viewing nature and environment. This research aims to find out environmental ethics in *Tunjuk Ajar Melayu* (Malay proverbs). By analyzing the text of *Tunjuk Ajar Melayu*, it is found that Malay have strong environmental ethics. The principles of environmental ethics in *Tunjuk Ajar Melayu* are based on customs, minds, morals, inheritance and religion. These ethics suggest people to use land and its natural resources based on certain right behavior and attitudes.

**Keywords:** *Environmental Ethics, Culture, Tunjuk Ajar Melayu*

### INTRODUCTION

We are currently facing the environmental crisis in the local and global context. Humans think that "nature increasingly hostile". All aspects of human life are related to nature and environment. In fact, there are many people exploit nature for the sake of economy and they do not care about saving nature and environment. Besides, the activities of saving nature and environment are very helpful for human life. Therefore, we must continue to engage in activities that aim to save nature and environment.

The relationship between culture and environment are very close because cultures are used to adopt with nature and environment. It means that human and their cultures are an integral part of the environment" (Sutton and Anderson, 2010: 2) Humans keep adapting themselves to the environment where they live. Cultures certainly have taught us how care for nature but humans still harm nature.

The environmental crisis is caused by harmful actions on nature and environment. Humans have harm nature so that now nature is show its anger to humans. We are often taught to be kind to human beings but we often neglects to do good things to nature so that we are freely to exploit nature. It is true that nature may be utilized by humans, but humans must keep the environmental balance. Our neglectfulness to keep environmental balance causes many disasters. Floods and

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landslides often occur as a result of humans' neglectfulness to keep the forest. The global warming is also caused by humans' failure to keep environmental balance.

In utilizing environment and natural resources human should follow the environmental ethics. Ethics are the ways how we should behave and the environmental ethics are set of ethics applied to the environment by society. The important of the environmental ethics is summarized by Rolston (2003).

Environmental quality is necessary for quality of human life. Humans dramatically rebuild their environments; still, their lives, filled with artefacts, are lived in a natural ecology where resources—soil, air, water, photosynthesis, climate—are matters of life and death. Culture and nature have entwined destinies, similar to (and related to) the way minds are inseparable from bodies. So ethics needs to be applied to the environment.

Bourdeau (2003) further stated that "Environmental ethics is that part of applied ethics which examines the moral basis of our responsibility toward the environment". K. Shrader-Frechette in (Yamin and Farhana, 1997) described that environmental ethics are concerned on obligation to recognizing primary, or strong, human rights: survival, health, welfare; obligation not to harm the environment; and recognition of secondary (weak) human needs. Ojomo (2011) also stated that environmental ethics is related to humans and the environment and it examines the moral basis of environmental responsibility.

The environmental ethics are created by humans to keep ecological balance. These ethics are related to the moral standard believed in certain society. Malays show particular attention to keep nature. Malay environmental ethics as collected in *Tunjuk Ajar Melayu* or Malay proverbs consists of advices, instructions, trustworthiness, teachings, and models delivered by Malays (Effendi, 2006: 7). It aims to bring people to right ways and blessed by God. In other words, it is used create a balance or equilibrium in human life. The content of *Tunjuk Ajar Melayu* is the combination of Malay religious values, Malay cultural values and social norms in the Malay community. The position of *Tunjuk Ajar Melayu* is very important because its contents reflect noble Malay values used in everyday life.

This study aims to investigate environmental ethics in *Tunjuk Ajar Melayu*. The data are taken from *Tunjuk Ajar Melayu* collected by Tenas Effendy, published by Balai Kajian dan Pengembangan Budaya Melayu and Adicita (2006). This study is conducted in the frame of descriptive and qualitative research.

## DISCUSSION

*Tunjuk Ajar Melayu* highlights environmental ethics. These ethics contain bans and references in utilizing nature and environment for human's needs. The great ideas found in these Malay proverbs signify the importance of keeping nature

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in Malay mind. Nature is viewed as the essential aspects of human life so that Malay possess local ingenious in utilizing nature.

**a. Customs and nature**

*Adat* or customs are sets of great values in Malay society. They are classified as the second level of values, where the highest level is religion. They are made to regulate relationship between people and others and between people and nature. In *Tunjuk Ajar Melayu* the commitment to hold customs is signified by acts of saving nature as follows:

tanda orang memegang adat, alam dijaga, petuah diingat tanda ingat adat lembaga, laut dikungkung hutan dijaga	<i>the sign of people holding customs, nature is protected, wisdoms are remembered the sign to memorize customs, the sea is kept the forest is protected</i>
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These verses confirm that protection of nature is associated with holding Malay customs. It proves that keeping ecological balance is an essential part in Malay culture. Malay believed that humans may utilize nature to fulfil their needs but they must care for ecological balance. Humans are also suggested to remember Malay wisdoms in protection of nature because Malay mind concerns on the protection of nature. These verses also remind humans to keep the sea and protect forest since both natural resources provide needs of human. If people remember their own customs, they will keep the sea and forest since Malay customs have suggested guidances to utilize them. Therefore, the commitment to keep nature signifies the obedience of holding Malay customs .

The commitment of holding customs by protecting nature is also illustrated in following verses:

adat hidup memegang adat, tahu menjaga laut dan selat tahu menjaga rimba yang lebat tahu menjaga tanah wilayah tahu menjaga semut dan ulat tahu menjaga took dan belat	<i>the way of life holding customs, knowing to protect the seas and straits knowing to protect the dense forests knowing to protect the communal lands knowing to protect the ants and caterpillars knowing to protect the timbers and trees</i>
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People who hold customs are pointed to protect the natural resources such as the seas, straits, dense forests, communal lands, ants, caterpillars, timbers and trees. In traditional Malay society, these natural resources must be protected because those are source of life. The protection of the seas and straits signifies Malays' concern on protection of marine territories. As we know, Malay regions are located in marine territories so Malays have particular attention to the seas and straits. The protection of the dense forests indicate Malays' concern on saving the forests. Malays believed that forests provides many sources for human life. The protection of the communal lands indicates that Malay people possess particular lands. These lands does not belong to individual or corporate so that they are cultivated to fulfil the needs of community. The protection of the ants and caterpillars



indicates importance of protecting animals. Malays believe that animals are also created to fulfil need of humans so that human must protect them. The protection of the timbers and trees is related to the protection of dense forests because the timbers and trees are located in the forest territory. Humans may chop down them but human are obliged to keep them. As we know, the timbers and trees are worthwhile to keep ecological balance.

*Tunjuk Ajar Melayu* also suggests ethics of utilizing forests and lands. These ethics are also associated with customs, laws and norms.

tahu menebas memegang adat,	<i>knowing to chop (trees) holding customs,</i>
tahu menebang memegang amanat	<i>knowing to chop (trees) holding mandate</i>
tahu berladang menurut undang	<i>knowing to farm according to law</i>
tahun berkebun mengikuti kanun	<i>knowing to garden according to norms</i>

These verses suggest that humans must hold customs, laws and norms when they cultivate the forests and lands. All customs, laws and norms are established to keep ecological balance so that humans are banned to make over exploitation. They are allowed to chop down trees in the forest and utilized its land to farm and garden.

#### **b. Minds-Morals and nature**

*Tunjuk Ajar Melayu* suggests that mind plays important roles in protection of nature. Mind is used to consider how to protect nature effectively so that humans are able to find the best solutions to protect nature.

tanda orang berfikiran panjang,	<i>the sign of people who have a deep thought,</i>
terusak alam ia berpantang	<i>they do not destroy nature</i>
tanda orang berakal senonoh,	<i>the sign of people who have a right mind,</i>
menjaga alam hatinya kokoh	<i>protecting nature with a strong heart</i>

These verses indicate that if humans have a deep thought they will not harm nature because they knows that the forest damage causes disaster for humans. Therefore, humans are strongly suggested to protect nature seriously from their inner heart. The serious efforts should be done to save nature.

tanda orang berpikiran luas,	<i>the sign of people who have broad mind,</i>
memanfaatkan hutan ianya awas	<i>they use forest prudently</i>
apa tanda orang berilmu,	<i>the sign of people who have knowledge,</i>
memelihara alam ianya tahu	<i>they know how to protect nature</i>

By their mind, humans will consider so brodly that they are able to utilize forest prudently. Malays realize that the impropriety of utilizing of nature causes the ecological problems.

In *Tunjuk Ajar Melayu*, the efforts of protection of nature are the combination between mind and morals. Mind is used to find the better strategies in protection of nature, while morals become the standard of “right or wrong” to keep nature.

tanda orang berbudi pekerti, merusak alam ia jauhi	<i>the sign of people who have a good moral, they do not destroy nature</i>
tanda orang berakal budi, merusak hutan ia tak sudi	<i>the sign of people who have a clear-headed, they do not want to destroy forest</i>

Morals are associated to certain cultural values believed in Malay society. People who have good morals avoid of harming nature since they realize that forest destructions are not accepted morally. The combination of mind and morals in the efforts of saving nature results serious movements so that nature will be protected properly.

### c. Sustainability and nature

Malays view that nature is utilized not only in the present time but also in the future time. Therefore, protection of nature will be advantageous for the next generation or descendants. It confirms the concept of sustainable protection of nature or continuous improvements of nature.

tanda ingat ke anak cucu, merusak hutan hatinya malu	<i>the sign of remembering descendants, they are embarrassed to destroy forests</i>
tanda ingat ke hari tua, laut dijaga bumi dipelihara	<i>the sign of remembering the old age the sea is protected the earth is</i>
<i>protected</i>	

These verses suggest that if people remember their descendants, they will be embarrassed to harm forests because the present people are responsible for saving nature. It means that if the present people love their children and grand children, they will leave protected nature for their future life.

The responsibilities for saving natural resources such as the seas and forests are also associated with the doomsday belief. This association indicates the strong responsibilities for saving nature for the next generation.

tanda ingat ke hari kemudian, taat menjaga laut dan hutan	<i>The sign of remembering doomsday Be obedient to protect the seas and forests</i>
tanda ingat ke masa datang, merusak alam ia berpantang	<i>The sign of remembering the future time harming nature is banned</i>

These verses implies that importance of leaving a good nature for the future. The only way to protect nature is banning to harm nature. The serious efforts to save nature will be beneficial for descendants.

#### d. Religion and Nature

In *Tunjuk Ajar Melayu*, the efforts to save nature are also pointed to religious values. Malay believe in Islam as their primary identity.

tanda ingat kepada tuhan,	<i>the sign of remembering God</i>
menjaga alam ia utamakan	<i>maintaning nature is priority</i>
apa tanda hidup beriman,	<i>the sign for faith,</i>
tahu menjaga kampung halaman	<i>knowing to protect hometown</i>

These verses indicate that people who remember God concern on saving nature. Malays believe that nature is created to fulfil needs of human. Therefore, humans' actions to save nature are considered as a part of faith to God.

adat hidup orang beriman,	<i>the customs of faithful people</i>
tahu menjaga laut dan hutan	<i>knowing to preserve the seas and forests</i>
tahu menjaga kayu dan kayan	<i>knowing to preserve the trees and woods</i>
tahu menjaga binatang dan hutan	<i>knowing to keep the animals and forests</i>

The faithful people are again signified by the efforts to save the seas and foresst, trees, woods and animals. It affirms that Malays' concern on saving nature.

#### e. Benefits of Nature

Malays believe that people will live prosperously if they keep natural resources such as the seas, straits, land and forest. It is also believed that nature provides many benefits for human being.

kalau hidup hendak selamat,	<i>if you want get safe life,</i>
pelihara laut beserta selat	<i>saving the sea and straits</i>
pelihara tanah berhutan lebat	<i>saving the land with the dense forest</i>
di situ terkandung rezeki dan rahmat	<i>there contained sustenance and grace</i>
di situ terkandung tamsil ibarat	<i>there contained imageries</i>
di situ terkandung aneka nikmat	<i>there contained various graces</i>
di situ terkandung beragam manfaat	<i>there contained various benefits</i>
di situ terkandung petuah adat	<i>there contained admonished customs</i>

These verses imply that nature contain sustenance and grace. It means that humans gain many useful things from nature. It is also implied that nature cointains imageries and admonished customs as nature is a part of human life. People also get many good lessons from nature so that Malay think "the outspread nature becomes a teacher".

The next verses also justify the benefits of saving the natural resources such woods, plants, animals, rubbers, fruits and rattans. These resources are closely related to traditional life of Malays.

kalau terpelihara alam lingkungan,	<i>if nature is protected,</i>
ternyata manfaat banyak dirasakan	<i>it will provides many benefits</i>
ada kayu untuk beramu	<i>there are wood for gathering</i>

ada tumbuhan untuk ramuan	<i>there are plants for concoctions</i>
ada hewan untuk buruan	<i>there are animals for hunting</i>
ada getah membawa faedah	<i>there are rubber leading profits</i>
ada buah membawa berkah	<i>there are fruits leading gains</i>
ada rotan penambah penghasilan	<i>there are rattan adding incomes</i>

All the natural resources above are used to fulfil needs of human, such as wood for gathering, plants for concoctions, animals for hunting, rubber for profits, fruits for gains and rattan for adding more incomes.

#### f. Destruction of Nature

Protected nature make benefits for humans but the destroyed nature cause bad impacts. *Tunjuk Ajar Melayu* also highlighted the bad sides of destroyed nature.

Apabila rusak alam sekitar,	<i>if nature is destroyed,</i>
Sempit tidak dapat berlegar	<i>narrow cannot hover</i>
Goyah tidak dapat bersandar	<i>wobby cannot lean</i>
Panas tidak dapat mengekas	<i>hot cannot work</i>
Hujan tidak dapat berjalan	<i>rainy cannot walk</i>
Teduh tidak dapat berkayuh	<i>shady cannot paddle</i>

Destroyed nature really causes ecological imbalance so natural system do not work properly. If it happens, nature do not provide good resources anymore. The above verses imply that nature is not friendly anymore with humans.

***Tunjuk Ajar Melayu justifies that the ecological imbalance causes many natural disasters. The natural disasters certainly make people misfortunes and suffering.***

Apabila rusak alam lingkungan,	<i>if nature is destroyed,</i>
Di situlah punca segala kemalangan	<i>it causes all misfortunes</i>
Musibah datang berganti-gantian	<i>disasters come alternately</i>
Celaka melanda tak berkesudahan	<i>unfortune comes endlessly</i>

The above verses implies that the disaster keeps happening and make people misfortune. This confirms the incredible impact of natural disaster for human life.

The destroyed nature cause not only natural disaster but also human disputes. Nowadays our nature has been destroyed so that we can see many disputes regarding to the use of natural resources.

Apabila alam porak poranda,	<i>if nature is destroyed,</i>
Di situlah tumbuh silang sengketa	<i>it causes many disputes</i>
Aib datang malu menimpa	<i>disgrace comes shame arises</i>
Anak cucu hidup merana	<i>descendants live miserably</i>

People fights to get lands and the fighting among people arises shame. The destroyed nature also cause suffering for descendants.

### g. Labelling Nature Destroyer

Malays use negative expressions referring to people who destroy nature as *Tunjuk Ajar Melayu* implied. The use of negative labels indicate that Malay people do not ***sympathize with the nature destroyers***.

No	Labelling	Translation
1	hati lebam	<i>livid heart</i>
2	hati hitam	<i>black heart</i>
3	hati setan	<i>evil heart</i>
4	hati serakah	<i>greedy heart</i>
5	buruk perangai	<i>bad temper</i>
6	seperti kerbau	<i>like a cow</i>
7	tak ingat hari kemudian	<i>not remember doomsday</i>
8	hati fasik	<i>wicked heart</i>
9	hati culas dan lancung	<i>deceitful and spurious heart</i>
10	hati sakit	<i>sick heart</i>
11	tidak beriman	<i>Impious</i>
12	seperti binatang	<i>like a animal</i>
13	berbuat makar	<i>causing treason</i>
14	hati berlumut akal menyeman	<i>mossy heart, mind spoiling</i>
16	perusak alam	<i>nature destroyer</i>
17	penjual hutan	<i>forest sellers</i>
18	pembabat hutan	<i>forest loggers</i>
19	serakah	<i>greedy man</i>
20	tak tahu malu	<i>Shameless</i>
21	kemaruk	<i>Ravenous</i>
22	tak hemat	<i>Improvident</i>

***The destroyers' heart are illustrated with bad heart and evil such as livid heart, black heart, evil heart, wicked heart sick heart, mossy heart and mind spoiling.*** This labelling justifies the bad actions of destroying nature. The bad actions are also illustrated with cows and animals. It shows Malays' anger toward nature destroyers. The bad characters of nature destroyers are illustrated as *bad temper, impious, not remember doomsday, shameless, ravenous and improvident*. Last, the forest destroyers also called as *forest sellers, forest loggers and greedy man*.

### CONCLUSION

One of the solutions to solve the environmental problems is adopting the environmental ethics in society. We should utilize nature with codes of conduct based on the environmental ethics. *Tunjuk Ajar Melayu* contributes the great environmental ethics that can be used to help saving nature and environment. The

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principles of environmental ethics in *Tunjuk Ajar Melayu* are based on customs, minds, morals, inheritance and religion. *Tunjuk Ajar Melayu* also illustrate the benefits of saving nature and the bad impact of harming nature. These Malay environmental ethics are expected to solve environmental problems. These ethics are useful not only for Malays but also for other people.

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## Gender Responsiveness of Land Management Policy Supporting Bengawan Solo Watershed Revitalization

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### ABSTRACT

This research is conducted to know gender responsiveness from cultivating land policies to support Bengawan Solo Watershed revitalization using Gender Analysis Pathways (GAP) model. Data is collected by documentation study, interview, and observation in three institutions; Forestry and Plantation Official Wonogiri Regency, Balai Pengelolaan Daerah Aliran Sungai (BPDAS) Solo, and Perum Perhutani KPH Surakarta. Sampling technique used in the qualitative descriptive research is purposive sampling with snowball method. The data is analyzed using content analysis technique. The research shows that most of land management policy in three locations still neutral gender. Responsive gender in land management policy formulation is only found in *Pengarusutamaan Gender (PUG)* program in Forestry Development (Letter Decision of Forestry Ministry Number 82/Kpts-II/2003 about Forestry PUG Group Work). There is a gender discrepancy especially for accessing (chance/opportunity to cultivate land), role (participation in cultivating land), controlling (power to make decision), and benefit (benefit/result from the best land management). It needs a reformation to the justice and gender equality in the available policy reformulation form and arranging land management grand design to support Bengawan Solo Watershed revitalization mixing land management policies from each institution in the affirmative action policy/program/activity and gender mainstreaming.

**Keywords:** *gender, watershed, land management*

### INTRODUCTION

Forestry environmental ecosystem breakage level in Indonesia is getting increased from time to time. One of the negative impacts of forest sector damage is flooding as well as watershed erosion. Atmojo (2007) states that the damage caused by erosion in a watershed will decrease land fertility and retreat land productivity or enlarge critical land in the headwaters. In the damage headwaters, it causes silting of water channel and river that can cause flood in the rainy season. By decreasing condition in the watershed, it will also cause watershed capability to keep the water decreased so that it will make flood more often, erosion, landslide distribution in the rainy season, and drought in the dry season. This condition mostly happens in the watershed in Indonesia, likewise Bengawan Solo Watershed.

Soejoko (2003) identified problems in DAS Bengawa Solo Watershed, as follow:

1. In water catchment area of Gajah Mungkur Dam, there is heavy erosion which is indicated by main rock appearance, canal erosion and sedimentation.

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2. In water catchment area between Mount Merapi and Mount Lawu, the land is very fertile so that it can make the housing development and industry in this sector grow fast. The effects of this situation are there are a lot of house and industry wastes that will pollute ground water, flow coefficient will increase so that the erosion will also increase potentially.
3. Bengawan Madiun flows from Ponorogo regency, Madiun, and Magetan area. In the headwater of Ponorogo regency, land condition is very bad, it can be seen from the trench erosion, landslide, and main rock.
4. Bengawan Solo downstream areas in physiographic is formed as zenith in Rembang mountains, north of the river, Kendeng mountains is on the south side of the river and alluvial plains. These areas are often faced with the problem of frequent flooding and salt water intrusion, especially in the dry season.

The problems above are very closely related to land management. Land management in the watershed Solo is as the watershed in general. It can be classified as forest, plantation, rice field, houses, and others. The rule of using and cultivating the land must be based on land characteristic and environmental support power. Unfortunately, it has not happened yet in land management of Bengawan Solo watershed.

Human factor becomes the dominant factor that causes various problems above. Floods and landslides occur because of natural factors and human activities related to the utilization of natural resources led to the decline of ecosystem hydrological functions of Bengawan Solo watersheds. Natural factors are especially caused by very high rainfall and catchment conditions Bengawan Solo watershed. While the human factor caused by changes in land management, drainage infrastructure that has not been good as well as government and public institutions are not well.

It affects to the realization of Bengawan Solo watershed revitalization which runs not optimally. At the same time, revitalizing the watershed becomes an important and urgent things to be done in order to prevent and repair the environmental degradation caused by inappropriate land management. One of the efforts that are likely to do is to rehabilitate forests, forest lands and wastelands mainly due to natural and human factors. The direction is clear which is to achieve land management in supporting the Bengawan Solo revitalization, so that the role and intervention of both central and local governments are very important, especially in terms of preparation the land management policies that support the revitalization of the Bengawan Solo watershed.

Until now, the management policy in supporting the revitalization of Bengawan Solo watershed is still partial, it depends on each agency involved there. In Bengawan Solo watershed itself there are at least 3 agencies and authorities involved in the field of land management to support the revitalization of the watershed, the Department of Forestry and Plantation Wonogiri, Center for Watershed Management (BPDAS) Solo, and Perum Perhutani Forest Management Unit (FMU) Surakarta.

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Ideally, whatever nomenclature policy within the framework of watershed management, the direction must be in the embodiment of Bengawan Solo watershed revitalization to be more optimal. Bengawan Solo watershed revitalization efforts and the appropriate system must be well coordinated between the various agencies (multi-stakeholder) as the primary key in the Bengawan Solo watershed management policy. So far, land management which supports the revitalization of the Bengawan Solo watershed has not had a single integrated policy-based empowerment and community participation.

Remembering the importance and urgency of conducting participative land management Bengawan Solo watershed, it is logic if land management policies support the revitalization of the watershed. Improvement of community participation can be realized if the terms of the regulation itself opens the door as wide as possible for the public to be actively participate without having hindered by socio-economic factors, cultural, geographical or gender. Gender factor becomes quite sensitive and is often considered too important to be integrated, especially in policies related to land management and watershed Bengawan Solo. Yet in a broader scope, namely at the international level (the Beijing Declaration and Platform for Action) with firmly established three strategic objectives, namely 1) involve women actively in environmental decision-making at all levels; 2) integrating issues and gender perspectives in policies and programs for sustainable development; and 3) strengthen or create mechanisms at the national, regional, international to assess the impact of development and environmental policies in the field of women (Ministry of Environment, 2002).

The government has issued Presidential Instruction No. 9, the Republic of Indonesia of 2000 on Gender Mainstreaming (PUG) in the National Development and Regulation of the Minister of Home Affairs Number 15 Year 2008 on Guidelines for the Implementation of Public Gender Mainstreaming in Development in the Region. Both regulations essentially require the establishment of Justice and Gender Equality (KKG) in all aspects of national development. Indications realizations of KKG are the implementation of the planning, preparation, implementation, monitoring, and evaluation of national development policies, the programs are based on gender perspective.

The implication that arises is that in every aspects of life including both central and local governments need to integrate the dimension KKG into various sectors of development programs in their respective work areas, including the field of land management which support the revitalization of Bengawan Solo watershed.

The result study of Nurhaeni, et al (2008) showed that the participation of women in environmental management is still limited because of the assumption that environmental issues are the responsibility of men. In addition, the result study of Utami, et al (2001) which took place in the Forest Land RPH Cawas Klaten shows that the forest is synonymous with the world of men, because working in the forest is challenging terrain and uphill quite heavy and prone to wild animal attacks. This situation makes women considered less able to participate in forest management.

Starting from the problems above, the researchers are interested in analyzing land management policies within the framework of Bengawan Solo watershed by using a gender perspective; the extent of land management policies to encourage the participation of equality between women and men as well as to identify gender issues in land management, so that the results of this study are able to formulate the shape and direction of changes in land management towards a fair and equal conditions in a gender perspective.

## RESEARCH METHODS

Research sites in the Bengawan Solo watershed upstream is that in the Wonogiri district which is the center of Gajah Mungkur with the consideration that the land management upstream region plays a more important and should take precedence over downstream, because the land in the upstream region serves as a water catchment area (recharge), so that it will have broad impact to the middle and downstream areas.

Aspects analyzed in this study are about the content of the products of land management policy, whether explicitly or implicitly, they are intended to minimize and / or eliminate the gender gap in land management in Bengawan Solo watershed.

The technique used to analyze this research is content analysis (content analysis). In this study, content analysis is done by identifying the policy documents on land management in Bengawan Solo watershed and analyze the contents of the document based on the standards set by the researcher. In the context of research with a gender perspective, the standards used will be classified into the categories: gender bias, gender responsive and gender neutral (with two implications; potential bias or potential gender responsive). The steps of the analysis carried out through the following steps (a) identify the policy documents of land management in Bengawan Solo watershed, (b) the classification of land management policy document in Bengawan Solo watershed by the respective agencies involved in land management in the watershed Solo, (c) compare the quality of the inter-agency policy, and (d) making the conclusion based on the comparison made.

## RESULTS AND DISCUSSION

The extent of gender responsiveness, land management policy is to support the revitalization of Bengawan Solo watershed can be determined by identifying the vision, mission, goals, objectives, policies and programs of land management activities in Bengawan Solo watershed. In this step, it will be presented based on the study area, namely (a) the Department of Forestry and Plantation Wonogiri, (b) BPDAS Solo, and (c) Perum Perhutani KPH Surakarta. The separation was carried out by the agency because the three agencies have a stand-alone policy, in the sense that there is no integrative and comprehensive policies that focus on land management and watershed locus Bengawan Solo.

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The document is compared based on two areas; they are land management document and women's empowerment document. Judging from the analysis of gender classification, all documents support land management policies revitalization Bengawan Solo watershed based on the analysis of the situation without gender analysis. By analysing the situation with gender analysis which is found only in Wonogiri documents, women empowerment and gender are mainstream programs Implementation of Forestry in the Ministry of Forestry.

Efforts to make gender mainstream (mainstream) Wonogiri regional development appears explicitly only in the field of women empowerment policy as stated in RPJMD Wonogiri 2006-2010. Gender responsive policy field of women's empowerment is embodied in the form of policy that is affirmative action (AA) for women and Gender Mainstreaming (PUG). While the gender issues in the field of land management in the Bengawan Solo watershed in Wonogiri explicitly untapped in various land management policies Bengawan Solo watershed are prepared by the Department of Forestry and Plantation Wonogiri. Land management policy document Bengawan Solo watershed is in the form of the Department of Forestry and Agriculture Strategic Plan and Work Plan Wonogiri District Forestry Office. Both are generally formulated in a gender-neutral policy formulation and do not appear to be any attempt to raise as mainstream gender in the Bengawan Solo watershed land management.

Conditions in the Wonogiri district near PUG indicates that departments / agencies occur so that they are concerned with the empowerment of women (in the Wonogiri district is called as BKBKSP Agency), then SKPDs has no obligation or responsibility to raise as mainstream gender in various regional development policy. Whereas according Permendagri No. 15 of 2008, driven by a local PUG Bappeda and agencies / boards empowerment of women. With the presence of Bappeda as a responsible, it should encourage all SKPDs Bappeda both the field of women's empowerment or other areas to make mainstream gender in all areas of development policy in the region that occurred in at least Wonogiri enable us to visualize the low commitment Wonogiri District Government (macro-scale) on gender.

BPDAS Solo in the study area, the field of land management policies Bengawan Solo watershed defined in policy formulation that is gender neutral. Though, if it is associated with a hierarchical organization, it should be in any form of policies established in BPDAS Solo having its strategic policy prepared by the Ministry of Forestry. At the level of the Ministry of Forestry as a commitment to making gender mainstream began in 2003 with the release of Ministry of Forestry decree No. 82 / Kpts-II / 2003 on the implementation of gender mainstreaming is followed by the formation of Forestry Working Group PUG Department of Forestry. Some of the activities in the Forestry PUG are doing perception and understanding that gender is in the center and also in the area (UPT forestry, including forest service BPDAS Solo and provincial and district / cities in 13 provinces) and the development of information systems and data collection forestry gender disaggregated. Both of these activities have been conducted continuously since 2003, then became a natural and appropriate that there is an expectation that the

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implementation of gender mainstreaming in BPDAS Solo. Unfortunately, there has not been followed BPDAS Solo PUG steps as has been done in the Department of Forestry.

Meanwhile, in the study area Perum Perhutani KPH Surakarta, the field of land management policies Bengawan Solo watershed (both macro and micro scale) is formulated in a gender-neutral policy formulation. There is no policy of women empowerment in the form of affirmative action or PUG.

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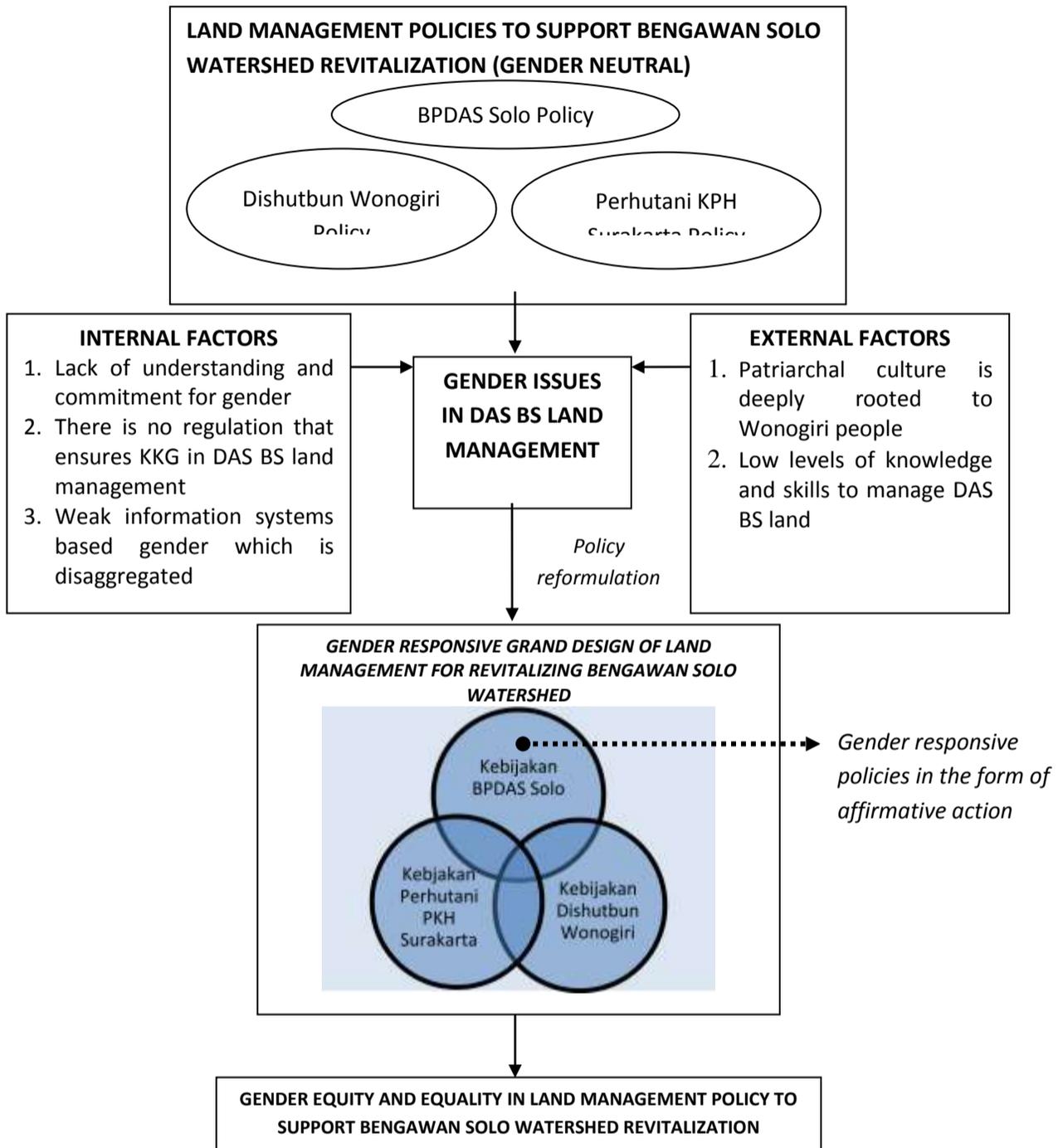
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**Model Towards Justice Reform and Gender Equality in Land Management to Support Revitalization of Bengawan Solo Watershed**



One form of the recommended reforms is carried reformulation of policies related to land management Bengawan Solo watershed which is initially to be neutral and / or gender blind reformulated into a new, gender-responsive policies. However, there are some notes in relation to the reformulation namely the new policy that will be formulated back into the well synchronized and coordinated between the Department of Forestry and Plantation Wonogiri. BPDAS Solo, Surakarta and Perum Perhutani KPH. It is important to note that because this is happening during each agency rests on the respective policies which sometimes between policy agencies and the other does not match. It includes the point of view and understanding the concept of gender and gender equity in land management in the Solo River watershed.

Some forms of reformulating the recommended researcher divided into two forms, they are:

- a. Reformulation of watershed land management policies that are gender responsive Solo performed in each agency.
- b. Reformulation of gender responsive policies drafted and agreed upon jointly by the existing institutions.

Reformulation of gender responsive policies drafted and agreed upon jointly by the agency that there is a form of drafting the new policy which is drafted, approved, and implemented by the collective and integrated land management agencies Bengawan Solo watershed. The new policy is projected to be some sorts of grand design in supporting land management Bengawan Solo watershed revitalization. As a grand design, the policy must be arranged in an integrative and comprehensive, so that each agency Bengawan Solo watershed land managers have a systematic intersection later, despite of the existing agencies have / develop policies for each organizational level. The meeting point of the grand design of the land management policies directed at the implementation of policies / programs / activities that are affirmative action and gender mainstreaming (gender mainstreaming). Some policies / programs / activities of the proposed research is to become a meeting point in the grand design of watershed land management policies Solo are :

- a. Programs / activities that are gender mainstreaming, for example in the form of programs / activities of the Gender vocal group / gender working groups in land management and forestry within the framework Bengawan Solo watershed revitalization. This policy is necessary to arrange in order to improve understanding, commitment, and gender socialization of the individual officers who have been in the field of land management and forestry to support the revitalization of the Bengawan Solo watershed.
- b. Programs / activities that are affirmative actions are specifically targeted to women around the Bengawan Solo watershed in an effort to empower women, such as training and counseling procedures, then land management techniques will support the revitalization of the Solo River watershed, facilitation and development of the creative industries of forest products wood (NTFPs).

- c. Policies that are gender-mainstreaming in the form of drafting a new policy governing support in terms of budget, so there is a budget allocation specifically budgeted for the implementation of policies / programs / activities in a gender-based land management in order to revitalize the Bengawan Solo watershed.

The agencies that are potential leaders in the preparation of the grand design of land management in supporting the revitalization of the Bengawan Solo watershed are BPDAS Solo. For showing the duties and organizational structure, readiness BPDAS Solo has seen more readily in comparison with other institutions. First, structurally BPDAS Solo has had (a) Section of the watershed program concerned with the preparation of watershed management planning, inventory and potential damage to the watershed; (b) Institutional sections that deal with related watershed development, inventory, and identification of institutional watershed; and (c) Watershed Evaluation section in charge of evaluating and monitoring related to water management, land management and socio-economic watershed. Second, the gender perspective, Solo BPDAS actually have a greater chance than other institutions in terms of integration of gender equity in policies drafted. Because as part of the Ministry of Forestry, all forms of policy and program activities must have its Solo BPDAS of policies / programs / activities in the Ministry of Forestry. In the Ministry of Forestry's own efforts to make gender mainstream forestry development began in 2003 with the establishment of the GMS Working Group Kementarian Forestry (Ministry of Forestry decree No. 82 / Kpts-II / 2003).

In the end, the various forms of reforming towards gender equity in land management Bengawan Solo watershed above will only be futile in the absence of immediate action that must be done in agency land managers Bengawan Solo watershed. It is important to immediately develop a plan of action in order to realize a fair gender reform. In this study, some forms of action plan are recommended,

- a. Improving gender sensitivity in the field of Forest and Land Rehabilitation apparatus especially for RHL executioner related policy in particular and land management in the Solo River watershed is generally in the form of capacity building (advocacy, dissemination, facilitation, and so on).
- b. Improving women participation around the forest through various programs / activities is an affirmative action to accelerate the realization of justice and gender equality.
- c. Structuring and / or developing information systems of gender disaggregated data in the field of land management (RHL) is in all existing institutions, both upstream and downstream.

## CONCLUSIONS AND RECOMMENDATIONS

The results of land management content analysis policies in the three study sites showed that there is no gender responsive policies. Land management policies in supporting the revitalization of Bengawan Solo watershed is formulated in a

neutral statement gender either explicitly or implicitly. Policy, as the spearhead of the successful realization of justice and gender equality, in fact is a key indicator that reflects the extent to which the political will of stakeholders to integrate gender values in land management in the Bengawan Solo watershed. Therefore, gender issues in environmental management, particularly in land management in order to revitalize the Bengawan Solo river basin need to be lifted to the surface, for example, will develop regional regulations, SK Regent, even it is possible to raise these issues into development planning documents the Wonogiri district. So that gender issues are no longer marginalized by other issues like poverty issues Wonogiri which had been dominating in all areas of development policy.

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## The Performance of Medical Personnel and Public Service on Puskesmas

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### ABSTRACT

This study aims to investigate the performance of employee and public health services and the relationship with the employee's performance on public health services at Puskesmas Rumbio Jaya. The population in this study were all employees of Puskesmas Rumbio Jaya (head/leader Puskesmas, Chief of Administration Puskesmas, administrative employee Puskesmas, employee Puskesmas) as well as people who need health services at Puskesmas Rumbio Jaya. To facilitate the carrying out of research, techniques for the determination of employee Puskesmasrespondents using census techniques that all employee health clinic (32) and as many as 45 communities as respondents. The results showed a positive relationship between the performance of employees with public health services at Puskesmas Rumbio Jaya. The better performance of employees, the better the public health services at Puskesmas Rumbio Jaya.

**Keywords:** *employee performance, medical personnel, public service*

### INTRODUCTION

Health development as one of the fields in the national development needs to be directed towards the attainment of awareness, willingness, and ability to live a healthy life for every resident in order to achieve optimal health status. Health efforts aimed at efforts to cure (curative) and involves efforts to improve health (promotion), prevention (preventive), and restoration of health (rehabilitative) should be carried out jointly by the government and society. Where one of the obligatory function of local government authority for the district / city, namely the handling of health.

Development efforts of the government health sector has been able to lower the birth rate, infant mortality, maternal mortality and increase life expectancy and quality of life. Development efforts should be further enhanced given the increasing challenges in the future. With the presence of the era of globalization, population and people of Indonesia are required to be qualified in order to join and participate and compete.

At this time, the development of health experienced serious challenges mainly because of the epidemiological transition, ie a transition state the types of disease that affects the population of conventional diseases into degenerative diseases. In this transition period, there are two conditions that desperately need treatment, namely: First, there are still many cases of infectious disease transmitted quickly and off as well as malnutrition, especially in rural areas, urban slums, remote

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and isolated communities. Secondly, the incidence of non-infectious diseases, degenerative diseases, chronic diseases, HIV and AIDS, and diseases caused by human actions such as increasing accidents. Both of these conditions is clearly a challenge to health programs remains to be constantly strived to be improved.

In tackling various health problems, for people who are not able or for people who are in rural, urban and remote areas and difficult to reach areas, the government has established health institutions. Institutions include Community Health Centres (PHC), health center, and a mobile health center. Puskesmas has attempted such a way that in each sub-district has available. At each Puskesmas has been equipped with doctors and even dentists.

The role of Puskesmas from the beginning designed to be the center of health care, public health training centers, and the development of community health centers has not changed much. In the midst of the development of various types of health care, quality of health services at Puskesmas is still often overlooked. These conditions must be observed and anticipated by the leadership ranks of healthcare organizations primarily by the leadership of the District Health Office/City Puskesmas and its staff ranks. To that end, the quality of public health services through health centers, good quality of care (professional services) and quality of services (service management), should continue to be pursued by improving the performance of employees on duty at Puskesmas so that the user needs and satisfaction of Puskesmas services can be met.

Puskesmas Jaya Rumbio is one of the health unit in the District Rumbio Jaya, District of Kampar. Basic health programs implemented jointly and continuously on Puskesmas Rumbio Jaya consists of six main programs, namely:

- 1 Examination and Treatment
- 2 Mother and Child Welfare and Family Planning
- 3 Health Promotion
4. Eradication of infectious diseases
5. Improved nutrition
6. hygiene and environmental sanitation

This program will come to fruition when the performance of employees at Jaya Rumbio Puskesmas in good condition. The increase in the number of visits that must be anticipated large enough to increase the performance of the employee health center, so that the health care provided to the public in accordance with their needs. To support the main program to be implemented as much as possible and it is necessary to study the performance of continuous employee health centers and community health services.

According to Boediono (2003) service is a process of assistance to others in ways that take a concerted certain sensitivity and interpersonal relationships in order to create satisfaction and success. Thoha (1991) argued that the Service is an attempt by a person or group of persons or particular agencies to provide assistance

and convenience to the public in order to achieve certain goals. Gosperz (1998) suggested that the service is an activity among other service providers to the customers or people who need the service. Ruky (2003) suggested that several factors to measure the performance of employees, namely:

- 1 The ability to work
- 2 Discipline of work
- 3 The work

Opinions on the line with that proposed by Zethami (1990) that the service can be measured from:

- 1 Reliability, ie services provided appropriately and quickly implemented
- 2 Responsiveness, which is implemented by the service given full responsibility
- 3 Assurance, which is given in the service capabilities required
- 4 Empathy, namely ease of service memberikanan
5. Tangible, the facility in providing services.

This study aims to investigate the performance of employee and public health services and the relationship with the employee's performance on public health services at Puskesmas Rumbio Jaya.

## METHOD

This study was conducted at Puskesmas Rumbio Jaya Sub-district, Rumbio Jaya, District Kampar. The population in this study were all employees of Puskesmas Rumbio Jaya (head / leader Puskemas, Chief of Administration Puskemas, administrative employee Puskemas, employee Puskemas) as well as people who need health services at Puskemas Rumbio Jaya. To facilitate the carrying out of research, techniques for the determination of employee Puskesmasrespondents using census techniques that all employee health clinic (32) and as many as 45 communities as respondents.

Data was collected by observation, direct observation of conducting research related to the location of the performance of medical personnel and public health services and questionnaires that use a list of questions that have been patterned addressed to the respondent. The hypothesis proposed in this study is: The better performance of medical personnel, the community health services\increasing.

## RESULTS AND DISCUSSION

### Employee Performance Puskesmas

#### **Work Ability Employee Puskesmas**

A total of 43.75% of the respondents responded that the ability to work well in the category of employee health centers. This is because employees work in accordance with the duties and areas of expertise, as well as the work experience of employees is also relatively long. In addition, most of the employees are able to carry out a given task. The number of respondents who gave responses that work ability is quite good employees as much as 37.50%. Only 18.75% of respondents stated that the ability of employees working in underprivileged ketagori.

#### **Work Discipline Employee Puskesmas**

Discipline is fair employee health centers. Employee Puskesmasin charge of a predetermined schedule and timekeeping clerks but in works including the category quite well. Employee health centers serve patients well enough in accordance with the set time.

#### **Results of Employee Occupational Puskesmas**

A total of 43.75% of the respondents responded that Puskesmasemployees work Rumbio Jaya including good category, 46.87% of respondents gave a response personnel work pretty good and only 9.38% of respondents who respond less well employees work. Dominant responder personnel that work quite well categorized, on the grounds that the employees are skilled enough to do the job assigned to him and quite capable in dealing with patients. Employee experiences in the field of work is relatively quite long and quite diligent in their work.

Recapitulation respondents about work ability, work discipline, and the results of employee Puskesmas Rumbio Jaya then known 40.62% of respondents stated that Puskesmas Rumbio Jaya employee performance categorized as good, as much as 43.75% of respondents gave responses that were categorized employee performance is quite good. Only 15.63% of respondents who respond less well employee performance. Based on the results of the recapitulation of respondents indicate that employee performance employee performance Puskesmas Rumbio Jaya including the category quite well.

### Implementation of the Public Health Service

Implementation of the activities of employee health services provided to the community PuskesmasRumbio Jaya / patient views of the indicators: Reliability, Responsiveness, Assurance, Empathy, and Physical Visibility (Tangible).

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### **Reliability**

A total of 46.67% of the patients responded that the reliability (reliability) is quite good employee health clinic. A total of 31.11% of patients responded well and the reliability of employee health centers as much as 22.22% of patients respond poorly reliability personnel, especially for reasons of treatment services faster and less complicated service procedures.

### **Responsiveness**

It turns out that 35.56% of patients responded that the responsiveness of employees in Puskesmas providing care to patients categorized as good, as much as 42.22% of respondents responded that responsiveness employee health centers provide health services is quite good, while the respondents who stated that the responsiveness of employees is less well by 22.22%. The reason patients respond quite well, because employees respond to patient complaints fairly quickly and precisely and can immediately handle patient complaints. Besides, employees provide sufficient appropriate action against patients who require and employee information provided to patients is clear and easy to understand. On the other hand, the reason of patients who respond less well is an act of service which is less precise and less rapid completion of the patient's complaints.

### **Assurance**

It turns out that 35.55% of patients responded that assurance personnel in providing health services in both categories, as many as 46.67% of patients responded that assurance personnel providing health services is quite good. While respondents who responded that the employee provide certainty classified as poor health services as much as 17.78%.

### **Empathy**

A total of 48.89% of respondents categorize employee empathy towards patients is quite good, 31.11% of patients responded that empathy employee Puskesmas Rumbio Jaya providing health care to patients classified as good. Patients who expressed empathy employees in providing services to the poor patients as much as 20.00% of the patients.

### **Tangible**

A total of 37.78% of patients responded that the physical appearance of health services at Puskesmas Rumbio Jaya are categorized either, as facilities available medical equipment in accordance with the requirements, cleanliness and adequate room keyamanan, and neatness employees serve patients. Patients who



stated quite good physical appearance as much as 46.67%, while patients who states that the physical appearance of poor health services categorized by 15.55%.

Recapitulation of research data on indicators of community service that includes reliability (reability), responsiveness (responsive), assurance (insurance), empathy (empathy) and Visibility physical (tangible). A total of 46.67% of patients responded that health services at PHC Rumbio Jaya including the category quite well, as much as 33.33% of patients respond well and 20.00% of the patients who responded poorly.

### **Employee Performance Relationship with Public Health Service**

The relationship between the performance of employees with public health services at Puskesmas Rumbio Jaya can be seen that the average employee performance in the category quite well. Average public health services also include the category quite well. Relationship with the employee's performance of public health services at Puskesmas Rumbio Jaya can be expressed as follows:

- 1 The proportion of employee performance in both categories was 40.62% related to the proportion of public health services categorized both by 33.33%.
- 2 The proportion of employees in the category of performance good enough for 43.75% related to the proportion of public health services category good enough for 46.67%.
- 3 The proportion of employee performance which include unfavorable category at 15.63% related to the proportion of public health services are categorized either as much as 20.00% less.

The conclusion that can be drawn from the above analysis is that there is a positive relationship between the performance of employees with public health services, the better the performance of employees, the better the public health services at Puskesmas Rumbio Jaya. The relationship between the performance of employees with public health services at Puskesmas Rumbio Jaya showed a positive relationship, where the better performance of employees was also led to better public health services provided. This condition is shown the proportion of employee performance in both categories was 40.62% which is related to the proportion of public health services are categorized quite good at 33.33%.

The proportion of employees in the category of performance is good enough for 43.76% related to the proportion of public health services category at 46.67% is good enough. Furthermore, the proportion of employee performance which include unfavorable category at 15.63% related to the proportion of public health services are categorized either as much as 20.00% less.

## CONCLUSION

Based on research conducted on all employees of Puskesmas Rumbio Jaya numbering as many as 32 respondents, the results showed that as many as 40.62% of the respondents responded that the performance of employees categorized as good, 43.75% of respondents responded that employee performance is quite good, and 15, 63% of respondents gave responses that were categorized poor employee performance.

Based on responses from 45 patients were used as respondents about public health services at Puskesmas Rumbio Jaya, was 33.33% of the respondents responded that public health services are categorized well, 46.67% of respondents responded that the public health service is quite good, and 20, 00% of respondents responded that public health services are less well categorized.

There is a positive relationship between the performance of employees with public health services at Puskesmas Rumbio Jaya. The better performance of employees, the better the public health services at Puskesmas Rumbio Jaya.

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## Good Governance and Sustainable Development: Case of Ecology Crisis in Singingi Hilir District

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### ABSTRACT

This paper describes the relationship between good governance and sustainable development which good governance is essential to sustainable development. Well-functioning legal institutions and governments bound by the rule of law are, in turn, vital to good governance, especially in order to solve and minimize the ecology crisis in Singingi Hilir cause of illegal gold mining (PETI) in Singingi River. Local Government of Kuantan Singingi Regency has the duty to promote and ensure the rule of law which includes a balance development between economic, social and environmental aspects.

*Keywords: Good Governance, Sustainable Development, The Rule of Law, Local Government.*

### INTRODUCTION

It is widely recognized that good governance is essential to sustainable development. Well-functioning legal institutions and governments bound by the rule of law are, in turn, vital to good governance. Weak legal and judicial systems – where laws are not enforced and non-compliance and corruption are the norm – undermine respect for the rule of law, engender environmental degradation, and undermine progress towards sustainable development.

To date, local government of Kuantan Singingi Regency has concentrated on developing new laws (Rancangan Peraturan Daerah tentang Pertambangan Mineral dan Batu Bara) for solving and minimalizing the effect of illegal gold mining in Singingi River, rather than building capacity for ensuring compliance with existing rules. Yet without compliance, laws and regulations are meaningless – or worse, they undermine respect for the rule of law – and cannot promote sustainable development. As a result, Singingi Hilir District as a part of Kuantan Singingi Regency still suffer from weak legal and judicial systems, lack investment, and have poor development prospects, sustainable or otherwise.

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## FINDING AND DISCUSSION

### The Rule of Law, Good Governance and Sustainable Development

In this paper, the term “rule of law” is used to mean independent, efficient, and accessible judicial and legal systems, with a government that applies fair and equitable laws equally, consistently, coherently, and prospectively to all of people. Good governance is generally characterized by accessibility, accountability, predictability and transparency. This paper treats “good governance” as having openness, participation, accountability, and transparency as key elements.

While many factors play an important role in development, good governance is now recognized as playing an essential role in the advancement of sustainable development. Good governance promotes accountability, transparency, efficiency, and rule of law in public institutions at all levels. In addition, it allows for sound and efficient management of human, natural, economic, and financial resources for equitable and sustainable development. Moreover, under good governance, there are clear decision making procedures at the level of public authorities, civil society participation in decision-making processes, and the ability to enforce rights and obligations through legal mechanisms.

These aspects of good governance do not in themselves ensure that society run well nor do they guarantee sustainable development. However, their absence severely limits that possibility and can, at worst, impede it. Without proper functioning institutions of governance based on the rule of law that promote social stability and legal certainty, there cannot be investment and assumption of risk that form the basis of market economy development, let alone sustainable development. Indeed, the strength of the rule of law is the best predictor of a local economic success. Furthermore, deficiency in the rule of law encourages high rates of corruption, with further devastating consequences on the confidence of economic actors. This lack of investment, in turn, slows economic growth and consequently deprives the governments of resources to invest in education, social safety nets, and sound environmental management, all of which are critical for sustainable development.

Introduction of good governance and rule of law, however, cannot be done overnight. The process is often a gradual one, involving changes to long-standing practices, entrenched interests, cultural habits, and social and even religious norms. A significant step was taken in this endeavor in 1998 when countries adopted the Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters (“The Aarhus Convention”). The Convention recognizes that sustainable development can only be achieved through the involvement of all stakeholders and seeks to promote greater transparency and accountability among government bodies by guarantying three pillars for the public: 1) the rights of citizen access to information; 2) citizen participation in decision making. and 3) citizen access to justice in environmental matters. In other words, the Convention guarantees freedom of access to information on the environment, gives citizens a right to participate in environmental decision-making, and provides for

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recourse to judicial and administrative remedies when these rights are denied by state authorities.

Despite a growing body of environmental law both at the national and international levels, environmental quality has been declining in many countries. Furthermore, even after more than ten years and hundreds of millions of dollars in aid, many judicial and legal systems in the world are still functioning poorly. One reason for these trends is the inadequate investment in enforcement and compliance efforts. This situation is happened in Kuantan Singingi Regency. Thus, the need to strengthen enforcement and compliance has been widely recognized. We all have a duty to do whatever we can to restore respect for the rule of law, which is the foundation for a fair and sustainable society...Sustainable development cannot be achieved unless laws governing society, the economy, and our relationship with the Earth – both international, national and local– are put into practice and connect with our deepest values. Law must be enforced and complied with by all of society, and all of society must share this obligation.

Various institutions efforts, including those mentioned above which are helping advance rule of law and good governance. However, it is insufficient to point out a legal obligation and to invest in institutional reforms if the culture of law abidingness has not replaced the culture of corruption. In other words, if the local government is receiving the aid do not work to make the internal changes and do not actually implement the legal and judicial reforms, their legal and judicial systems will continue to struggle to improve, their economic development will continue to falter, and there will be no progress towards sustainable development.

Therefore, the donor agencies need to focus more on those reforms aimed at the deeper goal of increasing governments' compliance with the laws. This requires tools that empower citizens to participate in governance, including access to justice, with opportunities to pressure the judicial and legal systems. It is increasingly recognized that the fundamental changes that are needed for rule of law and sustainable development require the support and commitment of the key people within the system, and this core group needs to be given enabling assistance to help build the essential internal political will these reforms require. Donor assistance is critical, but so is the will to reform, which must be fostered from within.

On the capacity building front, institutions such as NGOs have produced guidelines to facilitate implementation and compliance with certain multilateral environmental agreements (MEAs). They highlight several compliance assistance strategies, including sharing experiences, evaluating the effectiveness of technology transfer, and drafting model legislation. In addition, public agencies and researchers have begun collecting empirical data to analyze the effectiveness of different policies and strategies in inducing compliance with various environmental regulations. There is a great need for well-functioning, reliable, and comprehensive data gathering systems. NGOs can play an important role in gathering and validating information for such systems. With better coordination and increased support, all of

these efforts – those addressing the rule of law and good governance issues, environmental compliance assistance, and empirical data collection and analysis – will help expedite progress towards sustainable development.

## SUSTAINABLE DEVELOPMENT IN KUANTAN SINGINGI DISTRICT

There are many definitions of sustainable development, Drexhage and Murphy (Budi Winarno, 2013: 154) wrote: "**Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.**"

People concerned about sustainable development suggest that meeting the needs of the future depends on how well we balance social, economic, and environmental objectives--or needs--when making decisions today.

- **Economic:** An economically sustainable system must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sector imbalances which damage agricultural or industrial production.
- **Environmental:** An environmentally sustainable system must maintain a stable resource base, avoiding over-exploitation of renewable resource systems or environmental sink functions, and depleting non-renewable resources only to the extent that investment is made in adequate substitutes. This includes maintenance of biodiversity, atmospheric stability, and other ecosystem functions not ordinarily classed as economic resources.
- **Social:** A socially sustainable system must achieve distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation. (Jonathan M. Harris, 2000)

As described in the SDSN's *Action Agenda for Sustainable Development*, the Sustainable Development Goals (SDGs) will be complementary to the tools of international law, such as legally binding global treaties and conventions, by providing a shared normative framework that fosters collaboration across countries, mobilizes all stakeholders, and inspires action. Indeed, as has been demonstrated by the MDGs, well-crafted goals will:

- **Unite the global community and inspire coherent public and private action at local, national, regional, and global levels.** Sustainable development must be pursued at all levels of government (local, national, regional) and by public and private stakeholders, including business, civil society, academia, and research. Well-crafted, outcome-focused goals will foster a unity of purpose across public and private actors. Such goals can be applied at local, national, and regional scales, and will shift the focus of debate from "what?" to "how?"

- **Help guide the public's understanding of complex sustainable development challenges, including neglected ones.** Just like the MDGs familiarized decision makers with maternal mortality and other development challenges, the SDGs will lay out an agreed list of priority challenges, which will educate heads of government, mayors, business leaders, scientists, and other stakeholders about the complex issues that must be addressed in combination. Children everywhere should learn the SDGs to help them understand the challenges that they will confront as young adults.

- **Promote integrated thinking and put to rest the futile debates that pit one dimension of sustainable development against another.** The challenges addressed by the SDGs are inherently integrated, so sustainable development will require that the goals be pursued in combination, rather than individually or one at a time. As a result, SDGs cannot be ordered by priority. All are equally important and work in harmony with the others.

- **Support long-term approaches towards sustainable development.** The goals, targets and indicators will allow public and private actors to chart out long-term pathways to sustainable development, which can be shielded from day-to-day politics, short electoral cycles, and short-term business imperatives.

- **Define responsibilities and foster accountability.** The SDGs will also mobilize governments, businesses, civil society, and the international system to strengthen measurement and monitoring for sustainable development. In particular, the goals will empower civil society to ask governments and the private sector how they work towards every one of the new goals. The new set of goals for sustainable development must also be bolstered by significant improvements in local, national, and global data collection and processing, using new tools (GIS, remote sensing, social networking, etc.) as well as existing ones.

- **Inspire active problem solving by all sectors of society.** Just like the MDGs have spurred problem solving, particularly in health and agriculture, the Local Government of Kuantan Singingi goals can promote active problem solving by governments, the private sector, and civil society on the challenges of ending poverty, promoting economic growth, strengthening social inclusion and trust, maintaining environmental sustainability, and improving governance.

*"...action-oriented, concise and easy to communicate, limited in number, aspiration global in nature and universally applicable to all countries while taking into account different national realities, capacities and levels of development and respecting national policies and priorities."* United Nations (2012).

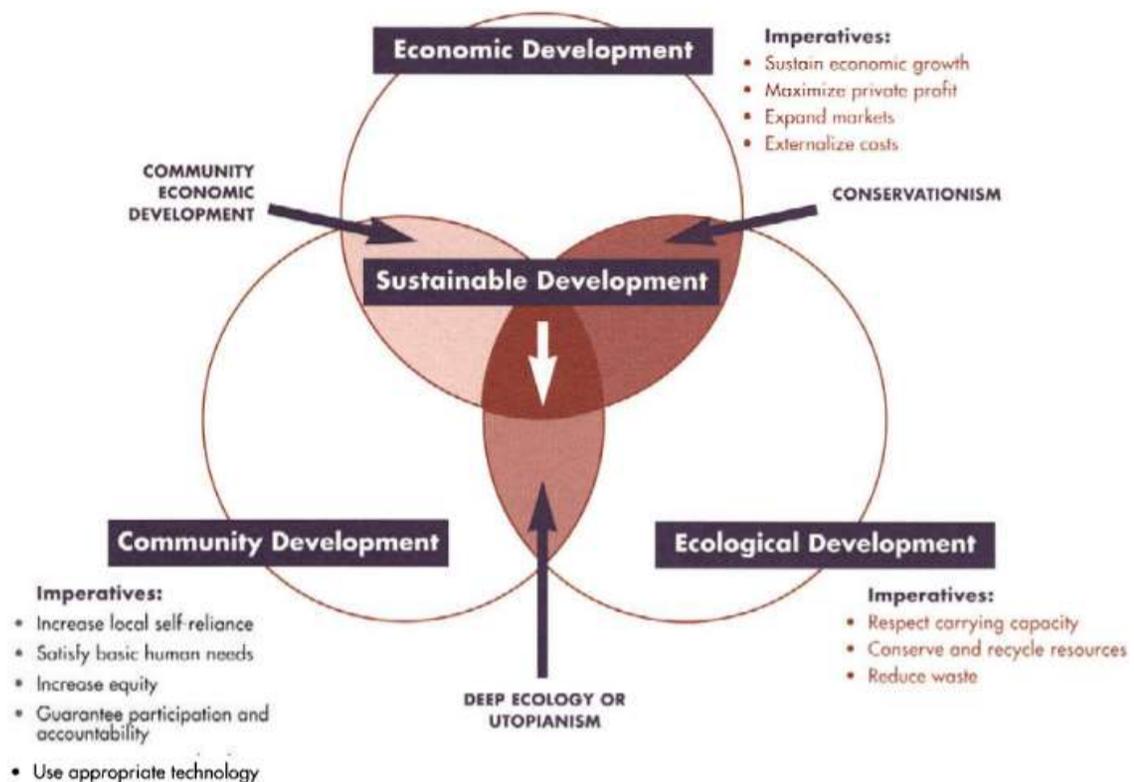
Based on this decision and the experience from the MDGs, we suggest 10 principles for the Local Government of Kuantan Singingi goals:

1. **One set of ambitious but achievable goals that will stand the test of time:**  
The new set of goals must be forward-looking to address the full range of challenges the world will face over the next decades – not only the ones it faced

over previous decades. In 2040 the children of today should applaud the goals for being relevant, bold, ambitious, and inspirational!

2. **Universal application:** The Local Government of Kuantan Singingi goals should challenge and inspire all district to act, including the high-income local and emerging economies. This does not mean that every goal must be a “stretch goal” for district. Many high-income local will have met the economic goals, but not the social and environmental goals. Poor district that cannot meet the goals out of their own domestic resources should receive national and financial support to do so.
3. **Set normative standards:** The SDGs are a critical operational tool for governments and other stakeholders, but they must also set clear normative standards around which international cooperation for sustainable development is to be organized. The SDSN proposes to anchor the fight against extreme poverty as a global norm together with a right to development for all countries that respects environmental constraints (planetary boundaries).
4. **Small number of concise goals:** Like the eight MDGs, the Local Government of Kuantan Singingi should be few in numbers and easy to learn. We believe that there should be no more than ten concise goals and thirty targets. A good test of conciseness is whether the goals fit easily on the back of a business card.
5. **Motivational and easily understandable:** The goals must be worded so that they mobilize key communities of stakeholders and the general public. To mobilize the public, the goals need to employ direct and simple language that avoids jargon, “negotiators’ speak”, or excessive scientific precision. For example, the term “cities” is not uniformly defined across the world, but it is well understood by all stakeholders and preferable to more lengthy but precise alternatives. Yet, in some places the SDGs may need to include scientific concepts like ecosystems to educate decision makers and the general public.
6. **Operational and applicable to all stakeholders:** The goals should be outcome-focused and framed in such a way that they can be defined and applied in every country, and ideally at sub-national levels as well (e.g. at the city-level). Businesses and civil society organizations should be called upon to share responsibility with local government in achieving the goals. Likewise, giving the poor a voice will be a critical part of operational sustainable development. Any process for implementing the sustainable development challenges will need to ensure the participation and voice of all people, particularly the poor, in decision-making.
7. **Integrated or “systems-based” goals:** Actions to achieve economic, social, and environmental sustainability are interdependent, and the goals should emphasize the need for integrated approaches that tackle synergies and trade-offs. In many areas systems approaches are needed to devise sustainable strategies. For example, rural prosperity, cities, climate change and ecosystem management.

8. **Based on international consensus:** Importantly, the SDGs cannot resolve issues around which no international consensus exists. The goals can take up existing international agreements, even if such a goal does not translate easily to the country level. They can then be updated once agreement has been reached on country-level targets. Thus, the outcomes of trade negotiations are consistent with achieving the SDGs as a whole.
9. **Dynamic goals:** The MDGs were expanded after their initial adoption (e.g. to include targets on sanitation and reproductive health). The Local Government of Kuantan Singingi goals should be similarly dynamic to incorporate new and more ambitious international agreements (e.g. on climate change) and to account for new scientific evidence and technological breakthroughs. Such a periodic updating of the Local Government of Kuantan Singingi goals could be part of 5-year review summits.
10. **High-quality and consistent measurement:** The MDGs have suffered from a massive time lag in reporting and patchy data. The Local Government of Kuantan Singingi goals should be based on easy-to-measure indicators and should require annual reporting on progress. Where possible, indicators should be obtained from integrated data systems, such as systems of national accounts and system of environmental-economic accounts, in order to analyze synergies and trade-offs using international statistical standards.



Picture 1. The Local Agenda 21 Planning Guide  
 Source: World Bank. The Local Agenda 21 Planning Guide (Budi Winarno, 2013, 157)

## CONCLUSION AND RECOMMENDATION

There is a consensus that the rule of law and good governance are the foundation for achieving sustainable development goals. However, despite these efforts and the growing number of environmental laws and regulations, environmental quality and public health continue to deteriorate due in significant part to lack of implementation, enforcement, and compliance with existing laws. A strengthened focus on compliance and enforcement efforts could overcome these problems and would be a critical investment for advancing sustainable development.

Secure ecosystem services by adopting policies and legislation that address drivers of ecosystem degradation, and requiring individuals, businesses and local government to pay the social cost of pollution and use of environmental services. All governments and businesses commit to the sustainable, integrated, and transparent management of water, agricultural land, forests, fisheries, mining, and hydrocarbon resources to support inclusive economic development and the achievement of all SDGs.

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## Horizontal Conflict and Social Relations of Rural Society

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### ABSTRACT

This study aims to determine the model of land dispute resolution and to know the policy that relate directly to land dispute that integrates the public interest (local and host society) with the government. The usefulness of the starting point of the horizontal ownership of land resource conflicts between local and host society (society of transmigrants) are brought from various regions in Java since 1986, especially in the village of Transmigration Sungai Golang District of Kelayang Indragiri Hulu Region. Ownership of land resources conflict as a result of violation of territorial boundaries and the violation of the rights of local society (communal land) during the New Order government.

*Keywords; Conflict, Social Relations and Policy*

### INTRODUCTION

Ownership of land resources conflict or agrarian conflict is latent conflict that continues to haunt the people of Indonesia from the colonial period to the present. The conflict is not just the issue of land but continued to widen into ethnic and sectarian conflict, in addition to material losses as a result is also loss of life. Indonesian Farmers Union (SPI) noted the agrarian conflict continues to increase every year, because the law no longer limits land ownership by individu and the company, so a lot of the rights are controlled by land capitalists by force. In 2007, there were 76 cases with total area of 196 179 hectares and the criminalization of 166 people, 24 257 families displaced households, with the deaths of eight people. In 2008, there were 63 cases and 49 land of 49,000 hectares with a level of criminalization 312 people, 31,267 heads of families were displaced, and six people died. In 2009, there were 24 cases with a land area of 328,497.86 hectares, 84 crime and violence, 5.835 heads of families displaced, and 4 people died. In 2010, the agrarian conflict had declined. There were 22 cases with 77 015 hectares wide, the level of criminalization of 166 people, and 21 367 displaced families with 5 people died. In 2011, violence in agrarian conflicts increase. There were 120 cases with a land area of 342,360.43 hectares. The level of crime and violence 35 people, 273.888 heads of families displaced, and 18 deaths (Public Discussion "Making the Land Reform Farmers For Terms Awakening", 22 September 2012).

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The increase in agrarian conflicts can not be separated from the poor management of land and government inconsistency in implementing Law Number 5 of 1960 on Agrarian Principles. In fact through the Law No. 5 of 1960 granted the government the authority to regulate the inventory, designation and use, that for the purposes of the state, worship and other sacred purposes, for purposes of the public life centers, cultural and social well-being and to develop production agriculture, livestock and fisheries as well as in line with the industry to develop, transmigration and mining.

Transmigration program issued by the government since the colonial period until now thought to be one cause of horizontal conflicts between local communities and host communities. The difference in perspective between the local society with host communities, especially in the management and utilization of forest land into one of the triggers of conflict local people and host communities. Especially when the level of welfare between local people and host communities experiencing significant gaps where local society are in a weak position and lagged behind the host communities, the seeds of conflict will be getting bigger. That's what happened in the village of Transmigration Sungai Golang Kelayang subdistrict Indragiri Hulu Region, was originally not a conflict when the socio-economic conditions are not much different. But the condition was inversely related when the economic crisis started to hit (from 1997) and the host communities who have had more than one agricultural land so the garden does not feel the impact of the economic crisis, while the local society getting squeezed with increasing rubber prices "plummeted". Therefore, local society began selling the original rubber plantation that they get on smallholdings PTPN V Kebun Benio and profit sharing between the government and local society.

Accordingly, social jealousy between local communities and host communities more pointed when local society make host communities as objects of "blackmail". Interestingly, host communities are blackmailed even though the Java society in the village of Transmigration Golang River consists of more than two of them ethnic ethnic Batak and Minang, Batak and Minang ethnic but not in the "nagging" at all. Swelter as blackmailed and continually despised cause more than 65% of Java host communities selling homes and gardens with relatively low prices 2000-2010.

While the role of the government in this case the village government and government districts in mediating the conflict does not run at all. The absence of the role of government was marked by the absence of follow-up from the government for host communities to report blackmail and terror committed by the local society (such as throwing home, theft of household goods, destruction of crops and intimidation). As a result of intimidation treatment received by the host communities increasingly become, an impact on the sale of homes, farms and other assets on a large scale.

Outcome in the above can not be separated from the violation of communal boundaries that persist for decades in the village Benio (main village of Transmigration Village Sungai Golang). New Order government programs that promote transmigration through its power depriving the rights of local communities

with dreams of development, well-being and progress of development jargon as the New Order Government through the its development trilogy.

## PROBLEMS

Horizontal conflicts land resources ownership in the above case raises at least two consequence that are logical consequences and legal consequences. Logical consequence concerns the inherent dignity and human rights, while the legal consequences related to law enforcement by the government and enforcement of justice for both local and host communities.

Based on logical consequences and the legal consequences, then the problem can be formulated this research are:

- 1) What causes horizontal conflicts ownership of land resources and how the social relationships that is built in the village of Sungai Golang District of Kelayang Indragiri Hulu?
- 2) What is the role of government in dealing with the conflict?

## RESEARCH METHODS

This research was conducted in the District Kelayang Indragiri Hulu chosen because it horizontal conflict happens in one of the village in the former transmigrants district of Kelayang namely Sungai Golang formerly known as Tanah Datar. Data collection techniques will be done in two ways, namely: interviews and in-depth investigation. The interview is extracting technical data and information in more depth, in an effort to comprehensively understanding, the way through the question and answer directly addressed orally to the informant, which contains a number of basic questions that have been prepared, with the aim to facilitate researchers conducted interviews, because the question has been structured so that it gets the results as expected. While in-depth investigation is a data collection technique designed to obtain the primary data, the facts, events, behaviors and interpretations of informants.

## RESULTS AND DISCUSSION

### 1.1. Causes of Horizontal Conflict Between Local Communities and host communities in the Sungai Golang River Kelayang District INHU

In the case of social conflicts (conflicts the local communities with transmigrants) in the village of River Golang (Read; Tanah Datar) Kelayang District of Indragiri Hulu is not separated from the influence of economic inequality and land ownership among local plantation with local communities. New Order government policies that open communal areas "Benio" transmigration into new rural initially was

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greeted positively because the government openly allocate houses and gardens for the local community with the same quantity with the host communities.

Allocating house for local residents in fact are not followed by the allocation of farm land as allotments 0,6Ha host residents (transmigrants). In addition, the government at that time also charge fees as a form of compensation for building of house for the local communities. This condition is clearly different from that obtained by the host communities, land allotments and gardens more with no fees to the host communities. Special treatment received by host communities was at first not be a problem by the local communities. But the 1997-2010 period or since the financial crisis happens in Indonesian conditions safe and peaceful village began disturbed with the increasing demands of the local communities, especially the host communities which states that *"their land, houses and farms are the communal land that there is no warkah purchase land from the government to us"*.

Economic inequality, especially after the fall of President Suharto from Indonesian governmental power between local people and host communities more peaked when the economic recession is continuously overwrite Sungai Golang Village community (read: Tanah Datar) in 1999 with a decline in the price of rubber (IDR. 1250 / Kg years 1999) and other plantation commodities. On the other hand host communities with the tenacity to grow horticulture crops in the garden and yard is able to survive and not be affected to peddle copies of government assets including land. Not so with the local communities that it "can not stand" the temptation to act in practical ways to meet the "desire" of the economy (buy daily necessities even other secondary items) by selling land and building assets.

Additionally tolerant attitudes that during the period 1986-1996 (the initial entry of trans-Java communities in 1986) it began disturbed waking due to the exodus of the local communities from the village mains (Koto Medan village) to the Sungai Golang village (read; Tanah Datar) which build houses and gardens on land that was problematic from the beginning (because the government does not provide a certificate of land and buildings to the public transmigrants). The term "pusako land" on which the expropriation of village lands in the trans became stronger when village government does not attempt to be a mediator. In addition, the period 1998-2005 actionable acts of terror with pelemptan stone and wood houses to the Java communities at night as well as extortion by asking for money to the Java communities increasingly out of control. During the two (2) years (1998-2000) of trans-Java communities has always been a "material" intimidation by elements of local people who want their "foot lift" from village "pusako" (pusako; heritage) them.

Government (head of village and village apparatus) in this context is not capable of being a facilitator and tend to be passive. The role of government is supposed to be a mediator and giving a sense of security does not function as expected, the reports from the public only through mediation facilitated without statement and any policy that guarantee security for the communities. In addition, excessive primordial attitude (ethnocentric) local communities with no tolerance

(permissive attitude) and tolerance led to the emergence of the blocks with host communities that are not able to establish a good social relations with local communities. Indeed, not all trans-Java communities who are victims of "intimidation", they were able to establish communication and relations with the fraternal relations or become part from indigenous people actually received preferential treatment (in terms of Malay Koto field called "Begito-Gito").

Based on following Exposure that the summary of the causes of conflict with local communities horizontal trans-Java communities in the village of River Golang Kelayang Indragiri Hulu subdistrict;

1. The distribution of land resources are not uneven
2. Distribution of fertilizers and agricultural equipment uneven
3. The lack of education and government involvement in promoting village economy so the impact on communities powerlessness facing economic crisis especially after the decline of rubber prices.
4. The difference between the working pattern of trans-Java communities who diligently tend to use the land for gardening to supplement their income with local residents who tend to not want to work cause disparasi income between local communities and the trans communities.
5. Difference between individuals, which include the establishment and feeling the difference.
6. Differences in cultural background.
7. The changes are rapid and sudden value in society, especially since transmigrants entering communities.

In addition, government policy by putting transmigrants in the village of Sungai Golang less attention to the characteristics of the culture and customs of the local community. In this case the government prefers instant way ("bedol desa") to move communities from Java to Riau its impact is the shift in the radical tradition of local communities and the proliferation spectacle Javanese traditions are very influential in the development of emotionality and local traditions. This condition is actually developing post-Soeharto, that local people want host communities to follow the pattern of local traditions (they often express the term "dimana bumi di pijak disitu langit dijunjung"). In addition, the following factors may also lead to horizontal conflicts between local people and host communities in the village of Sai-Golang Kelayang district Indragiri Hulu.

a. Ethnocentrism

Ethnocentric attitude as described above is excessive primordialist stance because every member of society measure the circumstances or situation based on values and norms of the group. This attitude is then developed in the 1998-2005 period Sungai Golang Village District of Kelayang.

b. Ethnic stereotypes

Ethnic stereotypes is view (image) of a common ethnic group against another ethnic. This perspective is applied indiscriminately to all members of stereotyped ethnic groups, the impact of this perspective is the local society considers the trans society (especially Java) as an enemy who must be expelled from their village.

Polarization between groups as well as the differentiation of religious ethnic and racial also inequality factors in the control and ownership of the means of production and wealth resulting in widespread to social interaction Sungai Golang River community who began to "not get along". As of the 1998-2005 period more from 50% of transmigrants Java has been selling assets to people who want to buy quickly, although a bit cheap to be able to move out of the Desa. Here's a Javan population data transmigran sell the land and building assets at a low price period 1998-2005, they were given preferential treatment in the form of intimidation pitching roofs at night, extortion, theft of property including crops and their children when school enemy.

1.2. Role of the State (**Government**) In Solving Horizontal Conflict Between Local Communities and host communities in the Sungai Golang Village District of Kelayang INHU

The process of conflict that will always happens wherever, whoever and whenever, conflict is a permanent reality in the reality of change and the change is permanent in life. Conflicts between local people and transmigrant society (host) is a social phenomenon that occurs due to an error in applying the government's transmigration policy. In addition, the role of government is very minimal in this case village government be "legal" for local people to get back their rights that have been usurped by the state (customs and ground) during transmigration.

Errors of states that do "uniformity" high impact development course for the life of the local society (including in this case the village community and society Benio Koto Medan village) should be forced to accept new traditions brought by migrant communities. Customary laws for hundreds of years of their life in an instant changed with the new law and norms in line with the entry of the state into their lives and the influx of new cultures brought by transmigrant society.

In the context of this horizontal conflict resolution, the role of state government in this case both village and sub-district government and regency does not act as power inherent in them. Effort to not be involved in mediating the conflict taken by the government in terms of validating government intimidation, blackmail, terror, etc. even though they only made by some groups, but in the case of the embodiment of the state law that rests on the positive role of government was to be one. But apart from that, the government made efforts to mediate the conflict by performing the following actions;

1. Speeding up the process of buying and selling land and buildings of transmigrants.
2. Speeding up administrative processes and help find a new location in another area of conflict vulnerability more smaller.
3. Helping finding the land buyers and buildings of transmigrants.

Conditions of transmigrants who are not able to build social relations with local communities is a problem. But for people who are able to build social relations with local communities, as described above actually benefit involved in activities such as customs and culture, given tribal names and titles of honor and serve families in one particular tribe. The following description of the formation of social relations of host communities and local communities;

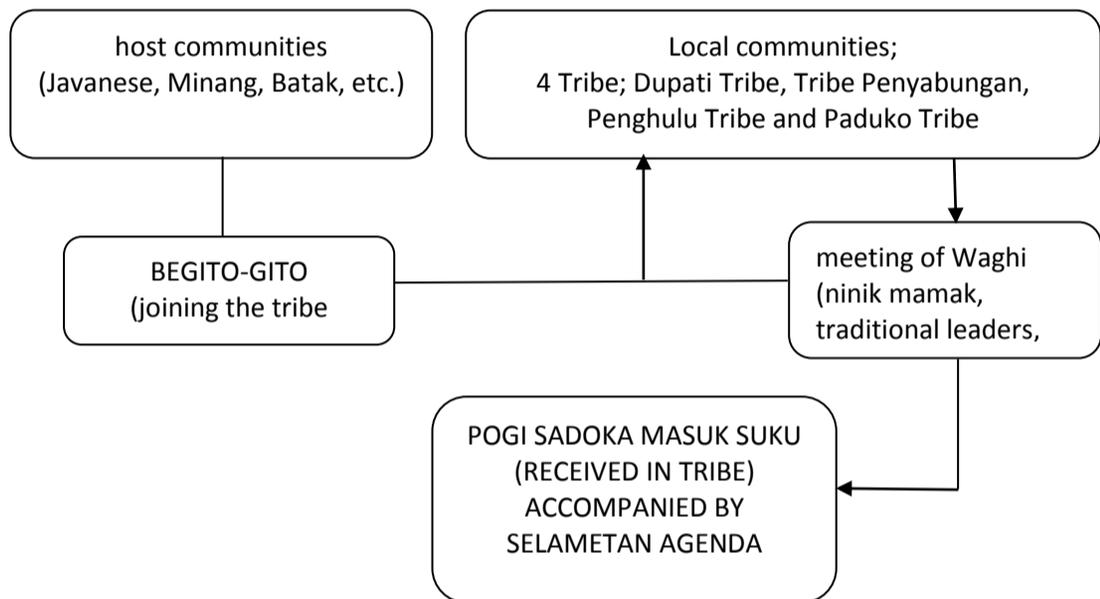


Figure 1. Formation of Social Relation of host communities and Local Communities  
 Source: Data Processed in 2014

### CONCLUSION

Based on the analysis of the above cases, it can be concluded that the horizontal conflicts between local communities and host communities caused by the pattern of distribution of those resources (capital, equipment, land, etc.) are not uneven and not apply the principle of justice. In addition, the policy states that do uniformity and distort local culture led to social unrest, especially the larger conflict. Proved conditions under which the state (under the authoritarian Suharto) crisis that led to the fall of the regime and the incoming new regime, citizens are demanding

back their basic rights when living in the territory of their own customs and culture of the country. Because the government is not able to meet the demands of the claim and even then made directly with the demands of the people within their traditional territory (formerly) to "give back" customary rights and their harato. Meanwhile, the government is reluctant to do much because they do not want the status quo is threatened government (village government).

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## Policy Model of Development and Empowerment in Conflict-Prone Border Region Towards the Reliant Community

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### ABSTRACT

Governance management reforms at the beginning were expected to involve three components (stakeholders) which are; the country, communities and the private sector. Each component is determined by its own standard role according to the used paradigms of development. The development paradigm must be parallel with the changing paradigm of Government which demand the balance in the same responsibility for community development and empowerment. However, unfortunately, the applied development concept in many developing countries experienced for a failure. Riau Province within one decade has its economic growth over 7% per year on average. But in fact, most of the residents of Riau Province have not attained that economic growth. Based on the described phenomenon it is needed for theoretical study to find a model of community empowerment in accordance with local potential. Therefore, in this occasion I posed the following research title; "Policy Model of Development and Empowerment in Conflict-Prone Border Region towards the Reliant Community."

From what's disclosed the research problems are formulated as follows;

1. How are the community's views on local government towards development activities in border areas (economic, social, cultural, political and public service) in Riau?
2. How does the local Government view on the Community area on the borders of conflict-prone in Riau?
3. What are the factors and efforts to support the community development and empowerment towards the reliance community in conflict-prone areas in Riau?
4. What kind of policy model of development and empowerment that can dampen the community conflict in conflict-prone area in Riau?

As for the goals of this research are:

- a. to find out and to analyze the community's views on local government towards development activities in border areas (economic, social, cultural, political and public service) in Riau
- b. to know and to analyse the view of local governments on the community in the area of conflict-prone border in Riau.
- c. to know and to analyse the factors and efforts to support the community development and empowerment towards the reliance community in conflict-prone areas in Riau
- d. to drafting and to formulate policy model of development and empowerment that can dampen the community conflict in conflict-prone area in Riau

To answer those questions, theoretically the policy model approach is used. The applied Model is using a combination of concepts and elaborating policy models that correspond to the question of development and empowerment in each region at the border. Therefore, this research method is designed using a mixed methods approach which is qualitative and quantitative. This is the method for making overlapped between a method with other methods.

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## INTRODUCTION

Governance management reforms at the beginning were expected to involve three components (stakeholders) which are; the country, communities and the private sector. Each component is determined by its own standard role according to the used paradigms of development. The development paradigm must be parallel with the changing paradigm of Government which demand the balance in the same responsibility for development and community empowerment. However, unfortunately, the applied development concept in many developing countries experienced for a failure.

Riau Province within one decade has economic growth over 7% per year on average. But in fact, most of the residents of Riau Province have not attained that economic growth. Based on the described phenomenon it is needed for theoretical study to find a model of community empowerment in accordance with local potential. Therefore, in this occasion I posed the following research title; "Policy Model of Development and Empowerment in Conflict-Prone Border Region towards the Reliant Community."

### Question of Research and Goal of Research

Based on the background of research, question of research that will be found out are:

- a. What are the community' opinion on local government regarding to development activities in border region (economic, social, culture, politics and public service) in Riau?
- b. What are the local government opinion regarding to the community on the borders of conflict-prone in Riau?
- c. What are the factors and efforts to support the community development and empowerment towards the reliance community in conflict-prone areas in Riau?
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- c. to know and to analyse the factors and efforts to support the community development and empowerment towards the reliance community in conflict-prone areas in Riau
- d. to drafting and to formulate policy model of development and empowerment that can dampen the community conflict in conflict-prone area in Riau.

## THE CONCEPT AND THE THEORY

The concept of economics development and the empowerment of community is not a new thing. It was there since the human lived in a group, they did mutually exchange their daily living needs. Since that, the socio-culture, socio-economy and social politics that had been done by community or country was taken over by the Government. As a result, all society affairs that should be done by themselves were taken over by leaders on behalf of the State and the community.

In this case it is presented a view that could change the minds of community empowerment activities by proposing the concept of a **"policy model of development and empowerment in conflict-prone border region towards the reliant community"**.

The economic gap may occur because there is an imbalance of mastery or possession of various production resources and the productivity among economic actors. Community groups with a limited ownership of production factor and low productivity result low levels of well-being before economic actors in the advanced, modern, developed and strong group. The widen gap leads to the occurrence of the dichotomy between a strong economy and a weak economy. Finally it will rise conflicts that used to be horizontally turned into a vertical conflict.

The undertaken policy of empowerment ever in this country, are: Regional Development Program (Program Pembangunan Wilayah /PPW), it was then converted into the Integrated Regional Development Program (PPW terpadu /P2WT) program which was implemented at the beginning of Pelita Satu to Pelita Dua. Then entering the Pelita Tiga and Pelita Empat, Assistance Program was implemented through Presidential Instruction on village and Presidential Instruction on Underdeveloped Villages (Inpres Desa Tertinggal/IDT) later. At the end of 1997 to 1998/1999 Social Safety Network (Jaringan Pengaman Sosial/JPS) was established. From all programs, there had been no program that could alleviate poverty, even the citizens were being subject to the mercy of Government. During the reign of the reform, the Urban Poverty Reduction Program was held (Program Penanggulangan Kemiskinan Perkotaan/P2KP, 2008) and then forwarded to the National Program for Community Empowerment (Program Nasional Pemberdayaan Masyarakat/PNPM in 2012, 2013 and 2014). But all the programs have no real existence yet to cope with the problem of poverty that existed in the villages. There's even a trend of the emerging of jealousy and conflict vertically and horizontally.

Implementation of policies or programs of empowerment implemented by the Government is using the model top down looking at something that's in a below position and receiving. Then, it is impressed that the issues faced by each community group is the same. As a result a policy is considered to be able to resolve the issues of the community. The Government in this case acts as general practitioners, using a drug to cure various diseases of society. The Government needs to change the attitude and views in the efforts to develop enterprise and

empowerment of community. Various models can be used in making policy and implementing policy.

The Government, in the Orde Baru era and the Orde Reformasi era, in implementing community empowerment uses the "top down" model approach, even though the effort is done by using a "bottom up" strategy. It can be seen from the used regulation in implementing the Central Government's empowerment policy that had made implementing guidance and technical guidance. Guidance is in the form of Government Regulation to the Minister regulations. As a result, the implementers in the field are just as the operator not the executor. This condition affects on the implementing regulations, where the executors are chained by the rules and are unable to do the innovation and the creativity on the process of interaction, adaptation and integration between policies emanating from Central Government to the conditions in the field. The innovation, a creativity to do the adaptation, is considered as a deviation and consequently the rule executor in the field will face law problems. These conditions slow down the activities of community empowerment, especially for the achievement of targets and goals in accordance with the defined objectives previously (a review of administration and policy).

To perform empowerment needs model. The model is a simplification of the reality being represented. Model has two forms, which are; concrete, namely reproduction of the small size of the object or the object of physical or tangible, and; abstract, namely the simplification of social phenomena in the form of an idea or concept that is expressed in the form of theory, symbols or pictures. According to Conyers (1984) policy model has some aspects to represent the realities that exist in society. Conyers affirmed that the more model the better model. The integration of the model in a policy is possibly done. Subsequently affirmed that a good model when it is able to transform aspects. Based on the phenomenon, in this writing, it is proposed policy models as follows;

Based on the described policy models, there had been no model that can solve the problem completely. Every region and every problem that exist in the community have a specific model, thus it is needed the integration models and development models in community empowerment efforts. The problems of community's development and the empowerment in conflict-prone areas of border showed a critical interface of culture, social, politics and economics. A conflict occurring in this area is due to the presence of one party claim to another party on a resource that exists in both parties. Efforts to master that is what led to the dispute which resulted in conflict. So the models for this study will be developed in accordance with the circumstances existing in the community.

Enhancement of community's competitiveness at the border must be sourced from improved efficiency and productivity, and not through other means. The protection, for a while, can still be used to shore up the competitiveness in the market in the border area. The power of border Community began with protection from the Government or the authorities, that protection should not be prolonged. It



must have a deadline of weaning, so the community has the power to fix the problem towards independence. It means that protection process of the border Community are used when it is small and has no economic power yet, but when they already have economic power then protection should soon released. So, automatically, when they have been swept up in the economy, there will be a huge impact made to other communities.

The strategy of border community empowerment and development rests on economic growth. The strategy is still taken because it is proven to be true. But in the long term a stronger efforts needs to be directed in changing the view and encouraging the acceleration of structural changes (structural transformation) to strengthen the border community to keep their respective territories.

The structural Transformation like a process of view changing from the traditional economy to modern economy, from a weak economy to a tough economy, from subsystem economy to a market economy, from dependence to self-reliance for the border areas that are considered prone to conflict. Similar structural change hinted at these fundamental steps which include resources allocating, institutional strengthening, as well as the empowerment of human resources. This strategy will be able to resurrect the community that exists on the border which had been expressed earlier.

The should be pursued strategies for implementation of community's development and empowerment in the conflict-prone border. The important among those are: *first*, the improvement of access to production assets (productive assets). *Second*, to strengthen the position of economic transactions and business partnership of the people. As producers and sellers, the position and strength of the people in the economy is very weak. *Third*, improving health and education services in order to improve the quality of human resources. *Fourth*, the wisdom of industrial development should lead to the strengthening of industry people. People's industries, which grew into a small and medium industry must be strong to become the backbone of the national industry. *Fifth*, equitable development between regions. Economy of the people scattered in the border area. In the framework of this people's economic development, great care needs to be given so the development can be more evenly distributed and thus gives a greater chance at people's economy in underdeveloped areas to develop also. Therefore, there must be an approach that suits to local conditions, or referred as *region specific* or *local specific*. In addition local governance needs to be given broader responsibilities to establish and to reinforce the garrison. Strengthening it further with, among others, gives greater confidence in managing developmental funds.

## RESEARCH METHOD

This research used the qualitative approach as it would see the views or the public perception who resides in the border region on regency government and so otherwise. The perception here is the view of the community on the activities of regency government in the border area. To facilitate the collection of data, the research is also using a quantitative approach.

Qualitative data was obtained through observation and interviews; quantitative data obtained through data modification using the Likert scale with the use of score, the tool used is questionnaire. To see the validity of the data it is used in triangulation technique using the and method of combined analysis.

## THE RESULT AND DISCUSSION

The State border and the border area is the embodiment of sovereignty of nations or regions in the concerned nation or State. Frontier also has an important role in determining the limits of the authority to make use of existing resources. Besides, borders is a limit area to maintain the security and territorial integrity. Security and defence areas can be maintained when the community who lives in the area are developed according to the needs and the potential that exists in the area

Strategies for maintaining border area from the activity that does not comply with the required provisions of the arrangement of development planning in the area. The preparation of this border community development planning relates to the issue of: socio-cultural, socio-economic, socio-political and Defense Security.

- a. Preparation of the development of border areas (condition of politic, economy, social culture of border community)

Regency/city which is under the administrative rule of Riau Province and deals directly with neighbouring countries (Malaysia) is: Bengkalis Regency, while Regency/city bordering directly the neighbouring province in the waters territorial is Indragiri Hilir Regency and Pelalawan Regency. Both these areas geographically are the gateway to the eastern region of Riau Province. In other words, progress and setbacks from the construction of the Riau Province thoroughly reflected from the both County progress.

Indragiri Hilir and the Pelalawan Regency when viewed from the their topograph is somewhat different, only certain areas that have in common such as: Subdistrict of Guntung, Mandah, Gaung Anak Serka, and for Indragiri Hilir Regency, while for Districts that existed in Pelalawan Regency are district of Kerumutan, Teluk Meranti dan Kuala Kampar. For more details such as the following:

- b. The preparation and development of local values to the border community.

The preparation of regional development, especially in the area of samples such as: District of Kerumutan Kuala Kampar, Mandah, and Gaung Anak Serka (GAS) in fact represent a development that cannot be separated by regional

development nationwide. In order that the community in border areas is not already love neighboring country and areas, it is still needed to instil local values that support the development of local love. Thus, the strategic development is development that prioritizes construction of values. There are three strategies; Strategic values are:

- a. Cultivation the spirit of love for the nation and the homeland and giving the ease to the community in the border region.
- b. The superiority of being made as the appeal and the opening of work so that the community will not move out of the country/region.
- c. The value that needs serious attention is the value of a sense of area security and order so that it got no distractions which means.

Geographical circumstances existing in the border area of the province of Riau in particular in Indragiri Hilir and Pelalawan. Both areas are bordering with neighboring countries. These two districts are separated by the Strait of Malacca, which is made up of the waters, as well as other border areas. While on the Mainland, the borders between one another are not so obvious. Thus, every local government needs to keep and maintain a relationship of harmony between them.

c. View of Politics, Economy and Social-Culture of Border Community

Development and construction in the border Community will strengthening and give the public confidence to the Government and the State ideology. People living in border areas have access to interact quickly to communities neighboring areas or to neighboring countries. This condition will facilitate the absorption and acceptance of politics and ideology from outside. This is due to the circumstances in neighboring areas or neighbouring countries which are more advanced in comparison with their own regions. In addition to instilling the values, national and local governments also need to organize politics in border areas correctly, avoiding the unethical values and political practices. On the reform era, local issues such as primordialisme, nepotism, local ego, are strong, while in the border areas the society are heterogeneous. This condition needs to be laid out and restored on the right track, don't let one group feels to have one area and other groups feel the group number two, three and so on (marginal).

Economic circumstances of communities in border areas have similarities on average. They generally do a conventional economic activity such as; farming and fishing. While the work are the provision of services, such as; trade, transport, and telecommunications workers. Community that resides in the borders do more socio-economic interactions to existing community in neighboring areas or to neighboring countries. Social cultural community border directly or indirectly is affected by changes in science and technology in the field of information and communication. Both of these can accelerate the entry and the expansion of foreign culture into community border life.

The strategy of construction and development of the border areas is through the participatory approach of the community itself with the aim to open and hold the connection between the border regions with central Government area. During this

time, the view of Government, whether the Central Government or local Governments, at border areas as the region which is lagging behind. As a result of this view wrong is that the border area becomes the isolated area and left behind. The next strategi is the regional government (mother) needs to create a view that the border area as a veranda or terrace of the area. As the area of the terrace, then faces of border regions must be more beautiful than the underdeveloped ones. So that it would gain the support and contribution of all components of society in ductility and toughness around the border regions.

The next strategy is development and the enhancement of border areas through two paradigms which are; the economic paradigm that points to the local economy and local political paradigm approach. Both paradigms are inter-related, with assumsion when the need of community can be met, then the community will be Government-oriented, but if that condition is not met then they will be looking for "a parent" who is able to provide benefits to them economically and politically.

Both paradigms as the basis for the implementation of development programs which is integrative, adaptive and conducive. Development programs and the development of border areas is directed to:

- a. Spurs equitable development in border areas in order to improve welfare, active participation of communities in border areas and mengaktualisasikan resources that exist, in accordance with the spirit of regional autonomy.
- b. Embody people's lives border area that is comparable to other areas.

Strategies of development of border areas are as follows:

- a. Embodies the development of border areas which include the use of natural resources in accordance with the purposes of the Community area, conducting an inventory of all the wealth that exists in the border areas.
- b. Guarantee future wellbeing of society against the parent or the parent Government districts so that they love and are oriented on the parent area.
- c. Is a guarantee of the implementation of the Act No. 32 of 2004 on regional autonomy and the implementation of Act No. 3 of 2002 that the country's defense system is a defense system of the universe that involves the entire citizens, territory and national resources.

## CONCLUSIONS AND SUGGESTIONS

The border area is the most strategic areas in an area of the district/city, province or even State. The border area has strategic value in supporting the success of the regional and national development. The border area becomes the mirror and also a symbol of the strength and well-being of an area. The stability and prosperity of border areas are the measures of the welfare and harmony of the concerned region. Therefore, it is need to an understanding of safeguarding border area in relation to the sovereignty of the region/country, which also may imply that a

threat to one region or island in the border area of the country means a threat to the integrity and sovereignty of the country.

Security of the state border in keeping the sovereignty of the region/country nowadays is still conducted not optimal. It can be seen from many cases of abuses of across borders (land, sea and air) made by foreign parties for various reasons.

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