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The 1st International Conference on Social Sciences (ICSS 2018), held on October 18th-19th, 2018 in Bali Nusa Dua Convention Center, Bali, Indonesia brings together researchers, practitioners, educators, policy-makers, community leaders across disciplines and sectors, to exchange ideas and advance evidence-based policies and practice concerning Social Sciences. This conference was held with the cooperation of several universities incorporated in a consortium called International Joint Conference on Science and Technology (IJCST). IJCST hosted the conference since 2015 until 2017. Since there was an increase in the number of consortium members as well as in order to accommodate the diversity of the field of sciences, hence since 2018, the consortium organized a special conference in the field of social sciences.

Please click [here](#) for the conference website. (*Conference website no longer available.*)



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Proceedings of the 1st International Conference on Social Sciences (ICSS 2018)

PREFACE

We are delighted to present these Conference Proceedings of the First International Conference on Social Sciences (ICSS 2018). This conference is held on October 18th-19th, 2018 in Bali Nusa Dua Convention Center, Bali, Indonesia. ICSS 2018 is organized by a consortium of five faculties from five universities and two polytechnics namely: Faculty of Social Sciences and Law State University of Surabaya (Universitas Negeri Surabaya), Faculty of Social Sciences State University of Makassar (Universitas Negeri Makassar), Faculty of Social Sciences State University of Manado (Universitas Negeri Manado), Faculty of Social Sciences and Politics Universitas Pembangunan Nasional Veteran Jawa Timur, Faculty of Law Universitas Trunojoyo Madura, Bali State Polytechnic and Jember State Polytechnic. ICSS 2018 is one of the first major international meetings on social sciences. It is attended by scholars, researchers, practitioners, and government to discuss research and practices in social sciences. This year theme is "Social Science and Humanities for Sustainable Development to Support Community Empowerment" and The Sub Themes are Education, Law, Politics and Social Sciences, Public Administration, Communication, Business Administration, Anthropology, Humanities.

There are 365 papers submitted in which the authors are from Australia,

Canada, France and Indonesia, and from that number the committee has selected 337 papers for publication. To do so, the review process is conducted by the main editor peer review. Each paper is reviewed by two reviewers. The committee also applied plagiarism screening by using Turnitin software. The level of interest in the conference subject matter is maintained by organizing the conference in 4 parallel sessions, each on a specific theme, to provide each paper with sufficient time for presentation and to accommodate all of them within the overall time allocated.

Finally, we would like to express our gratitude to our fellow members of the local Committee from each member of the consortium for their work in securing a substantial input of papers and in encouraging participation from their areas. We are also indebted to those who served as chairmen as without their contribution, it is impossible to conduct the conference. We also acknowledge all participants for their contributions to the Conference program as well as their contributions to these Proceedings. We would also like to record our appreciation for the work of Bali State Polytechnic team in taking care of all the excellent logistical arrangements for the conference. Their efforts are marvelous. We are looking forward to the second ICSS which will be scheduled in 2019.

The Editors



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[Social Sciences and the Indonesian Historical Diaspora](#)

David Reeve

There has been some very interesting work in Indonesian history combining the roles of various social sciences. One thinks particularly of the work of Sartono Kartodirjo, the great historian from Universitas Gadjah Mada who developed a multi-disciplinary/multi-dimensional approach to Indonesian history...

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Best Practices for Social Media Governance and Strategy at the Humber College Institute of Technology and Advanced Learning

James Christopher Cullin

The purpose of this research project is to identify best practices for a cross-institutional social media framework for the Humber College Institute of Technology and Advanced Learning in Toronto, Canada. Many individual schools, divisions and departments within the college actively deploy social media,...

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The Desa Wisata Terpadu as a vector of sustainable development in Bali?

Sylvine Pickel-Chevalier

The international diffusion of sustainable tourism requires the invention of syncretic models adapted to the sociocultural characteristics of local societies. That is the challenge of the touristic integrated village policy created in 1992 by the Indonesian government. This model promotes the establishment...

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Comparative Analysis of United States Agency and Representative Council of Indonesia



Agus Trilaksana, Mr Artono, Thomas Nugroho Aji

The People's Consultative Assembly is a representative institution in the democratic country of Indonesia. The People's Consultative Assembly in accordance with the 1945 Constitution result of Amendment I of 2000 consists of members of the People's Representatives Council and Members of the Regional...

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Barongsai as a Strengthening Tool to Reach Harmonious Multiculturalism

Mr Artono, Mr Riyadi, Mr Najamuddin

In the 19th century there was an influx of large numbers of Chinese immigrant workers to the Dutch East Indies to work in mines and plantations. The largest group of Chinese immigrants began between 1860 and about 1890, they were composed of several very different ethnic groups and had cultures and customs...

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Application Of Experiential Learning Model In History Learning

Corry Liana, Mr Nasution, Septina Alrianingrum

The era of globalization is an inevitable period. Therefore, the Institute for Educational Teaching (LPTK), especially historical education must be able to answer the challenge by applying learning innovation. LPTK has the task of preparing professional teachers, who are able to educate the young generation...

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Political Orientation of Nahdatul Ulama After Muhtamar IX

Eko Satriya Hermawan, Rojil Nugroho Bayu Aji, Mr Riyadi

Nahdatul Ulama (NU) is currently the largest Muslim-based community organization in Indonesia. Looking at the historical view, that NU used to be a political party, even winning the election in Sidorajo, East Java. This study uses a methodological approach of history to see the uniqueness of NU in winning...

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The Profile Of Micro Small Medium Enterprises At The Monetary Crisis Era In 1997-1998 Case Study: Intako Sidoarjo

Mr Nasution, Agus Trilaksana, Mr Artono

The purpose of this study is to analyze the acquisition of capital, development of production and marketing, and strategies undertaken by INTAKO in order to survive when the monetary crisis hit Indonesia in 1997-1998. To support this research, we used qualitative descriptive method. The study was conducted...

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The Social Change of the Tionghoa Community in Surakarta in Age XX

Mr Riyadi, Corry Liana, Rojil Nugroho Bayu Aji

The article discusses the social changes of the Chinese community in Kampong Pecinan (Chinese community resident) Surakarta which includes changes in the processual and social structure of society. In the smaller scope of social change can be interpreted as a part of the process within the social structure....

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National Anthem and Nationalism in Football

Rojil Nugroho Bayu Aji, Thomas Nugroho Aji, Mr Nasution

The transformation of the nationalism can be traced through almost any social activity. Nationalism is also unique. It is frequently appear during international sport event, such as Olympics, World Cup, and Grand Slam Tennis Tournament. This case show that the important of us to think about relation...

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Digital Literacy Building Social-Cultural Awareness

Septina Alrianingrum, Ms Listyaningsih, Mr Jacky

Globalization and modernization demanding society must be able to follow the development of information technology through gadgets in various models and application features that make it easy for people to get extensive, fast and diverse information. Internet optimization becomes the basis of digital...

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Kartini and The Feminism Thinking in Javanese Nobles Women (Women Priyayi)

Sri Mastuti Purwaningsih, Lilis Muchoiyyaroh, Julien Biringan

The beginning of the 20th century was the opening of Dutch European schools to Javanese nobles. It allowed the Javanese priyayi children to receive a European education. Education allows the transformation of European ideas to spread to the east. Freedom and independence are one of Europe's most influential...

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Cultivation in Dutch East Indies

Mr Sumarno, Mr Wisnu, Rojil Nugroho Bayu Aji

The system of forced cultivation has always been viewed negatively in the history of Indonesia, because as a form of oppression against the people with

a mandatory system to plant certain crops that apply in the international market. But in fact the policy can be reinterpreted as a model in the development...

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The Democratic Process In The History Of Village Head Election In Java

Thomas Nugroho Aji, Eko Satriya Hermawan, Agus Trilaksana

Villages in Java past before the arrival of Europeans to Indonesia has been mentioned in existence in some historical relics of inscriptions, including mentioned in inscriptions walandit and inscriptions kawali which is a relic of the 14th century. In both these inscriptions mentioned that the village...

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The Forecast Djaka Lodang And Prabowo Subianto In The Concept Of Historicism

Mr Wisnu, Septina Alrianingrum, Eko Satriya Hermawan

This paper discusses two predictions, Djaka Lodang's prediction and Prabowo Subianto's prediction. The forecast in historicism is a way of approach in the social sciences and the history of science which is based on the notion that forecasting of the future is the ultimate goal of history. This is made...

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Nagarakertagama Manuscript As Historical Route in East Java Tourism Development

Sri Mastuti Purwaningsih, Y. Hanan Pamungkas, Mr Nasution

Nagarakertagama is an ancient manuscript that in 2012 recognize as memory of world by UNESCO. Writing by Mpu Prapanca, it's contain of the story of Majapahit Kingdom (1293 -1478 AD), include, genealogy of kingdom, the situation of capital city of Majapahit and the famous journey of king hayamwuruk in...

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Registration of Transfers of Land of Rights for Nominee in the Post of Tax Amnesty

Mahendra Wardhana, Indri Fogar Susilowati, Dita Perwitasari



National development relies heavily on the participation and financing from the people through receipt of tax payments. But not all economic activities carried out by the public are reported to the authorized tax authorities. The unreporting of all these economic activities resulted in a reduction in...

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Social Security For Domestic Workers in Indonesia

Arinto Nugroho, Emmilia Rusdiana, Mr Mustari

Minister of Manpower Regulation Number 2 Year 2015 concerning Protection against Domestic Workers tries to protect domestic workers to get social security programs. Unfortunately, Article 11 letter (g) of this regulation only requires users to register domestic workers in social security programs without...

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Budi Hermono, Muh Ali Masnun, Indri Fogar Susilowati

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Due to the Law of Marriage Agreement Against Third Party with the Ruling of Constitutional Court Number 69 / PUU-XIII / 2015

Dita Perwitasari, Eny Sulistyowati, Indri Fogar Susilowati

Marriage Agreement, is something that is still considered taboo for a marriage in Indonesia. However, over time, education levels, technological advances and the current era of globalization are not so taboo to be made in a marriage. The known marriage agreement is a marriage agreement based on the Civil...

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The Urgency of the Opening of East-West Archipelagic Sea-Lanes in Indonesia

Elisabeth Septin Puspoayu, Arinto Nugroho, Mr Tamsil

Indonesia as an archipelagic state has the obligation to regulate archipelagic sea-lanes (ASL) in accordance with Article 53 UNCLOS 1982 and the rights to determine the rights and obligations of ships passing through the ASLs in Indonesia that has been set. The opening of North-South ASL in Indonesia...

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Criticism Of The Strategy Of Criminal Law Formulation In Law Number 22 Year 2009 Concerning Traffic And Road Transport

Emmilia Rusdiana, Gelar Ali Ahmad, Diana Darmayanti Putong, Reynold Simanjuntak

Order in Traffic to a certain extent reflects the moral, mental, and personality of the nation, and this is an indicator of the dignity of a nation. Indonesia has enforced The Law Number 22 Year 2009 concerning road traffic and transportation (UULLAJ). UULLAJ is an administrative nuance, but the norms...

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Obligations of Business Actors to Publish Halal Labels in Food as a Form of Legal Protection for Muslim Consumers

Eny Sulistyowati, Nurul Hikmah, Isye Junita Melo

Article 4 jo Article 25 of the Law of the Republic of Indonesia Number 33 of 2014 concerning Guarantees of Halal Products regulates obligations for Business Actors who trade in their products - including food - in Indonesia "must be halal certified" and "must include halal labels". One of the considerations...

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Nawacita In Victimology Studies: A Case Study of The

Development of West Java International Airport (BIJB)

Gelar Ali Ahmad, Pudji Astuti, Emilia Rusdiana

Nawacita is programs promised by Joko Widodo and Jusuf Kalla in their regime which one of them is to continue and integrate Masterplan for Acceleration and Expansion of Indonesia Economic Development (MP3EI) into it. The Masterplan for Acceleration and Expansion of Indonesia's Economic Development (MP3EI)...

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Indonesia's Governance System after Amandment of the 1945 Constitution: The Dialectic between Text and Context

Hananto Widodo, Hezron Sabar Rotua Tinambunan, Fitri Mamunto, Hasnawi Haris

Indonesian political turn-over made up by long history has brought many constellation to form a government institution. The fall of new orde has brought some new spirit to redefine the government institution in support of the presidential system purification. This writing aims to construct the prefer...

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Analysis of Bureaucratic Reform in KPPN Surabaya I And II to Improve Public Services Through Standard Operating Procedure Enforcement With One Stop Service Innovation

Hezron Sabar Rotua Tinambunan, Hananto Widodo



The Implementation of bureaucracy reform in Treasury Office (KPPN) Surabaya I and II follow the bureaucracy reform of Ministry Finance. The purpose of this study is to describe the bureaucracy reform of public services in KPPN Surabaya I and II. The type of research uses a social legal study. The data...

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Overlapping Synchronization of Mining Business Arrangements in Forest Areas in Indonesia

Indri Fogar Susilowati, Mr Tamsil, Mahendra Wardhana

The provisions of the Forestry Law (Law No. 19 of 2004) which prohibits mining business activities in forest areas (both production forests and protected forests) create complicated problems, because the mining depositors already have permits and / or government approval as a remote mining authority...

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Disharmony Arrangement of Regional Owned Enterprises After Regulation Government Number 54 Year 2017

Muh Ali Masnun, Mahendra Wardhana, Pudji Astuti

The purpose of this research is to identify the form of disharmony in the arrangement of Regional-Owned Enterprises (BUMD) and how to resolve the

disharmony. This research method is normative juridical by using prima legal materials and secondary legal materials. The results of this study, t] form...

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Legality Laws Against The Role of Mosque as a Unit Management of Zakat Management (UPZ) a Strategic Way to Increasing Well-Being

Nurul Hikmah, Gelar Ali Ahmad, Muh Ali Masnun

Zakat is an obligation that should be adopted by a moslem to give a part of their wealth to pass (mustahiq) in accordance with islamic syariah. View the community of the existence of the institutions of amil and zakat (LAZ) has not so good, so people want to give (muzakki) more channel until the day...

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Characteristic of Crime In Education

Pudji Astuti, Emilia Rusdiana, Wenly J.R. Lolong

The essence of education is a process of mental development, so that people are educated not only has the intellectual prowess but also commendable morals. In fact the purpose of education is not realized, for their criminal acts in the implementation process of learning. Combating crime in education...

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Comparative Weaknesses Of BANI To Accommodate The Needs Of Business Actors In The Middle Of Expansion And Globalization Of International Arbitration

Mr Tamsil, Indri Fogar Susilowati, Elisabeth Septin Puspoayu

The conflict of BANI's founders and administrators to court institutions resulted in the Indonesian Arbitration becoming unattractive and inappropriate for cross-border business players to resolve trade disputes between them. In fact, without the conflict BANI has been overwhelmed by competition with...

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Review Acts Of Corruption Through The Perspectives Of The Ethics Of Public Administration Theory

Trenda Aktiva Oktairyanda, Thelma Wawointana, Kahar Fakhri



A proliferation of corruption cases are massive and occurred over and over again, has demonstrated to us that there is a serious pathology of the bureaucracy and insubordination against the ethics of public administration in Indonesia. With the emergence of cases of corruption, then the necessary enforcement...

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Badrudin Kurniawan, Tjitjik Rahaju, Muhammad Farid Ma'ruf

Citarum River has a vital role to local community. But people behavior is precisely to make it increasingly threatened due to heavy pollution and siltation of river. Various government policies have been carried out but it had not yet result expected goal. Based on this fact, author is interested to...

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Electronic Voting (E-Voting) in Indonesia: Reflection On E-Voting Practices in Some Countries

Eva Hany Fanida, Darman Manda, Marthinus Mandagi

Recently, the term e-voting has often been discussed in Indonesia. This is due to the emergence of the discourse on the implementation of the e-voting system in the Indonesian Presidential Election which will be held in 2019.

This e-voting option is used as an alternative solution because the hope c



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Innovation in the Public Sector in the Digital Era (A Study of the Process Diffusion of SIMPUS in Yogyakarta)

Deby Febriyan Eprilianto, Fitrotun Niswah, Ms Meirinawati

In Indonesia, innovation is associated with the utilization of Information and Communication Technology (ICT) in the process of public administration. The most important thing in doing an innovation is the process of innovation diffusion. The purpose of this research was to know and describe the process...

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Village Finance System (SISKEUDES): Transparency of Village Asset Management Toward Open Government Partnership

Fitrotun Niswah, Goinpeace Handerson Tumbel, Ms Aslinda

The logical consequence of the concept of regional autonomy is the presence of fiscal decentralization. The independence of rural communities in the formulation of programs for the administration of governance and development at the village level becomes the space of urgency of village financial management,...

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Fiscal Decentralization and Local Potentials Improvement in Madura Region

Galih Wahyu Pradana, Mr Tauran, Tjitjik Rahaju, Ardhie Raditya

Fiscal decentralization has the goal of providing opportunities for regions to explore the potential funding sources as well as they have. In this discussion, we will review how fiscal decentralization implemented in the region of Madura. The discussion will be more in-depth about the impact and the...

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Stakeholder Collaboration: Strategies to Strengthen Disability Capacity Achieve Economic Independence in Madura

Tjitjik Rahaju, Asri Widjiastuti, Galih Wahyu Pradana



Attention to persons with disabilities should always be enhanced by involving various stakeholders. The involvement of all stakeholders at the central and regional levels was developed in a collaborative strategy to strengthen the capacity of disability to be self-sufficient and able to contribute economically. The...

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Strategy Management of Hazardous and Toxic Waste Processing by PT Artama Sentosa Indonesia (Study of Transporting and Collecting Hazardous and Toxic Waste)

Ms Meirinawati, Eva Hany Fanida, Indah Prabawati

A company does not only produce many products but also produce the waste. The waste itself can be hazardous and toxic or not. Hazardous and toxic waste needs a serious processing. The hazardous and toxic waste which cannot handle properly causes environmental pollution and even environmental damage....

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Revitalization of Pedestrian: Fulfillment Accessibility Rights for Persons With Disabilities (PWDs) in Surabaya

Muhammad Farid Ma'ruf, Indah Prabawati, Eva Hany Fanida

Implementation of fairness in Public service is to ensure the availability of

service facilities for all community groups. Governments are obliged to provide access, means and special treatment to disadvantaged groups such as Persons with Disabilities (PWDs). Sufficient, integrated/inclusive and sustainable...

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Evaluation of Partnership Programs and Community Development in the BPJS Healthcare Security of Surabaya Main Branch Office

Indah Prabawati, Badrudin Kurniawan, Tjitjik Rahaju

The business field has an important role in developing company awareness program for the surrounding community which is called Corporate Social Responsibility (CSR). CSR in Indonesia is regulated in the regulation of the Minister of State-Owned Enterprises (BUMN) no: Per-05/MBU/2007 about Partnership...

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Fight Terrorism with Philosophical Reason

Agus Satmoko Adi, Mr Warsono, Abdul Latif

The phenomenon of terrorism is discussed and has always been a hot issue since the events of September 11 in WTC, Bali I and II bombings, JW Marriot hotel and Ritz Carlton and the latest suicide bombings in 3 churches in Surabaya conducted by a family. Terrorism as an act of violence for the purposes...

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Building Social Awareness Through Meditation

Mr Harmanto, Ms Listyaningsih, Maya Mustika

Social awareness for adolescents needs attention. Social awareness as an effort to build a personality needs attention. This is because education is an effort to install the dignity and freedom of individuals to develop their talents, interests, and abilities. Awareness theory in the present is very...

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Building The Nation Character In Cross Cultural Country Through Character Education Based On Local Culture

I Made Suwanda, Imam Suyitno, Ms Sarmini

Indonesian nation that has abundant natural resources, large population with diversity of ethnic, religions, races and groups are actually very potential to become a developed and dignified nation. However, potential resource alone is not enough to be able to deliver the nation of Indonesia into a developed...

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Legal Protection for Baha'i Adherent in Indonesia

Iman Pasu Marganda Hadiarto Purba, Rahmanu Wijaya, Apeles Lexi Lont

Indonesia is a state of law that guarantees the fulfillment of the human rights of citizens. One of the rights is freedom of religion and belief. However, the term official religion and unofficial religion often become problems for the guarantee of these human rights in Indonesia. One of the religions...

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E-Learning as Media Teaching Learning Pancasila Education in Universitas Negeri Surabaya

Ms Listyaningsih, Septina Alrianingrum, Hendrik Pandu Paksi

Along with the progress in information technology, learning-based on the internet at this time is a requirement, In order to increase knowledge and broad insight for students, it is necessary to be developed by using electronic media-based learning through the utilization of the Internet network called...

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Green and Clean as Issue on Women's Movement in Surabaya

Maya Mustika Kartika Sari, Oksiana Jatiningsih, Ms Listyaningsih

Discourse on gender phenomena has always been an interesting topic. Various social studies are used to respond to gender phenomena and realities in society. The women's movement is expected to create a new awareness of gender equality that can lead to just social relationships. This article is based...

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The Perspective of Family-Gender Role of PPKn Teacher Candidates at Universitas Negeri Surabaya

Oksiana Jatiningsih, Maya Mustika Kartika Sari, Totok Suyanto

Gender construction builds social agreement on the gender roles of women and men. The division of gender roles is common and may have to occur in life, but sometimes the concept of role sharing leaves injustice in life. There is a role that seems to be a "destiny" of women or men in a family so that...

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Criminal Liability of Political Parties in the General Election of Regional Head in Indonesia

Rahmanu Wijaya, Jeane E Langkai, Rusli Abdulrahman

Regional Election of 171 (one hundred and seventy-one) regions in Indonesia on 27 June 2018 can be correlated with legislative elections and the election of the President and Vice President of Indonesia in 2019. Candidates for Regional Election are carried by political parties that will later follow...

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Improving Critical Thinking Skills of Students through the Development of Teaching Materials



RR Nanik Setyowati, Maya Mustika Kartika Sari, Siti Maizul Habibah

Student's critical thinking ability can be improved through a good learning process. For that, the learning process should be packaged in such a way that students are actively involved in the classroom. The effort to obtain these results is to improve the quality of learning through the use of good teaching...

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Overcoming Human Trafficking in Humanitarianism Perspective by Non-Government Organization

Siti Maizul Habibah, RR Nanik Setyowati, Iman Pasu Purba

Overcoming against human trafficking in migrant workers during influenced by a policy and politics of the country by NGO Existing studies need to be linked to the principle of what it must be run by an NGO and how these NGOs can be engaged in acts of his humanity to handle human trafficking cases. Furthermore,...

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Teacher's Perception about the Urgency and Benefits of Multicultural Education for Establishment of Student Tolerance Attitude

Totok Suyanto, I Made Suwanda, Ruth Siana Umbase

Primordial issue, especially about religious differences, is one of the later problems in the life of the nation and state in Indonesia. This can be seen from social media content dominated by hate speech and hoax, dominated by primordial issue content and identity politics. So it is the right time...

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Civilizing Model Tests of Four Pillars of Nationality To Build Nationalism for Students Towards Indonesian Generation 2025

Ms Sarmini, Mr Warsono, Sri Sukartiningsih

Nationalism is an absolute thing that needs to be instilled in the young generation to become a strong, authentic and competitive generation. Schools as a means to build nationalism to the younger generation. This study aims to describe the results of the four-pillar Nationalism culture test model to...

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I Love Indonesia: A Portrait of Community Streetism Punk Street Rebel Probolinggo

Mr Warsono, Ms Sarmini, Ulin Nadiroh, Nining Winarsih

The punk community gets negative and marginal stigma. Shabby appearance is often identified with aberrant ideology. This study aims to examine the nationalism of the Probolinggo Punk community. The data collection method of this research is qualitative with the focus of field research research with Edmund...

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Family Planning and Participation in Family Planning Programs for Couples Early Marriage

Ali Imron, Arief Sudrajat, Pambudi Handoyo

This study aims to identify the causes of women marrying at an early age and participation in family planning programs. Field findings indicate the causes of women in Klampis Subdistrict, Bangkalan Regency, were married at an early age, partly due to factors of education, economy, and sociocultural conditions....

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Rationality of Higher Education Graduates Working to Become Entrepreneurs

Diyah Utami, Ari Wahyudi, Katon Galih Setyawan

There are two factors causing weak entrepreneurial spirit in Indonesia, namely history, culture and also government policy. The history of the Dutch colonial hegemony against the Indonesian economy. Culture is related to work orientation as an employee or civil servant. Government policy has been considered...

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Social Policy for the Strengthening of Local Economy

Sugeng Harianto, Martinus Legowo, Ali Imron

A study of the strengthening of farmers' economy at the local level has been widely conducted. However, the strengthening of farmers' economy through the social policy is interesting to be conducted. By using a qualitative approach, this research aimed to identify the problems faced by farmers and to...

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Controlling the Rate of Planning Generation Population through Counseling by Using Simulation Game Model

Ari Wahyudi, Ajeng Sukma Wardani Dyah Fitriani, Ali Imron

Planning Generation Program (GenRe) was ranked first in the contribution of the population rate. Due to the increasing of early teen marriage who has no knowledge of GenRe either from their self or their parents. Parental involvement as an effort to suppress the population rate is a reality of the field...

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Social Capital or Social Debt in Healthcare?

FX. Sri Sadewo, M. Setyo Pramono, Refti Handini Listyani

For the poor, subsidized health insurance does not fully meet the needs a time of illness. In a sick condition, let alone be hospitalized, help from the environment around the family becomes important. They struggle to free themselves from illness, so as not to worsen poverty. Through ethnographic...

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Unofficial Dialogue as a Prevention of Social Conflict in Rural Multi-religious Communities

Katon Galih Setyawan, Agus M Fauzi, Arif Affandi

Increased political and economic interests become a religious problem in Indonesia. The imposition of will on religious understanding is very high in intensity. But this is not the case in the multi-religious Resapombo Village where they live in harmony and side by side without the existence of open...

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Life is not Normal Social Construction and Change of Everyday Life while waiting for one of the Family members who are hospitalized

Martinus Legowo, Sugeng Harianto, Arief Affandi

The economic crisis in Southeast Asia in the 2000s has resulted in the vulnerability of its people, including in Indonesia. Within the framework of economic recovery, the government developed a pro-people health policy. Every citizen is given health insurance. If it is poor, then the government helps...

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Beauty Myth of Muslim Women When Hijab and Beauty are Featured in Instagram

Refti Handini Listyani, Dilyah Utami, FX. Sri Sadewo

This research examines beauty myth of muslim women ie when hijab and beauty are featured in instagram using an discourse analysis and cyberfeminism approach. Several theories are employed in this research including the theory of discourse analysis, sociology of body and the concept of mythology. Results...

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Voters Participation Target Vs Democracy Election organizer program on the use of voting rights in East Java 2018

Agus M Fauzi, Arief Affandi, Oksiana Jatiningsih

This research aims to find a midpoint between the theory of democracy and election organizers who intend to increase voter participation. Public participation in the election is an interesting concern because their existence from the election to the election is the target of the election management program,...

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Fuzzy Identity in the Whatsapp Group: The Relevance of Dramaturgy Theory in Social Media

Farid Pribadi, FX Sri Sadewo, Martinus Legowo

This paper discusses the escape of Dramaturgical theory in the practice of social interaction in real life and in online life. The lack of Dramaturgy practice appears in one of the WhatsApp group accounts at a university in Surabaya. The boundary between 'front stage' and 'back stage' has been blurred...

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A Street Children Dilemma: Between a Student and a Breadwinner

Ms Tsuroyya, Damajanti Kusuma Dewi, Putri Aisyiyah Rachma Dewi

The study investigated psychological factors of street children in opting for study or work. A descriptive qualitative approach was adopted to demonstrate the process of determining to stay in one or to survive both environments, taking into consideration: initial motives, internal conflicts, justifications,...

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Ads on YouTube: Skip or Watch?

Danang Tandyonomanu

The development of online media provides an opportunity for advertisers use the new media for commercial purposes. This advertiser uses YouTube the most popular video player, to embed their video ads. In the last few years, online media made it easy for users to actively and individually take the...

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Live Reporting on Indonesian Television

Vinda Maya Setianingrum, Puspita Sari Sukardani

Indonesia is a country with a majority of Muslims, has a tradition of back to hometown during Eid Fitr. This event then became one thing that is always covered in a special by television in Indonesia by creating a special program of going home coverage. The two biggest TV in Indonesia with news format...

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Halal Lifestyle: Current Trends In Indonesian Market

Puspita Sari Sukardani, Vinda Maya Setianingrum, Aryo Bayu Wibisono

The increasing of middle class Muslim populations has brought a change in the Islamic and modern oriented lifestyle in Indonesia. Lifestyle that refers to Islamic values is growing rapidly along with a well known understanding of religion. The development of halal lifestyle is a reflection of the high...

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Multicultural Interreligious Society

Ms Mutiah, Puspita Sari Sukardani

In the midst of the hectic religious issues that arise in our society recently that threaten Bhineka Tunggal Ika, Unity in diversity, in fact there are still many areas in Indonesia that maintain harmony in the difference. One of the areas that has maintained interreligious harmony is Gresik district,...

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Indonesia Mass Media Are Males: The news coverage of "Bakmi Janda" noodle eatery

Putri Aisyiyah Rachma Dewi, Vinda Maya Setianingrum, Ms Mutiah

This research focuses on how male gazing are practiced by Indonesia mass media when they report the opening of "Bakmi janda", a noodle eatery that is identically with separated women or widows. The author observed, it should be culinary genre that is supposed to discuss a lot of culinary products and...

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E-Government to Improve Public Service in Village Difussion of Smart Kampung Innovation in Banyuwang

Gilang Gusti Aji, Awang Dharmawan

Information technology (IT) utilized in various sectors, also in public services

in the form of the development of electronic governance (e-gov). In Indon the development of e-Gov is aim to improve the quality of public services effectively and efficiently. This became a positive trend and began...

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Institutional Studies and Regulation The Disaster Management in Malang Indonesia

Prasetyo Isbandono, Ms Noviyanti

Disaster management in general has undergone a change of paradigm is very fundamentally. Now the disaster mitigation is a series of efforts to reduce the risk of disasters, through physical development and awareness and capacity in disaster preparedness the scale of the index population exposed also...

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Leadership Style of Organizational Developers and Builders in Creating Democratic Leadership

Yuni Lestari, Agus Prastyawan

Leadership becomes a vital element for an organization in achieving organizational goals. The leader always has a lead style according to their characteristic by considering the situation and condition of organization. A democratic leader is expect to be able to create a democratic work environment....

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Urgency of Job Evaluation in Improving Structural and Technical Competence of Civil Servant at Department of Building and Land Management Surabaya City

Gading Gamaputra, Weni Rosdiana

Based on the regulation of Regional Civil Service Board No 21 of 2011 about implementation of job evaluation, All government agencies are required to conduct an official evaluation but in fact many of the agencies in east java that have not done the job evaluation like Department of Building and Land...

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The Role of Government in Population and Civil Registration Service Online (E-lampid)

Ms Noviyanti, Gading Gamaputra

This paper discusses the role of government in population and civil registration services online through electronic lampid as a solution to deal with the various obstacles in those services. The important role of Population and Civil Registration Agency (Dispenduk Capil) is analyzed based on the type...

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Service Quality of Urban Transportation in Indonesia



Dian Arlupi Utami, Supriadi Torro, Lexie Lumingkewas

The Department needs to implement public policy guidelines to increase the competitiveness of the city and reduce the impact of growth. Many businesses are important to point out the people's performance on their journey. These are the main reasons for this service with good reasons for caring for the...

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Leadership Characteristic in the County Decentralization Era

Weni Rosdiana, Yuni Lestari, Muh Darwis, Jetty Erna Hilda Mokat

Counties requires an appropriate figurehead so capable of running its role effectively. A different situation demanding flexibility leadership. This paper aims to describe the concept idea of figurehead in an era of county decentralized. The concept of leaders figure that is characteristic of the village...

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The Efforts of Joyoboyo Citizens in Preserving Traditional Children's Games Through Dolanan Village

Agus Prastyawan, Prasetyo Isbandono

The existence of "Kampung Dolanan" is expected to make a traditional children's game loaded with the noble values of the nation's cultural heritage

to replace the modern game of gadgets that put forward the individualism side, but this game shift requires active involvement or participation of the citizens...

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The Study of Economic Development Differences of Wonocoyo and Besuki Village Panggul Sub District Trenggalek Regency

Agus Sutedjo, Bambang Haryanto, Sri Murtini

Jalur Jalan Lintas Selatan (JLS) or South crossroad stripe East Java passes through Wonocoyo and Besuki village, Panggul Sub-district, Trenggalek Regency. JLS is expected to assist the economic development of the area through which it passes. After a few years later, Wonocoyo village is more developed...

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The Effect of Farmer's Behavior on Land Degradation Level in Upper Sumber Brantas River Basin

Aida Kurniawati, Nugroho Hari Purnomo, Eko Budiyo

The purpose of this study was to determine the effect of farmer behavior on the level of land degradation. The data needed are field data, farmer interviews, and spatial data. The Sumber Brantas watershed problem is caused by physical land factors, the economy of the community, the existence of social...

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Contribution of Forestry Buffer Areas for Sustainability of Forest Society Community: Case Study in Enclave Lindu National Park Lore Lindu

Bambang Haryanto, Heru Setyawan, Selli Fidi Yani Wardani

The need for food availability has become a global issue with the inclusion of food security issues or "zero hunger" in a global development agreement called SDGs / Sustainable Development Goals. The government through the Nawacita program (Jokowi's Program) has also raised the issue of food security...

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The Analysis of Critical Thinking Ability Differences Between Cognitive Field Independent and Cognitive Field Dependent Students on the Topic of Atmosphere Dynamics for Grade X Students

Bambang Sigit Widodo, Wiwik Sri Utami, Sri Murtini

This study aimed to analyze differences in field independent and field dependent students on their critical skill in Atmospheric Dynamics learning for tenth graders at senior high school. The design of this study was quantitative research using data instrument in the form of basic geography ability test,...

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Model of Determining The Location of a Junior High School Building

Mr Daryono, Ketut Prasetyo, Sukma Perdana Prasetya

The construction of a new junior high school unit is one of the priority programs for the implementation of 9 Year Compulsory Education. However, until now there is no guideline/model that can be used as a reference to determine the location of a junior high school in a region. This research seeks to...

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The Utilization of Transformation of Normalized Difference Vegetation Index (NDVI) for Healthy Forest Assessment

Dian Ayu Larasati, Heru Setiawan, Ms Muzayanah

Nanggala III Natural Park is a nature conservation area which has a very important role in sustaining the life of the community. Assessment of forest health in the region is essential as a tool to evaluate to evaluate this area in order to provide sustainable benefits. This study aims to assess the level...

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The Study of Male Reproductive Health in Surabaya City

Ita Mardiani Zain, Wiwik Sri Utami, Mr Daryono

Increase male participation in reproductive health in line with efforts to develop family quality based on gender equality. This study aimed to determine the knowledge of men about reproductive health. The study was conducted in two sub-districts in Surabaya, namely Tegalsari representing urban areas...

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Impact of Digital Era on Human Relationship by Prospective Geography (Case Study at Technology Innovation in Education for Creating New Learning Spaces)

Ketut Prasetyo, Dian Ayu Larasati

The Digital Era is characterized by technology which increases the speed and breadth of knowledge turnover within the economy and society. On this paper presented of impact digital era at the human relationship by prospective Geographic. Why are we choose topic impact digital era at a human relationship?...

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Factors Influencing Nutritional Status of children under five years in coastal area at Panarukan sub-district Situbondo Regency

Mr Kuspriyanto, Ms Sulistinah, Ita Mardiani Zain



Kilensari and Gelung village are coastal area in Panarukan subdistrict which have different number of malnutrition in children under five years.

Panarukan subdistrict is sub district with the highest number of malnutrition in children under five years in Situbondo regency. This study was conducted to...

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School Environment Supporting Teacher Performance Improvements

Mr Murtedjo, Sukma Perdana Prasetya

This study aimed to explore the school environment that is expected can affect the improvement of performance of elementary school teachers. Data collected by using a multisite design with qualitative approaches. By using the interactive model data analysis, the results showed that the effective learning...

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The Effect of Green Open Space Proportion on Air Ambient PM10 Reduction of Surabaya City

Ms Muzayanah, Dian Ayu Larasati, Ketut Prasetyo

This paper presents the information of effect green open space on to ambient air PM10 reduction of Surabaya city. The reduction value used the PM10

concentration cumulative indicator for 1 time period (K_PM10). 1 time per is 24 hours. Time series data were taken in 2002-2014. The PM10 reductic value...

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The Relationship of Parental Socio-Economics Level with Children Education Pattern In Benowo Subdistrict, Surabaya

Ms Rindawati, Mr Murtedjo, Ms Sulistinah

This study examined the relationship between parental socioeconomic level with children education pattern in Benowo Sub-district, Surabaya. Benowo Sub-district was chosen because it has undergone many changes due to industrialization. The objective of the study was to analyze the correlation between...

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Analysis Of Development Potential Of Heritage Tourist Attraction In Surabaya With Analytical Hierarchy Process (AHP) Approach

Sri Murtini, Agus Sutedjo, Ms Rindawati

Twenty-one heritage tourist attractions in Surabaya need to be developed so that the number of visitors is increasing. The purpose of this study was to analyze the development potential of heritage tourist attraction by using Analysis Hierarchy Process (AHP) approach. This study used quantitative approach...

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The Effect of Teachingbooks and Prior Knowledge on Learning Outcome of Geography

Sukma Perdana Prasetya, Mr Daryono, Mr Murtedjo

The purpose of this study are: (1) explaining the difference of learning outcomes between students using teaching book in hardcopy form, teaching book in softcopy form and students without using instructional technology of geography (ITG), (2) explain differences in learning outcomes in terms of prior...

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The Spread of Lindi (Liquid Garbage) of Benowo Garbage Landfill on Fish pond Water Quality In Surabaya

Ms Sulistinah, Mr Kuspriyanto, Mr Daryono

Benowo Garbage Landfill had an unexpected problem where Lindi (garbage liquid) pipe channel was leaking due to the activity of excavator to complete the project of garbage burning place. lindi (garbage liquid) pipe leaked on January 05, 2017 until March 15, 2017, but was not solved yet because of the...

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User Satisfaction on Technical and Operational Performan of Spreadsheet-Based Financial Accounting Application

I Made Ariana, I Made Bagiada, I Ketut Sukayasa

User satisfaction on technical and operational performance is one of the measures of success in end user application development. The purposes of this study are to analysis the user satisfaction on technical and operational performance of spreadsheet-based financial accounting application, and to find...

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Food and Beverage Supporting Geotourism at Batur Geotourism Site in Bali Indonsesia

I Wayan Basi Arjana, Ni Made Ernawati, I Ketut Astawa

This article contains a discussion on food and beverage that supporting Batur Geotourism. It is based on a combination of qualitative and quantitative studies: an examination of the existing literature review on F & B in tourism, and a survey using 150 respondents from 7 villages in Batur Geotourism...

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Effectiveness of Supervision Model as the Key to Increase the Performance of Supervision of the Village Financial Institution

I M M Arsana, I N Sugiarta, N L G M Dicriyani

Several previous studies on the effectiveness of Village Financial Institusion

surveillance have been different and still many under effective and constructed models with effective monitoring tools of Village Financial Institution need to be tested for their effectiveness. Research problem: how effective...

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Investigating Knowledge Transfer Mechanism in 5-Star Hotels in Indonesia

I Wayan Edi Arsawan, I Wayan Wirga, Ida Bagus Sanjaya, Ni Made Kariati, I Wayan Sukarta, I Ketut Yasa

Current theorization of the efforts of organizations to utilize knowledge cannot conclusively explain how knowledge is used to improve employee performance and organizational effectiveness. This study aimed to examine the relationship among trust, knowledge transfer, and performance, and to explain the...

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Harmonious Culture-Based Computer Application Model to Assess Microfinance Institution Performance

I Putu Astawa, Ni Gusti Nyoman Suci Murni, I Gusti Ngurah Sanjaya, I Made Sudana, I Ketut Suwintana

Correct performance assessment is essential to determine the health of microfinance institution. Various tools are used to measure the performance, among others, financial ratio and service. Those tools refer mostly to commercial bank standard that has different market orientation. The research aimed...

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A Hotel Front Desk Receptionist and Catur Paramita Values: A Study of Implementing Local Wisdom in Hospitality Industry

Ni Nyoman Sri Astuti, Gede Ginaya, I Gede Agus Jaya Sadguna

The position of a hotel front desk receptionist is extremely important in a hotel because the person who is in charge in the reception can be literally the face that the customers see. The receptionist will be expected to be friendly, professional and help guests with all sorts of everyday tasks. Therefore,...

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The Profile of Micro Small Medium Enterprises at The Monetary Crisis Era in 1997-1998 Case Study: Intako Sidoarjo

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Abstract—The purpose of this study is to analyze the acquisition of capital, development of production and marketing, and strategies undertaken by INTAKO in order to survive when the monetary crisis hit Indonesia in 1997-1998. To support this research, we used qualitative descriptive method. The study was conducted from April 2017 to November 2017. The results showed that the capital used by MSME's came from private funds as well as domestic loans. Production of goods is adjusted to existing demand and marketed through available networks. In addition, the strategy undertaken to enable INTAKO to survive in the midst of the crisis is to improve the quality of production and reduce its quantity, and by using raw materials from shoe factory owners outside of INTAKO which is out of business due to the monetary crisis. Based on the results of this study, it can be concluded that MSME's are still able to survive and not affected by the monetary crisis that hit Indonesia in 1997-1998. This is because the capital of MSME's is not affected by the rupiah exchange rate weakened during the monetary crisis. In addition, MSME's also produce goods in accordance with existing orders, so that the goods produced will be sold out. This means, MSME's can survive in the midst of monetary crisis and can be used as a solution to support the economy, especially in Indonesia

Keywords: MSME's, Monetary Crisis, INTAKO.

I. INTRODUCTION

The biggest crisis of monetary that attack the Asian region in 1997 was due the failure of crony capitalism policy. [1] According to Krugman [2], the businessmen that built their own empire by relying on close relations to the government bringing on the credit expansion does not develop and distend that makes severe crisis. On the other side, the monetary policy in the form of liberalization financial market by ignoring the rule as basic reference became trigger factor for the 1997 crisis.

The first crisis occurs in Thailand and spread on the others Asian countries, included Indonesia. In Indonesia, the crisis happened because the weakening of the Indonesian rupiah exchange against the US dollar. The exchange rates that suddenly increase make some investors and businessmen nervous in perceiving which is caused on the losses on high capital especially in US dollars and much rush. The weakness of rupiah exchange rate as whole had an impact on the weakness of the Indonesian economy. It is affected into several sectors such as banking, the real sector and other sectors that make the government publish policies to control it. The policies are tightened liquidity, structural adjustment through trade and investment liberalization, as well as restriction on landing to the property sector and widening the

range of exchange rate intervention. Some policies that aim to save the Indonesian economy has not succeeded yet, what has happened is the opposite side which is the condition of Indonesian economy getting worse?

Different with the big industry, the Micro Small Medium Enterprises (MSME's) in Indonesia showed their strength to the monetary crisis in 1997/1998. Some sectors of the society business owners are still going well, even become one of the pillars of the national economy. During the crisis era, MSME's in Indonesia were able to survive and increase the progress.

One of the MSME's in Indonesia can survive and still exist is the industry of a bag and suitcase (INTAKO) in Sidoarjo. In 1986 INTAKO collaborated with PT. Garuda in producing bag of pilgrims. That's why INTAKO is widely known by the society and got some awards.

Therefore, the researcher wants to examine more deeply about "The profile of micro small medium enterprises at the monetary crisis era in 1997-1998 case study: INTAKO Sidoarjo". The study focused on how to obtain the capital and development of production and marketing, and how the strategy undertaken by INTAKO in surviving in the midst of monetary crisis attack Indonesia in 1997/1998.

The research which related to MSME's has been widely carried out both national or international. The research in Indonesia includes [3] which discuss about the Evaluation of INTAKO Cooperative empowerment model on MSMEs at Tanggulangin Sidoarjo the center of bag and suitcase Industry as Poverty Prevention Efforts. This research uses the center approach or clustering for development MSME's. The result of the research indicates that there is a need some modify for programs that have been carried out by INTAKO cooperative as development for its member. It be expected that the modification become a poverty prevention effort for Micro entrepreneurs.

The next research related to the survival of MSME's from the crisis attack in a country has also been carried out by [4] titled "Small and Medium Enterprise Dynamics in Indonesia". The purpose of the research is to know the development of big or small industry in Indonesia before and during the crisis which is using the theoretical frame work to show the work of several mechanisms such as the existence of technology through consumers and contractors aboard. The result shows those SMEs (Small Medium Enterprises) or SME's are more able to face the crisis when compared to big companies. This research also reports that urban areas are more affected than rural area. This is due to the high

population density in urban area as consequence higher economic difficulties.

Among these researches, it is focused more on the condition of MSME's INTAKO during monetary crisis in the 1997/1998 and the research will be taken into consideration as a material for analysis the research.

II. RESEARCH METHODS

This research uses qualitative descriptive method by doing interview to entrepreneur and some personal from the related institution. The collected data from this research is the result of interview between the researcher and the informant. The research focused on the description the process of empowerment small industries Tanggulangin by the government, in this case as the implementing agency of the cooperative, MSME's, and trade of Sidoarjo regency as the entrepreneur of bag and suitcase.

The research takes place at Kendansari Tanggulangin, Sidoarjo in April until November 2017. The informant in this research is a manager INTAKO Tanggulangin Sidoarjo and as local society. There are several informants through the research:

- 1) Diskoperindag party
 - a) Yayuk P. Rahayu, SH, MH
(As the Head of Industry Division of the Cooperatives official, MSME's, Industry, Trade and Energy of Mineral Resources of Sidoarjo Regency)
 - b) Moh. Amin (As Staff of the Trade Division of the Cooperative official, and Energy of Mineral Resources of Sidoarjo Regency)
 - c) Badriyono, SE (As Staff of the Trade division of the Cooperatives official, MSME's, Industry, Trade and Energy of Mineral Resources of Sidoarjo Regency)
- 2) The craftsmen of bags and suitcase.
 - a) Mrs. Titis As Head of the General division of the INTAKO Cooperative as well as craftsman of a bag and suitcase. The reason why the researcher chose Mrs. Titis was able to explain how empowerment was carried out by the Department of Cooperatives, MSME's, Industry, Trade, and Energy of Mineral Resources to the Tanggulangin Suitcase Industry (INTAKO) located in the Kedensari village.
 - b) Mr. Nuryono and Mr. Haroni Effendy as a craftsman of Tanggulangin bags and suitcase. The reason the researcher added Mr. Nuryono and Mr. Haroni Effendy in the informants were to strengthen the interview results
 - c) Mrs. Tia as personnel in INTAKO and as the scraftman of the bag and suitcase.
 - d) H. Abdul Mughnig. Z as a head of Kendensari village and as the craftsman of the bag and suitcase.
 - e) Mr. Nur as an employee of the INTAKO Cooperative.
 - f) Mr. Sholahuddin as the manager and advisor of INTAKO Cooperative.

III. RESULTS AND DISCUSSION

The success of Indonesian economic development after the crisis era depends on the ability in realize "the development that truly to people-oriented", because the crisis happened in Indonesia in 1997 which is caused to several sectors bankrupt, raw materials increased, the rupiah exchange rate declined, the banking sector slumped that influenced to the industrial sector in the term of capital, resulting in the position of business actors changing. But, different with MSME's that still exist and become a key of safeguard of the national economic at the crisis era, moreover it can be used as a driver of economic development after the crisis. MSME's or cooperatives are chosen as representation of people's economic because in addition to absorbing around 90 percent of the workers, and then give more value around 56 percent where the agricultural sectors play as important role (around 70 percent). Besides, this was evidenced by the growth of Gross Domestic Product (GDP) from 1997-2003.

A. Funding Capital Resources

The capital is based on the individual fund and financing from borrowing from the bank. The craftsman starts the business as small craftsmen who only as bulk labors and get small commission. After felt their ability, the small craftsman began to dare to accept the orders for bag and suitcase. To establish their own business the craftsman uses their own money start from Rp. 60.000,- Rp. 1000.000. at that time for the bag they sale only Rp. 50.000 and for the suitcase Rp. 150.000,- Rp. 200.000,. the prices are set depends on the material and complexity of making the bag and the suitcase its self. [5]

Based on the result of an interview with one of the craftsman regarding the monthly turnover of the bag and suitcase during the crisis era (1999), it could reach between Rp. 1.000.000,- Rp. 15.000.000,. depends on how much the orders. If the craftsman gets many orders from the consumer, the resulting turnover can reach Rp. 40.000.000 per month. [5]

B. Production sector

In 1997, there was a regulation from the government about the business license, in this year INTAKO registered their self to buy a land which is used as showroom, before the showroom INTAKO was placed one of the member's houses. The fund for this showroom is obtained from membership fees and borrow from the bank. Previously, INTAKO and the craftsmen in Tanggulangin only made large-size suitcase with the Panama brand, but after that there was as industrial expansion to make some innovations such as bag and shoes. Since its establishment in 1976, INTAKO always growth insignificantly.

According to the interview with Mrs.Titis on 27 November 2017, INTAKO experiencing the big time in 1986-2000. This was strengthened by her statement:

'in 1987 INTAKO received the orders from Garuda for pilgrim's bag in Indonesia. This collaboration only lasted 3 years. The tender winner is one of the craftsmen who is the

members of INTAKO cooperative. To fulfill the orders, all levels of society in Tanggulangin become a part of making the product from the housewife until pedicab driver. On order the suitcase for pilgrims brings great profit for economic of Tanggulangin”.

It was during the 1997-1998 crisis period, when the Indonesian economy gets shakiness which is impact to bounced up the raw material and many businesses get bankrupt, but INTAKO was able maintain their existence. According to Mr. Tohir this crisis had no impact on reducing the products. In this year 1997 there was many orders from the various agencies for seminar.

In 1997-1998 the business of Mr. Tohir was developed by continuing to produce the bag based on the orders and lump sum. The product that Mr. Tohir made is bag for seminars, if he gets order and imitation bag from famous brand in the world. The material which used to produce the bags are shipped from Surabaya especially at Keramat Gantung. The raw material is not original leather but imitation leather, Mr. Tohir stated that in 1997/1998 there is no craftsmen can have made a bag from leather. Many orders from seminars and order in big number makes the producing bag and suitcase still going on even in crisis era

Mr. Khoirul stated that when the crisis era, the bag producing runs well and does not find any obstacle, production of the product based on order from institutions demand. The marketing through many other ways such as government, private companies, and universities so that the order of product still in high number while in crisis era.

According to Mrs Titis, at the crisis era in 1997/1998 the condition of the products does not decrease, because sales and the order which receive is high, moreover the product's price is very expensive at that time. Many order receive with the imitation material with the price is low does not impact to the operational production, it is also supported by craftsmen fee is constant. Even in crisis era it doesn't impact to the production of bag and suitcase in Tanggulangin.

The craftsmen of the leather bag in Tanggulangin do not need a specific location to carry out the production process. These craftsmen made the product in their house, they provide one or two room for produce the bag. The advantages of the industrial location in Tanggulangin easily to make coordination and cooperate with other entrepreneurs. With a good cooperation, the entrepreneurs will be able to regulate prices, both products and raw materials, doing the marketing or promotion together that are more effective, and also cooperation in developing the quality of their products.

C. Marketing

Through the literature review in this research, it was obtained an illustration as the location that produces and markets the products of bags and suitcases and other equipment, Tanggulangin has accommodated up to 6.000 workers and able to supply up to 70.000 units of product every month. In this quarter, there are 325 units of showrooms, which sell craft bags and suitcases where every month can reach up to 5 billion. [6]

The orders are very influential to marketing aspect. Before the crisis era in 1997-1998, the market orders for

leather products from Kedensari village are too much. The orders are only come from domestic market but from foreign country. This is evidenced by the development of INTAKO which managed to establish cooperation with Garuda Indonesia for the production of pilgrim bag from 1986 to 1990 [5] besides, the development of INTAKO cooperative business before the monetary crisis, INTAKO carried out business flexibility by establishing subsidiaries with special objective and production, for example to produce YMPI instrument bag from Japanese and beauty bag from PT Eres Revco and Indian Air. [5]

At the beginning of the monetary crisis in 1998, Sentra INTAKO got a lot of benefits from the orders request from Kalimantan, Sumatra, and Sulawesi which who become resellers of INTAKO products. There are so many resellers from outside Java made INTAKO glorious in 1998 at crisis era.

The bag leathercraft needs hand skills and tenacity. For the craftsman in Tanggulangin believed with the phrases “nothing can't be made by Tanggulangin craftsman”. This is because the ability of Tanggulangin craftsman in making the leather bag is not in doubt. The craftsman often collects the world fashion magazine for references the model of leather bag. From looking the picture, they are able to produce the product same as like the picture [7]. With the various result of the product and following the trend, the supply price from INTAKO will be easier because there are many outlets in marketing INTAKO products.

The INTAKO center also provide an opportunity for consumer for choosing the model of the product that they want. This is one of the ways for attract the consumer for the product from INTAKO center Kedensari. Based on research from [8] the consumer who want a different model, can make their own designs or provide example of product that they have to craftsman in Kedensari, and then the craftsman will make based on the customer taste.

The minimum numbers of the orders are unlimited. This is because the characteristics of the production price are mostly variable cost. If the order is small, the price per product item becomes a little more expensive.

The products of leather bag have a big chance and market opportunity until now. Research from [8] found that to create new market opportunities, the craftsman in Kedensari also often held the events aimed at introducing their products to customers, in the form of promotion using brochures, or the internet, joint exhibitions, or through cheap market exchanges Tanggulangin products such as Eid fair and also shopping fairs to commemorate national days like Independence Day.

The marketing of the leather product in Tanggulangin is generally divided into two rows. Firstly, are direct sales, like through shop, counter at Tanggulangin or agents from the concerned businessmen. Secondly, is through the orders. Based on the research from [8] for direct sales is less profitable because it does not sell well, the biggest turnover is from the orders.

The marketing process starts from the consumer choices. The consumers in this case are ordering one of the product design or their own designs then order the product to the craftsman. If the order in big number, then the craftsman

will make the model first and then give it to the consumer to see the result. If the consumer does not like the result of the product, the craftsman will make a contract to finish the orders.

In choosing the brand, the ordering can choose the brand from the craftsman (some craftsman has their own brand patented), without brand or the consumer can use their own brand. The product that has been finished can take able by the ordering or can be delivered by the craftsman. The postage can be borne by the consumer or charged to the cost of production [8].

The current marketing problem that faced by the craftsman of leather bag is the reduced public interest in leather product because the price is relatively expensive. The consumers prefer to choose the product with imitation leather or from a mixture of leather with imitation because the price is cheaper. In general, the problem of small business marketing is an ability to penetrate foreign markets. The industry of leather bag is experiencing the same problem. Whereas INTAKO leather product have entered into foreign market but always through the foreign parties as ordering and also marketers [8]. Using the brand, the ordering from foreign will be detrimental because the name of INTAKO Kendangsari will be difficult to recognize and losses the value that actually should be enjoyed by the leather craftsman.

This problem will be resolved if there are parties who can make directly between leather bag manufactures and foreign markets and promote their product with their own brands. With the constraints of direct access to foreign markets, it is necessary to make collaboration with all the parties to overcome these obstacles and challenges.

D. MSME's Strategy

To face various challenges that arise because monetary crisis, MSME's at Kedensari do some changes in order that business activities still exist. The research result from [6] found that mechanism changes are economic activities as effect from monetary crisis causes capital limitations and scarcity the raw materials. Through networks that they created, develop, and use, capital limitations can be solved with creative production activities by reduce quantity and increase quality of stuffs. The scarcity of raw materials in production activities it can be solved with collaborating owned material and utilize sold material by the owner of big shoes factory that bankrupt outside the INTAKO region as monetary crisis effect.

For getting the materials, they use social network from supplier of raw materials, inside or outside INTAKO region [6]. With that strategy, monetary crisis that goes on 1998 felt by them there's no effect, this matter marked by continuing business activities fluently to Kedensari society

MSME's agent who joined in INTAKO cooperatives do the other strategies. [9] said that cooperatives also give protection in order to selling the product price from members because of the price war. The Steps that have been taken by members of cooperatives is doing regular meeting (every three months) for evaluating business development.

The product marketing members of INTAKO cooperatives can be fluent, cooperatives administrators always maintain partnership with domestic bureaucrats and always take care of good relationship with foreign importers.

IV. CONCLUSION

The research about MSME's profile in monetary crisis in 1997/1998, Case Study: INTAKO Sidoarjo, resulting some conclusion as follows:

Monetary crisis that hit Indonesia in 1997-1998 there's no impact for MSME's, that still exists in the midst crisis era. This is because the most of MSME's producing the product according to exist demand. Besides, capital that be used by MSME's is personal capital and loan capital which is obtained from domestic, so it's not affected by weakened rupiah exchange rates that happened on monetary crisis in Indonesia 1997-1998.

Monetary crisis causes capital limitations and scarcity of raw materials. It can be done by resolving the problems through network that they created, develop, and use. Capital limitations can be handled with creative production activities by reduce quantity and increase the quality of products. Scarcity of raw materials in production activities resolved by collaborating the owned materials and utilize sold raw materials by the big shoe factory owners which bankrupt outside INTAKO region as monetary crisis effect.

With those strategies, monetary crisis that goes on 1998 that felt by them there's no effect, this matter marked by continuing business activities fluently to Kedensari society.

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