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REAL EARNINGS MANAGEMENT PRACTICE IN FAMILY GROUP AFFILIATED COMPANIES

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Abstract: *Financial reporting quality of publicly owned companies still remains a serious issue in most countries including Malaysia. Real earnings management (REM) is now becoming a topic of concern in the corporate sector due to the increasing incidence of fraud and accounting manipulations. However, to date, research on managing real earnings through business group affiliation is still scarce and largely unexplored especially in developing countries. Previous studies suggest that family group affiliation contribute to the earnings manipulation. This is a major concern in Malaysia since more than fifty per cent of its publicly own companies are dominated by family group businesses. This unique characteristic and the limited research on REM provide the main justifications for this study. This article provides a review of the literature on REM and highlights on the size and complex nature of family-affiliated business groups in Malaysia. A model to examine the relationships between family group affiliation and REM is then proposed to bridge the gap in earnings management research. The study will cover a ten-year period (2006 until 2015) which coincides with different economic conditions in Malaysia (i.e., economic boom, recession, recovery and stabilization). These different environments may affect REM practices differently and the findings are expected to provide new insight on REM behaviour of family affiliated companies in different market conditions. Furthermore, the results may contribute to strengthening the existing regulations and provide guidance on preventive strategies and controlling mechanism in the capital market.*

Keywords: *capital market, family group affiliation; real earnings management; pyramidal structures; complex ownership structures.*

Introduction

Financial frauds and accounting manipulations are not new in today's capital market. Over the last number of years, there is a growing trend for large companies to hire professional forensic accountants to reduce the potential of frauds which have been growing rapidly (Abdullahi and Mansor, 2015). It is common for investors, regulators and other stakeholders to rely on published financial reports in making business and investment decisions. Financial reports are expected to be presented fairly and provide relevant information on financial conditions resulting from business operations. According to Healy & Wahlen (1999) earnings management happens when managers intentionally alter their financial reports either to mislead users of the statements or to influence the outcomes of their actions as a result of relying on the reported accounting numbers. Managerial control of firm specific information could lend them

additional advantages over external users to manage earnings information and produce personal or business gains.

Earnings management can be categorized into Accrual Earnings Manipulation (AEM) and Real Earnings Management (REM). The former does not involve economic sacrifices while the latter carries the intention of managers to deceive stakeholders to believe in the published reports and earnings information (Roychowdhury, 2006). REM is generally preferred to AEM possibly because it is less detectable, even though it is costly to firms (Cohen, Dey, & Lys, 2008). REM is also considered to be less ethical than AEM (Graham, Harvey, & Rajgopal, 2005), and it may diminish firm's future valuation (Cohen & Zarowin, 2010).

According to Bhattacharya, Daouk, & Welker (2003) Malaysia ranks in the top 10 positions among 34 countries with the worst earnings management rating. Notable examples of Malaysian mini-Enron financial scandals include Transmile Group Berhad and Megan Media Berhad. Even though Malaysia has implemented the Malaysian Financial Reporting Standards (MFRS) which is in full convergence with the International Financial Reporting Standards (IFRS), it has been reported that some listed firms are still suffering from low financial reporting quality. As a result, the desired level of transparency in financial statement reporting is not achieved and consequently contributes to the loss of quality earnings information to investors (Ball, Robin, & Wu, 2003).

To date, research on the ability of firm to manage earnings through business group affiliation remains largely unexplored (Kim & Yi, 2006; Rodríguez-pérez & Hemmen, 2010; Thomas, Herrmann, & Inoue, 2004). With regards to developing economies, it has been documented that the impact on the association between business groups and earnings manipulation is significant, particularly in an environment without strong investor protection and legal institutions (Sarkar & Sarkar, 2008). This is a major concern in Malaysia since more than fifty per cent of its publicly own companies are dominated by family group businesses. This unique characteristic and the limited research on REM provide the main justifications for this study. The primary objective of this paper is to present the literature on REM and propose a new research to further highlight the influence of family group affiliation on REM activities in Malaysian listed companies. This study contributes to enhance awareness and knowledge of earnings management in the Malaysian capital market and provide input for policy makers in improving the governance mechanisms.

Literature review

Family Group Affiliation

A business group represents a combination of different standalone companies which are governed under the same administrative and financial controls, while aiming at moving forward with mutual goal of the groups (Hsieh, Yeh, & Chen, 2010). According to Khanna & Rivkin (2006) business groups are also linked through interlocking directorships, mutual bank, equity cross holdings and other non-family connections. Meanwhile, Almeida & Wolfenzon (2006) refer to a family business group as a group that is controlled by a single family. In practice, different countries generally apply different definitions to distinguish family business groups from non-family business groups as shown in Table 1.

Table 1: Definition of Business Groups According to Country

Country	Definition
Malaysia, Hong Kong, Indonesia, Singapore	The family is the largest owner (firms are considered as belonging to the same group when they have a common controlling family)
South Korea	The company's CEO sits in the group's President's breakfast
Philippines	A family member sits on the Management Board and/or the Board of Directors
Taiwan	The firm is counted as group-affiliated if other firms in the group own 20% of the stock.
Thailand	The firm is listed as a related company in the annual report of the leading company in the group.

Source: Adapted from Claessens et al. (2006)

Business group affiliations exist as a result of organizational response to the weak institutional context, and it is prevalent in emerging markets (Bhaumik & Gregoriou, 2010; Guillén, 2000; Khanna & Palepu, 2000). This form of business has played a central role in supporting the growth of developing economies (Khanna & Palepu, 2000). In addition, it is also marked as one of the effective ways to expand firm business empire and equipped a solution to overcome resource scarcity in a small domestic market (Chu & Song, 2011). In India, Khanna & Palepu (2000) find that affiliates business groups surpassed the standalone firms as the internal capital market of Indian groups strongly resemble the efficiency of developed economies financial market. Meanwhile, in China, the presence of strong internal capital market by business group affiliations act as remedy in facilitating risk sharing and helping to relief the financial constraints faced by affiliated members, especially among state-owned firms and firms in the regions with least developed markets (He, Mao, Rui, & Zha, 2013).

Business groups, especially family group affiliation is unique because not only they can influence the ownership, governance, management and success but also their objectives, strategies and structure (Chua, Chrisman, & Sharma, 1999). In East Asian countries, most affiliated groups belong to family-controlled firms (Claessens et al., 2002; Tam & Tan, 2007). As family members normally inherit the firms operations, they typically organize the ownership in a pyramidal structure (Abdul Rahman, 2006; Almeida & Wolfenzon, 2006; Claessens et al., 2006) and thus, gain greater control over the chain of ownerships.

In Malaysia, about 39 per cent of firms uses the pyramid structure (Claessens, Djankov, & Lang, 2000). It has been argued that complex organization structures and complicated ownerships involving pyramid and cross-holding may lead to agency problem (Claessens et al., 2006). A direct result of the pyramid structure is a separation of actual ownership and control rights (Claessens et.al, 2000). This separation may increase the ability and incentives by controlling shareholders to expropriate other shareholders (Malan, Salamudin, & Ahmad, 2014). Studies have shown that business group affiliation increases earnings management (Bertrand et al., 2002; Beuselinck & Deloof, 2014; Bonacchi et al., 2013; Kim & Yi, 2006; Shuto, 2009; Thomas et al., 2004).

Prior studies also indicate that business affiliate group are more likely to engage in earnings management than non-group firms (Bertrand, Mehta, & Mullainathan, 2002; Beuselinck & Deloof, 2014; Bonacchi, Cipollini, & Zarowin, 2013; Kim & Yi, 2006; Shuto, 2009; Thomas et al., 2004). Despite the growing stream of literature, only few studies have extensively explored the issue of earnings management in large and complicated business group's structure. Huei (2012, 2014) ascertains the size of business groups according to the number of public listed firm affiliated within the group. The author categorizes the groups into three different sizes, namely small with two listed affiliates, medium with three to four listed affiliates and large with five or more listed affiliates. Meanwhile, the group complexity is divided into three

levels which are simple, pyramidal and complicated structures. The author suggests that special regulators' attention is needed for business group, particularly those with large number of listed affiliates and complex in structure because a poor corporate transparency to govern business group could bind to a greater expropriation of resources by controlling shareholders. Accordingly, this present study extends upon Huei (2012, 2014) by further examine the issue of size and structure in relation to REM.

Real Earnings Management

According to Roychowdhury (2006) REM refers to management actions whose main objective is to achieve certain earnings targets and deviate from the normal business practices. REM is most preferred among managers since it is less likely to be discovered by auditors and outside parties in comparison to AEM (Cohen & Zarowin, 2010; Graham et al., 2005; Gunny, 2010; Ho & Sung, 2012; Zang, 2012). Earnings manipulations through real business operations are more costly than accruals as they involve cash flow consequences (Cohen et al., 2008; Ewert & Wagenhofer, 2005; Graham et al., 2005). Since REM changes the structure and timing of actual business transactions, the activities can be applied throughout the fiscal year, while accruals manipulation normally takes place after the fiscal year end, but before the earnings release date (Zang, 2012). As a results, REM could possibly damage firm's fundamental performance as compared to AEM (Baber & Fairfield, 1991; Bange & De Bondt, 1998).

Academic literature has long been interested in AEM, with a lack of attention given to REM. Ewert & Wagenhofer (2005) and Tang (2007) provide evidence that the presence of strict and tighter accounting standards have raised difficulties towards AEM. Nonetheless, REM is mostly implemented in developing countries instead of AEM (Bhojraj, Hribar, Picconi, & Mcinnis, 2009; Cohen & Zarowin, 2010). Thereby, this condition have influenced managers to implement REM deliberately in order achieve their target profit. Cohen et al. (2008) confirm that close scrutiny of accounting practices after the passage of Sarbanes Oxley Act has shifted the managers in U.S firms away from AEM to REM. In Malaysia, only limited studies have been conducted on REM (Mohd Suffian, Sanusi, & Mastuki, 2015).

Anderson & Reeb (2003) suggest that since family owners are usually active in management functions they may enjoy high autonomy in adjusting regular operational and investment activities. In Bangladesh, Razzaque, Ali, & Mather (2015) demonstrate that the involvement of family firms in REM surpassed the non-family firms. Within emerging economies where investors' right and legal protection are generally weak, REM issue requires sound and empirical investigation (Cupertino, Martinez, & Costa Jr, 2015). Among others, studies of Malaysian companies also show that corporate earnings are opportunistically managed using REM (e.g., Alqerm & Obeid, 2013; Mohd Suffian et al. 2015; Zamri, Abdul, Saatila, & Isa, 2013).

Family Group Affiliation

The structure of family-affiliated business groups generally becomes more complex as the numbers of affiliated firms increase. Recent studies review that expropriation activities are more prevalent in family affiliated groups than in unaffiliated family firms (Bertrand et al., 2002; Bhaumik & Gregoriou, 2010). Existing research suggest that agency and management problem increase proportionally with the combination of internal market, complex ownership and control structure of affiliated groups (Claessens & Fan, 2002) as those elements result in higher incentives for resource mismanagement. According to Huei (2014), the complexity of group structure necessarily allows for wealth expropriations by controlling shareholder as the transactions within the internal market can be easily concealed and remain undiscovered.

Auditors may also face difficulties in detecting the presence of earnings manipulation when firms become larger and possess more complex operations (Carcello & Nagy, 2004). Huei (2012) claims that expropriation activities gradually increase with the size of business group due to lack of transparency in firms with more complex operations. In Korea, Kim & Yi (2006) demonstrate that firms affiliated with a Chaebols business groups are associated with more earning management than non-affiliated firms. Bae & Jeong (2007) suggest REM may have caused the firm to lose credibility and became irrelevant than standalone firms. However, Choi & Kim (2012) find that business group affiliations reduce both accrual and REM due to concerned of long term group reputation by controlling family firms.

Firms with pyramidal structure have greater divergence between cash flow rights and control right (Claessens et al., 2000). Agency problem can be more severe within this type of firms as ultimate controlling shareholders may increase their control through a pyramidal structure (Bebchuk, Kraakman, & Triantis, 2000; Johnson, LaPorta, Lopez-de-Silanes, & Shleifer, 2000). Claessens, Djankov, Fan, & Lang (1999) state that business groups which are controlled by families through complex pyramid ownership tend to expropriate non-controlling shareholders. Kim & Yi (2006) claim that complex business groups' structures may smooth self-dealing transactions and this condition makes outside investors unable to monitor the transactions. Claessens et al. (2002) state that Malaysia has a large number of pyramidal firms and the act of tunnelling could be significant relative to the developed countries.

Proposed Research

To some extent, family ownership may result in increased agency conflict. However, research in the context of family business is still limited (Vieira, 2016) especially in Malaysia. Therefore, a new study is proposed to examine whether family group affiliation affects REM. Unlike past research, the research will use three different measures of REM as suggested by Roychowdhury (2006), namely abnormal cash flow from operations, abnormal discretionary expenses and abnormal production costs.

Furthermore, data selection will cover a ten year period from 2006 until 2015. This period is unique such that it encompasses four different conditions which are economic boom, recession, recovery and stabilization in Malaysia. The different economic conditions may enable the observation of different REM practices during the time of financial crisis, and those without the crisis. Firms listed on the main board of Bursa Malaysia will form the population for this study. In total the board includes 14 sectors. However, six sectors will be excluded due to a diminutive number of firms in each sector to provide any meaningful analysis. In addition, the finance sector is also excluded because it is governed under different regulations. Hence, firms from seven sectors namely, constructions, consumer, industrial, plantations, properties, services and technology where the ownership satisfies the applicable definition of family business will be chosen as the sample of the study.

Following La Porta et al. (1999) and Claessens et al. (2000), the proposed study defines a family or an individual as the 'controlling family' when they mutually owned at least 10 per cent of the firms total shares and serve as the largest shareholder of the firm. Listed firms under the similar controlling owner are considered as affiliated with the same business group. The information of family group affiliation could be obtained from the 'Corporate Structure' and 'Directors' Profile' sections in the sampled firms' annual reports.

Conclusions

This study reviews the literature on earnings management with main focus on REM and family business structures. To date, evidence suggests that business group affiliation is one of the major factors which increase earnings management. Nevertheless, these studies suffer from the possibility that family group affiliation possibly influences REM, especially in developing economies. Hence, this study addresses this gap and proposes a future research which will empirically investigate whether REM is affected by size and complex structure of family group affiliation. Unlike previous research, the new study will use three different proxies for REM which are abnormal cash flow from operations, abnormal discretionary expenses and abnormal production costs.

Understanding the factors that influence the intentions to expropriate wealth through REM is very important and timely due to the increasing trend in financial fraud despite many new control mechanisms being put in place. The findings from the study could help to enhance the regulations, prevention strategies and controlling mechanism in the capital market. Consequently, this study is expected to provide insights to the regulators especially the Security Commission of Malaysia (SCM) and Bursa Malaysia in strengthening their regulations and mitigate the potential act of earnings expropriations. It is hoped to reduce the risk of earnings mismanagement and thus, ensure that the public and shareholders will not be taken for granted by the managers. Furthermore, the research findings may also be used as a reference guide to assist investors, analysts and fund managers in investment decisions. This may help them in selecting the firms with low risk of potential expropriations in their investment portfolio. It is also hope that this study will improve the auditors' knowledge in detecting REM activities.

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MORAL INTENSITY AND DYSFUNCTIONAL AUDIT BEHAVIOR: EVIDENCE FROM INDONESIAN PUBLIC SECTOR AUDIT

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Abstract: *Studies regarding auditor behavior in the area of private sector audit have been well documented. However, unlike its private sector counterpart, there has been limited literatures discussing auditor behavior within the context of public sector audit. This study fill this gap in literatures. This study aims at investigating the practices of dysfunctional audit behavior among government's auditor in Indonesia. This is a survey research. Data for this study were gathered form questioners. Respondents for this study were government's auditors at three provinces in Indonesia.*
This study used three dimensions of moral intensity developed by Jones (1991) in investigating the practices of reduced audit quality behavior. The dimensions are social consensus, probability of effect and magnitude of consequences. Descriptive statistics for reduced audit quality behaviors showed that among six types of reduced audit quality behavior, relying on client explanations as substitutes for certain evidence was the most prevalent among respondents. At the other hand, failing to research a technical issue become the least common types of misbehavior committed by respondents during the course of audit. Result of regression analysis for hypothesis testing showed that perceived probability of effect toward financial statement users is negatively associated with reduced audit quality behaviors.

Keywords: *Moral intensity, dysfunctional behavior, public sector, auditor*

Introduction

DeAngelo (1981) refers audit quality as an ability of auditor to detect and report any breach in client financial reporting. There are many factors that contributes to failure of auditors to detect misstatements or error in audited financial statements. Role overload and the resulting time pressure is one of source of problem that might hinders auditor ability to maintain high quality audit. Fogarty (1996) identified time pressure as one of contributing factor to audit failure. Coping with such pressure some auditors might behave functionally, by working harder and more efficient. Meanwhile other auditors might be motivated to behave dysfunctionally. Given its widespread dysfunctional audit behaviour has become a serious concern in the auditing profession.

In addition to the systematic problem at audit office level as documented in Francis and Michas (2013), Li et al (2017) argue that at the level of individual auditor, low quality work performed during an audit have contagion effect on others audit engagements. Thus, investigating individual characteristics of audit personals and its impact on audit quality is crucial. Previous studies (e.g. Dukerich et al. (1993); Singer et al (1998); Coram et al (2004)

and Aris et al 2012,) evidenced the effect of moral intensity in the process of ethical decision making. Since the choice to engage in either dysfunctional or functional behaviour is a matter of ethics, this study seek to examine the effect of moral intensity toward auditor's behaviour.
Studies examining the practice of dysfunctional audit behaviour among auditors has been well documented. This study expands previous literature regarding dysfunctional auditor behaviour by examining the effect of moral intensity toward auditor behaviour. Given the unique nature of public sector audit, this study tries to shed light on dysfunctional audit literature within the context of public sector institution.
The rest of this paper is organized as follows. Next section will describe the theoretical foundation for hypothesis development. Methodology and discussion about research finding will be discussed in the other next section. The last section discusses conclusion and limitation of this research.

Theory and Hypotheses Development

Dysfunctional Audit behavior has become a serious concern in the auditing profession. Herrbach (2001) suggest that reduced audit quality behavior might "threaten the outcome of the engagement and the validity of the audit opinion". Dysfunctional audit behaviors include auditors' acts which directly or indirectly lead to reduced audit quality (Kelley and Margheim, 1990; Otley and Pierce, 1996). Dysfunctional behaviors such as premature sign-off, gathering of insufficient evidence, altering or replacing audit procedures, and underreporting of time have negative effects on the auditing profession (Donnely et al, 2003).
Due to the competitive nature of auditing profession, in order to achieve favourable outcome for his/her performance, in addition to pressure to accomplish an audit engagement within budgeted time, some auditors may underreport actual time spent to accomplish their tasks. This practice will be carried forward to the next years' time budget (Fleming, 1980) thereby placing additional pressure on auditors who perform the same tasks in the future, thus leading to reduced audit quality acts in future audit (Pierce and Sweeney, 2004; Ponemon, 1982; Otley and Pierce, 1996) the practice of underreporting of time is not uncommon among auditors in public accounting firm. However, due to different setting of auditing in public sector such practices is rarely found (if any) in public sector audit. Thus, for that reason, in this study, investigating toward dysfunctional audit behavior will be focused on any behavior which are directly threatening audit quality referred as reduced audit quality act.

Jones' Moral Intensity Model

Auditors frequently expose to situations involving an ethical consideration. Reduced audit quality acts involves moral issues. Due to tight time budgets and complex nature of audit task, in order to meet the budget, some auditor might engage in dysfunctional act such as altering audit procedure; accepting client explanations at face value; not further pursuing inconsistences in evidence; and so forth. Such acts have the potential to harm financial statement users as invalid audit opinions may be issued. Unfortunately, such behaviours might go undetected.
The decision to engage in reduced audit quality acts is an ethical decision by the auditor. Lightner et al (1982) suggest that auditor's personal belief will influence his/her willingness to engage in any dysfunctional behaviors. Jones (1991) describes moral issues as those "where a person's actions, when freely performed, may harm or benefit others". There were limited empirical literatures pertaining to the Jones model. Among others, Dukecrich et al (1993) and Singer et al (1998) use this moral intensity framework in their studies. Dukerich et al. (1993 cited in Singer et al, 1998) employed applied the framework within the context of group

decision making. Singer et al (1998) used moral intensity framework in assessing the ethicality judgment in regard to whistle blowing decision.

There is ample of studies examining ethical decision making of in auditing literatures. Yet, only few studies that used Jone's model of moral intensity as their framework. Coram et al (2004) argues that reduced audit quality act as a moral issues since the acts involve judgment or choice; has consequences for others, as well as it deals with direct and indirect violation committed by the auditor. Arel et al (2012) find that auditor with higher moral intensity are less likely to book questionable journal entry.

In this study we employed the theoretical framework of the moral intensity model of ethical decision making proposed by Jones (1991). Jones (1991) proposed an issue-contingent model of ethical decision making by individuals in organizations. The framework identified six different constructs of moral intensity

The magnitude of consequences	the aggregate harm done to victims or aggregate benefits accruing to beneficiaries
Social consensus	the level of agreement about the goodness or evil of a proposed act
The probability of effect	the likelihood of the act occurring and the expected consequences of the act
Temporal immediacy	the length of time between the act and its ethical consequences
Proximity	the degree to which the individual can identify with potential victims or beneficiaries
Concentration of effect	an inverse function of the number of people affected by an act of given magnitude

Jones (1991) argues that moral issues of high intensity are more salient and more vivid than those of low intensity. As the intensity or severity of a component increases, the perceived total "ethical heat" of the issue increases (Frey 2000). Reviews of numerous literature regarding moral intensity suggest that social consensus, magnitude of consequences (Barnett, 2001; Frey, 2000; Singhapakdi et al., 1996), and probability of effect (Frey, 2000) are strong indicator of moral intention. Therefore, this study will examine how the three dimensions of moral intensity influence auditor's likelihood to engage in reduced audit quality acts.

Social Consensus

Jones (1991) defines social consensus as "the degree of social agreement that a proposed act is evil (or good)". Jones (1991) argues that it will be harder to be ethical if he/she does not know what constitutes of ethical conducts in certain condition. Higher degree of social consensus can reduce level of ambiguities (Jones, 1991). Laczniak and Inderrieden (1987) suggest that an individuals are more likely to avoid illegal decisions compare unethical ones. Behavior of an individual will be influenced by his/her peers or superior. In the context of auditor behavior, it can be predicted that auditors behavior will be influenced by auditing standards as well as individual or group with whom he/she interacts. Thus, we predict that:

H1. There is a significant association between perceived social consensus among auditors and reduced audit quality acts

Probability of Effect

Probability of effect refers to predicted benefit or harm generated form certain action. Singhapakdi et al. (1996) suggest that probability of effect of an action involving ethical issues is positively associated with individual perception of ethics. Regarding the practice of reduced

audit quality acts probability of effect of such behavior can be classified into effect toward auditor (as an actor) and effect toward financial statement users (potential victims). Thus, we predict

H2a. There is a significant association between perceived probability of effect toward auditor and reduced audit quality acts

H2b. There is a significant association between perceived probability of effect toward finance statement users and reduced audit quality acts

Magnitude of Consequences

Jones (1991) describes magnitude of consequences as amount of harm (or benefit) suffered from (received by) doing certain action. In the context of the practice of reduce audit quality behavior, amount of harm suffered by auditor as he/she decides to engage in dysfunctional behavior refers to maximum penalty imposed on the auditor if his/her action detected. Before deciding to engage in any of dysfunctional behaviors, auditor would calculate the extent to which such action might be detected and punished accordingly. Thus, we predict

H3 . There is a significant association between perceived magnitude of consequence and reduced audit quality acts.

Method and Procedures

Questionnaires were distributed to government auditors in three provinces in Indonesia by using purposive sampling method. We added professional commitment (affective, continue and normative) as control variables. We adopted instruments used in previous studies. Reduced Audit Quality Acts variable adopts instrument used in Silaban (2009). Moral intensity adopts instruments used in Coram et al. (2004) and Professional Commitment adopts Aranya &Ferris (1984). All indicators were measured using a 7-point liker scale. hypotheses were tested by using multiple regression analysis.

Results

Response and Respondents

106 questionnaires, which represent 53% of response rate, were used in this research. The majority of respondents were male (67.9%). 84 respondents (79.2%) were less than 30. Majority of respondents hold Diploma in Accounting (62.3%). Most respondent work as government auditors for less than five years (67,9%). See table 1

Table. 1 Demographic Information

	Amount	Percentage (%)
Gender		
Male	72	67.9
Female	34	32.1
Total	**106**	**100**
Age		
< 25	7	6.6
25-30	77	72.6
31-40	1	0.9
>40	21	19.8
	106	**100**
Education		
DIII	66	62.3
S1	38	35.8
S2/S3	2	1.9
Total	**106**	**100**
Tenure		
< 5 Years	72	67.9
5-10 Years	12	11.3
10-15 Years	2	1.9
>15 Years	20	18.9
Total	**106**	**100**

Descriptive Statistics for Reduced Audit Quality Acts

Among six types of reduced audit quality acts, relying on client explanations as substitutes for certain evidence was the most common types of dysfunctional behavior among respondents. Approximately half of respondent involved in such activity from sometimes to always. On the other hand, failing to research a technical issue become the least common types of dysfunctional behavior committed by respondents during the course of audit.

Premature Sign Off

Varying result regarding the practice of premature sign off occurred among respondents. 12, 3 % respondent stated that they never and 32% almost never deals with premature sign off of audit procedures. 30% of respondents stated that they sometimes engages in such activities and only less than 6% respondent stated that they always prematurely finish certain audit procedures (see table 2).

Table 2 Premature Sign off

		Frequency	Percent	Valid ercent	Cumulative Percent
Valid	Never	13	12.3	12.3	12.3
	Almost Never	34	32.1	32.1	44.3
	Seldom	14	13.2	13.2	57.5
	sometimes	30	28.3	28.3	85.8
	Often	7	6.6	6.6	92.5
	Almost always	2	1.9	1.9	94.3
	Always	6	5.7	5.7	100.0
	Total	106	100.0	100.0	

Superficial Review of Client Documents

The practices of superficial review of client's documents among respondents were not too prevalent. More than 70% of respondent stated they never to seldom deal with superficial review of client documents. Yet, it was found that 7 respondents (6.6%) stated that they often do such practice during the course of audit (see table 3)

Table 3 Superficial Review of Client Documents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	23	21.7	21.7	21.7
	Almost Never	32	30.2	30.2	51.9
	Seldom	23	21.7	21.7	73.6
	Sometimes	21	19.8	19.8	93.4
	Often	7	6.6	6.6	100.0
	Total	106	100.0	100.0	

Failure to Pursue Questionable Items

Most respondents seems to be reluctant to out more efforts as they notice something unusual or questionable. 76.4 percent of respond showed little or no additional efforts such as further in depth examination, including expanding audit procedure or gathering more samples as a response to his/her finding or susceptible items. Only 3 respondents showed adequate response toward susceptible items he/she found during the course of audit (see table 4).

Table 4 Failure to Pursue Questionable Items

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	21	19.8	19.8	19.8
	Almost Never	38	35.8	35.8	55.7
	Seldom	22	20.8	20.8	76.4
	Sometimes	13	12.3	12.3	88.7
	Often	9	8.5	8.5	97.2
	Almost Always	1	.9	.9	98.1
	Always	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

Relying On Client Explanations As Substitutes for Certain Evidence

Relying on client explanation as substitute for hard-to-get evidence or evidence that cannot be found during audit may lead to inaccurate findings or at worst such practice may lead to audit failure. Yet, such practices was not uncommon among respondents. 83 percent of respondents stated that they always engage in such practice during audit (see table 5)

Table 5 Relying On Client Explanations As Substitutes forCertain evidence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	6	5.7	5.7	5.7
	Almost Never	28	26.4	26.4	32.1
	Seldom	19	17.9	17.9	50.0
	Sometimes	35	33.0	33.0	83.0
	Often	11	10.4	10.4	93.4
	Almost always	5	4.7	4.7	98.1
	Always	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

Failing to Research Technical Issues

Most respondents believed that they already equipped with adequate technical skill and knowledge prior or during audit process (87. 7%). Only less than 10 respondents that stated that they ignored any issues of certain technical knowledge (see table 6)

Table 6 Failing to Research a Technical Issue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	33	31.1	31.1	31.1
	Almost Never	43	40.6	40.6	71.7
	Seldom	17	16.0	16.0	87.7
	Sometimes	5	4.7	4.7	92.5
	Often	6	5.7	5.7	98.1
	Almost Always	1	.9	.9	99.1
	Always	1	.9	.9	100.0
	Total	106	100.0	100.0	

Altering or Replacing Audit Procedures

Altering or replacing audit procedures were not common practices among respondents. 93,4 percent of respondents reported that they never to seldom engages in such misbehavior. Only less than 6 percent of respondents reported that they often to always alter or replace audit procedures (see table 7).

Table 7 Altering or Replacing Audit Procedures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	25	23.6	23.6	23.6
	Almost Never	32	30.2	30.2	53.8
	Seldom	21	19.8	19.8	73.6
	Sometimes	21	19.8	19.8	93.4
	Often	6	5.7	5.7	99.1
	Almost Always	1	.9	.9	100.0
	Total	106	100.0	100.0	

Regression Results

We conduct validty and reliability test for our instruments. All items are valid. Gronbach's Alpha score for all variables are greater than 0.75. All variables met the criteria of best linear

and unbiased estimate a of regression model based on normality, Multicollinearity, and Heteroscedasticity test. Except, we exclude social consensus in our model as it did not meet the criteria of normality assumption.

The ability of our model to explain variation in dependent variable is relatively low as shown by the R Square score for only 0 .119 (table 8). This indicates that only 11.9 percent of variation on reduced audit quality acts can be explained by independents variables used in this study. F score show value of sig of 0.047 (<0.05) which indicates that there is a significant association between independent variables and dependent variable simultaneously

Table 8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344[a]	.119	.065	6.17480

Table 9 ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.950	3	84.658	2.220	.047[a]
	Residual	3774.692	99	38.128		
	Total	4282.642	105			

Results For Hypotheses Testing

Table 10 reported that the score for t-test for each independent variable (perceived effect toward auditor; perceived effect toward financial statement users and perceived magnitude of consequence) are 0,02; 0.315 and .529 respectively. Therefore, within confidence level of 95%, significant association can only be found between perceived probability of effect toward financial statements users and reduced audit quality acts. Thus, hypothesis H2b that predicts that there is a significant association between perceived probabilities of effects toward financial statement users and reduced audit quality acts can be supported. Since coefficient score is negative. It is concluded that negative significant association exists between perceived effect toward auditor and reduced audit quality behaviour. This finding suggest that auditors adhered to their professional role to protect the interest of financial statement users.

Yet, this study fails to find evidence to support other hypotheses. Hypothesis H2a that predicts a significant association between perceived probability of effect toward auditor and reduced audit quality acts cannot be supported. Hypothesis H3 that predicts that there is a significant association between perceived magnitude of consequence and reduced audit quality acts also cannot be supported. There might be two alternatives justification for this unexpected findings. First, auditors might perceive that their nonprofessional conduct will not be detected. Alternatively, they believe that even if their misconduct detected (by their superior or co-worker), there will be no or little punishment imposed on them.

Tabel 17 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.709	4.704		6.316	.000
	AFEC	-.069	.148	-.062	-.465	.643
	CON	.207	.191	.169	1.084	.281
	NORM	-.045	.165	-.044	-.271	.787
	EFS	-.344	.108	-.323	-3.183	.002
	EAUD	.062	.061	.107	1.011	.315
	CONCQ	-.046	.073	-.068	-.631	.529

a. Dependent Variable: RAQ

AFEC= affective professional commitment
COG= continuance professional commitment
NORM= normative professional commitment
RAQ = reduced audit Quality Acts
EFS= effect of RAQ toward financial statement user
EAUD= effect of RAQ toward auditor
CONCQ= magnitude of consequences of RAQ

Concussion, Limitation and Direction for Future Research

Finding of this study shows that among six types of reduced audit quality acts, relying on client explanations as substitutes for certain evidence was the most prevalent practice among respondents. At the other hand, failing to research a technical issue become the least common types of misbehavior committed by respondent during the course of audit. Result of regression analysis for hypothesis testing shows that perceived probability of effect toward financial statement significantly affects reduced audit quality acts. There are no significant association between other dimensions of moral intensity (social consensus and magnitude of consequences and probability of effect for auditors) and reduced audit quality acts.

This study is subject to several limitations. This study only conducted in three provinces in Indonesia and sample size is relatively small. The use of self-reported data in any survey, to some extent, is subject to response bias. In order to better capture causal relationship between each dimension of moral intensity future research can use experimental approach. Future research might further explore this area by investigating other dimension of moral intensity or by exploring any factors that may enhance individual moral intensity in ethical decision making.

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THE EXTENT OF WORK READINESS AMONG MALAYSIAN UNIVERSITY STUDENTS: AN EMPIRICAL STUDY ON EMPLOYABILITY SKILLS

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Abstract: *Unemployment among Malaysian graduates is not a new phenomenon. It was reported in 2010 that about 30,000 graduates were not able to be employed within six (6) months upon their graduations. The Star in 2010 had reported that five reasons why graduates not to be employed are due to lack of industrial training, poor English, lack of problem solving skills, job-hopping and lack of confidence. Taking cue from this, the Malaysian government had initiated due efforts to deal with this impediment. To a certain extent, a drastic step had been projected to enhance the English language efficiency and ICT considering lack of skill of our graduates in these two areas. Unfortunately, retraining graduate programs/plans have indeed triggered dismal results and incurred a tremendous cost. Much worse, the Malaysian economy is not booming but expected to perform at a mediocre of 4.6% to 5% from 2011 to 2020. In pursuant to this, it is doubtful that there will be a sufficient number of jobs available for those graduates or whether they have the credibility to compete for jobs that are offered in the private sector. Hence, the purpose of this research is to assess the employability skills of students in Higher Learning Institutions in Malaysia in order to measure their work readiness. A total of 300 university graduates from various public and private universities participated in this study. The study found 12 skills that the university students deem as to be very important whereby disciplined to top the list. Furthermore, there is a significant association between graduates' skills and gender such as organization skills, problem solving, team work and good time management. There is also significant association between respondents' skills and institutions such as problem solving skills.*

Keywords: *graduates, employability, skill, work readiness*

Introduction

Graduates employability has been an issue since decades in Malaysia. Please refer to the table 1 below for the details. It is said that the increase number of public and private universities have contributed to this factor. At the same time, industries could not offer many job positions for degree holders. Thus, there is more supply of graduates than its demand. This has caused to increasing competition among the graduates. It has been found out that good grades are not necessarily the determinant of graduates' employability. It has been reported that university students have been lacking certain skills such as soft skills especially problem solving and communication skills (Hanapi & Nordin. 2014). Hence, various programs have been introduced by the government to upskill the university graduates. However, this could drain

the government investment, unless necessary action has been taken on education itself which is the root source of the problem.

Table 1: Rate of Unemployment

Year	Rate of Unemployment
2009	3.2
2010	3.1
2011	3.1
2012	3.7
2013	2.9
2014	2.9
2015	3.1
2016	3.2

Source: Department of Statistics, 2013-2016, Hanapi & Nordin, 2014, Md Razak et al, 2014

Mismatch of skills is also reported as another cause of unemployability of Malaysian graduates whereby it was reported in 2005 that about 30,000 graduates worked in a field that does not match with their higher educational qualifications (Hanapi & Nordin. 2014). Thus, the impetus of this paper to study on employability skills of university students in order to measure the extent of their work readiness.

Literature Review

Employability

Employability is a term that is often used as a measurement by employers on graduates' marketability (Rahmat, Ahmad, Idris & Zainal, 2011). Meanwhile, Lim (2008) defines employability as graduate's labor market outcomes and number of days unemployed or probability of unemployed. Lim states that on average the graduates are experiencing a total of 138 days of being unemployed which is equivalent of 4.6 months. However, this study conceptualizes employability as the ability of the university students to be employed or to be self employed.

Employability Skills

Employability skills are also known as job readiness skills. Generally, employability skills are needed by students to prepare themselves to meet the needs of many different occupations upon graduation (Shafie & Nayan, 2010). According to Hanapi and Nordin (2014), employability skill refers to the quality and personal insight, in which a graduate should have. This is to help with the marketability of the graduate and to assist the graduate to become a competent and competitive worker. Yusof and Jamaluddin (2015) mention that employability skills is a set of achievement, understanding, and personal attitudes or qualities that mark the individual as potentially more able to get desired job and successful in career choice. Generally, employability skills are those aspects of skills and knowledge students need to have to equip them to fulfil various employment demands in the labour market after they have completed their studies.

In order to be employed, graduates need to possess certain competency or skills. Subramonian (2008) considers both employability skills and competencies as one even though they are defined differently by different authors. These competencies and skills are cut across all industries, businesses, job levels from the entry-level worker to the senior most position (Kaur & Singh, 2008). Shafie and Nayan (2010) categorized employability by competency areas which are personal values, problem-solving and decision-making skills, relations with other

people, communication skills, task-related skills, maturity, health and safety habits, and commitment to job. Meanwhile, Lim, Mansor, Mohamad, Tuan Sulaiman, Hashim, Fadil, Goolamally, Abdol Latif, Muda, Woo and Raghavan (2011) conceptualized employability competencies into three dimensions which are knowledge and understanding, general attributes and generic skills. The highest importance was given to General Attributes and the lowest was given to Generic Skills. The dimension with the highest level of importance was General Attributes.

Subramonian (2008) defined employability skills as 'generic skills' and 'key competencies'. According to her, competency or skill model is a list of competencies, often organized into a few groupings or clusters, attributable to satisfactory or exceptional employee performance for an occupation or group of titles. There are nine generic skills and 52 key competencies.

Skills can be grouped into hard and soft skills. Hard skills are technical skills while soft skills are generic skills. It is said that while graduates are well equipped with technical skills but they are lacking of soft skills which are very important at workplace. Technical skills are like writing skills, programming, system development and others. Lim, Mahat, Rashid, A. Razak and Omar (2016) defined soft skills as inter-related such as communication skills, leadership. Soft skills include more of the use of the right side of the brain while technical skills use the left side of the brain.

Ismail (2011) reported that results of her study show that the employment prospects of graduates with a good command of English and who possess leadership and technical skills are better when compared to those without these skills. Othman, Musa, Mokhtar, Ya'acob, Abdul Latiff, Hussein, Mohammad and Kaur (2011) found that UKM graduates' employability rate differs based on the faculty from which they graduate. Other than poor command of English language, incompetence to apply the thinking skills needed is very important to enable them to perform well at workplace.

Ang (2015) found that female students to be generally more informed than male students about the skills which the industry wants. Her study found significant mismatch between the industry and student ranking on the set of 20 skills, particularly with respect to 6 skills that are commercial awareness or knowledge about the business, self management, computer literacy, information retrieval, planning, and resolving conflict. Meanwhile, a slightly higher level of mismatch between the level of importance and development is found in such skills as critical analysis, planning, problem solving, oral communication, decision making, and negotiating (Wye, Lim & Lee, 2012).

Even different industries and sectors rank different skills according to their importance. However, Md Saad and Ab. Majid (2014) found from their study, the most important employability skills as perceived by GLCs, MNCs and SMES are problem identification, apply problem-solving, formulations and solutions, ability to use techniques, skills and modern engineering/ICT tools. Meanwhile, Abdul Hamid, Islam and Abd Manaf (2013) by using Quality Function Deployment method, they found that employers seek graduates who can speak fluently, write effectively in English and think critically. On the other hand, Mohamed Noor and Noor Suhailie (2013) found that personal organization and time management top the list. However, Selvadurai, Er and Maros (2013) found that information and social interaction are skills that the public sector employers seek from the graduates. Abdul Hamid and Islam (2014) by using analytic network process (ANP) show that the ability to speak fluently in English is the most important skill, followed by the ability to write effectively in English and the ability to think critically.

Most studies that research on the gap of expectation of graduates and employers found that employers' expectation are higher than the graduates such as problem solving and adaptability,

human, English language proficiency and literacy, ICT skills, personal organization and time management, leadership and communication skills (Kaur & Singh, 2008). Thus, it shows there is also certain mismatch of expectation of the skills between them.
Employers also perceive foreign graduates to be superior in terms of communication skills (verbal and written); confidence/self-image; computer/IT skills; creative/innovative skills; analytical research skills and flexibility/adaptability compared to their local counterparts (LG) and graduates from local twinning programmes (TG) (Quah, Nasurdin, Guok & Ignatius, 2009)

Research Methodology

The research is a cross-sectional study applying a quantitative approach. The research questionnaire was developed based on past studies and was pilot tested to twenty students of a public university. The Cronbach's Alpha was computed and the value of more than 0.8 indicates that the items form a scale that has good internal consistency reliability.
The questionnaire consists of four parts which are demographic, attitude, personality and skills. The response scale used in this study is five Likert scale that is 1: strongly disagree to 5: strongly agree. Work skill in this study was examined based on "soft skill', "hard skill" and "personal qualities". Respondents were asked to rate the importance of these skills in finding suitable job. The questionnaire was finalized and distributed to respondents personally at the beginning of their lessons. Prior to completing the research questionnaire, the students are given some introduction of the research and some instructions on completing the questionnaire. Each respondent was given a token of appreciation on the return of the questionnaire.
The respondents of this study were third and final year of public and private university students. Majority of these students have undergone industrial training as a part of their preparation for the working world.
Descriptive and inferential analysis were used to analyze the data. Descriptive analysis is conducted for the demographic profile of the respondents and the main variables of the study. Inferential analysis was conducted to find the extent of work readiness in terms of employability skills between gender and type of institutions.

Results

Respondents' Profile

About 300 university students participated in this study. Majority of the respondents (69%) are male and 31% are female. A large proportion were sample from public universities (81.7%) and 28.3% among engineering students from private universities Almost 50% are under PTPTN sponsorship, 25.3% are self-funded, 5.4% and 7.1% are MARA and JPA scholars. Please refer to table 2 for the details.

Table 2. Profile of Respondents

Variable	Frequency	Percentage
Gender		
Male	93	31.0
Female	207	69.0
Total	**300**	**100**
Family Income		
<RM 600	18	6.0
RM 601 - RM 1500	73	24.4
RM 1501 - RM 4000	74	24.7
RM 4001 - RM 8000	74	24.7
RM 8001 >	60	20.1
Total	**299**	**100**

Not Stated	1	
Grand Total	**300**	
Institution		
Public	245	81.7
Private	55	18.3
Total	**300**	**100**
Sponsorship		
JPA	21	7.1
PTPTN	146	49.2
MARA	16	5.4
State Government	15	5.1
Private Sector	18	6.0
Own Funding/Parents	75	25.3
Others	6	2.0
Total	**297**	**100**
Not Stated	3	
Grand Total	**300**	
Year of study		
Year 1	61	20.7
Year 2	69	23.4
Year 3	83	28.1
Year 4	58	19.7
Year 5	24	8.1
Total	**295**	**100**
Not Stated	**5**	
Grand Total	**300**	

Job Skills

Table 3 shows that the most important skill as perceived by the university students is disciplined (63.3%), followed by responsibility (60%), positive attitude (59.3%), time management (58.3%), team work (55.3%), open minded (53.7%), transparent (53%), communication skills (51%), leadership skills (50%), creative and innovative (49.7%), appearance (48.7%) and stress endurance (43.3%).

Table 3: Most Important Skills

No.	Type of Skills	Percentage (100%)
1	Disciplined	63.3
2	Responsibility	60
3	Positive	59.3
4	Time Management	58.3
5	Team Work	55.3
6	Open minded	53.7
7	Transparency	53
8	Communication	51
9	Leadership Skills	50
10	Creative and Innovative	49.7
11	Appearance	48.7
12	Stress Endurance	43.3

Table 4 presents the association between gender and soft skills. Generally, the percentage of female that rated these skills as important were higher than the male respondents. Significant association exist between gender and organizational skills ($0.015 < 0.05$), problem solving skills ($0.016 < 0.05$) and team-work ($0.003 < 0.05$). Percentage of female respondents on these item was significantly higher than male respondents, 94.2%, 96.6%, 97.6% for females and 87.1%, 89.2% and 89.2% for male, respectively.

Table 4: Gender and Soft Skills

	Gender		Chi-Square (p-value)
	Male (%)	**Female (%)**	
Communication Skill			
Not Important	0.0	0.5	0.129
Neutral	8.6	3.4	
Important	91.4	96.1	
Total	**100.0**	**100.0**	
Organizational Skill			
Not Important	0.0	1.4	0.015*
Neutral	12.9	4.3	
Important	87.1	94.2	
Total	**100.0**	**100.0**	
Problem solving skills			
Not Important	0.0	0.5	0.016*
Neutral	10.8	2.9	
Important	89.2	96.6	
Total	**100.0**	**100.0**	
Decision making skills			
Not Important	0.0	0.5	0.683
Neutral	7.5	5.8	
Important	92.5	93.7	
Total	**100.0**	**100.0**	
Creative and Innovative Thinking			
Not Important	1.1	1.0	0.338
Neutral	11.8	6.8	
Important	87.1	92.3	
Total	**100.0**	**100.0**	
Leadership Qualities			
Not Important	0.0	0.5	0.129
Neutral	12.9	6.3	
Important	87.1	93.2	
Total	**100.0**	**100.0**	
Team Work			
Not Important	0.0	0.5	0.003*
Neutral	10.8	1.9	
Important	89.2	97.6	
Total	**100.0**	**100.0**	

With regards to hard skills, it is interesting to note that, only 47% felt that third language is important and a handful thought it is not important. English language is also felt not important by a small fraction of the respondents. Female respondents rated good time management (97.6%) significantly higher as important in comparison to 89.2% for male students ($p = 0.002 < 0.05$). Please refer to table 5 for the details.

Table 5: Gender and Hard Skills

	Gender		Chi-Square (p-value)
	Male (%)	**Female (%)**	
IT Skills			
Not Important	5.4	9.7	0.142
Neutral	37.6	27.5	
Important	57.0	62.8	
Total	**100.0**	**100.0**	
Fluent in English language			
Not Important	2.2	1.9	0.496
Neutral	22.6	1.9	
Important	75.3	81.2	
Total	**100.0**	**100.0**	
Fluent in third language / other language			
Not Important	12.9	14.0	0.967
Neutral	39.8	39.1	
Important	47.3	46.9	
Total	**100.0**	**100.0**	
Good time management			
Not Important	0.0	0.0	0.002*
Neutral	10.8	2.4	
Important	89.2	97.6	
Total	**100.0**	**100.0**	
Analyzing skill			
Not Important	0.0	2.9	0.236
Neutral	8.6	9.7	
Important	91.4	87.4	
Total	**100.0**	**100.0**	

Significant * 0.05

Table 6 presents results for association analysis of soft skills and types of institutions. There is significant association between institutions and the importance of problem solving skills ($p = 0.003 < 0.05$). Other than team work, generally public university reported higher on the rest of the soft skills.

Table 6: Institutions and Soft Skills

	Institutions		Chi-Square (p-value)
	Public Universities (%)	**Private Institutions (%)**	
Communication Skill			
Not Important	0.4	0.0	0.275
Neutral	4.1	9.1	
Important	**95.5**	90.9	
Total	**100.0**	**100.0**	
Organizational Skill			
Not Important	0.8	1.8	0.141
Neutral	5.7	12.7	
Important	**93.5**	85.5	
Total	**100.0**	**100.0**	
Problem solving skills			
Not Important	0.4	0.0	0.003*
Neutral	3.3	14.5	
Important	**96.3**	85.5	
Total	**100.0**	**100.0**	
Decision making skills			
Not Important	0.4	0.0	0.275
Neutral	5.3	10.9	

Important	**94.3**	89.1	
Total	**100.0**	**100.0**	
Creative and Innovative Thinking			
Not Important	0.8	1.8	0.585
Neutral	7.8	10.9	
Important	**91.4**	87.3	
Total	**100.0**	**100.0**	
Leadership Qualities			
Not Important	0.4	0.0	0.873
Neutral	8.2	9.1	
Important	**91.4**	90.9	
Total	**100.0**	**100.0**	
Team Work			
Not Important	0.4	0.0	0.822
Neutral	4.9	3.6	
Important	94.7	96.4	
Total	**100.0**	**100.0**	

Significant at **0.10 and * 0.05

However, in terms of hard skills, more of the students from private institutions reported English proficiency, third language and analytical skill as important job skills that students should possess when looking for work. Please refer to table 7 for the details.

Table 7: Institutions and Hard Skills

	Institutions		**Chi-Square (p-value)**
	Public Universities (%)	**Private Institutions (%)**	
IT Skills			
Not Important	0.0	1.8	0.079
Neutral	9.4	12.7	
Important	90.6	85.5	
Total	**100.0**	**100.0**	
Fluent in English language			
Not Important	2.4	0.0	0.320
Neutral	19.6	14.5	
Important	78.0	**85.5**	
Total	**100.0**	**100.0**	
Fluent in third language / other language			
Not Important	15.1	7.3	0.075
Neutral	40.8	32.7	
Important	44.1	**60.0**	
Total	**100.0**	**100.0**	
Good time management			
Not Important	0.0	0.0	0.123
Neutral	4.1	9.1	
Important	95.9	90.9	
Total	**100.0**	**100.0**	
Analyzing skill			
Not Important	2.0	1.8	0.992
Neutral	9.4	9.1	
Important	88.6	**89.1**	
Total	**100.0**	**100.0**	

Significant at **0.10 and * 0.05

Conclusion and Discussion

The study found 12 skills that the university students deem as to be very important whereby discipline tops the list. Furthermore, there is significant association between graduates' skills

and gender such as organization skills, problem solving, team work and good time management. Female university students reported higher either on hard or soft skills. This finding concurs with Ang (2015) who found that female students to be generally more informed than male students about the skills which the industry wants. There is also significant association between respondents' skills and institutions such as problem solving skills. Other than team work, generally public university reported higher on the rest of the soft skills i.e. communication, organization, problem solving, decision making, creative and innovative thinking and leadership while more of the students from private institutions reported English proficiency, third language and analytical skills as important job skills that students should possess when looking for work. Thus, it can be concluded that public university students are more ready in soft skills while private university students are more ready in hard skills.

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PURCHASE INTENTION OF RESIDENTIAL PROPERTY IN GREATER KUALA LUMPUR, MALAYSIA

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Abstract: *High housing prices in the urban area have posted a challenge for potential first-time home buyers to own a house. This study aims to investigate factors that influence Malaysians to purchase a residential property in Greater Kuala Lumpur (KL). This study examines the effect of attitude, subjective norm, perceived behaviour control, location, living space and financial factors on the intention to purchase residential property based on the Theory of Planned Behavior. The findings indicated that there are positive relationships between attitude, subjective norm, perceived behaviour control and financial factors toward purchase intention for residential property, while location and living space were found to have no relationship on consumers' purchase intention of residential property in Greater KL. These findings will provide insightful information to the housing developer in their venture on new housing projects, marketing strategies and be meeting the homeownership needs as well as to the policy maker and bankers' decision for economic development. The limitation of the current study is arising from its focus on the selected geographical area of the Klang Valley property market only.*

Keywords: *Behavioural residential property, Greater KL, housing, urban, purchase intention*

Introduction

A basic human need is a shelter. Owning a house is a necessity to fulfil our basic physiological needs of protection, and it is believed to be everybody's dream. However, in the recent decade, the rapid increase in house prices, particularly in the major urban areas such as Kuala Lumpur and Selangor, has attributed partly due to the shortfall in supply of low-cost house whereas oversupply on the medium and high-cost houses during the Five-year Malaysia Plans (Tan, 2012). According to National Property Information Centre, CEIC and Bank Negara Malaysia (Central Bank) estimated that an average shortage of 85,911housing units per year between 2011 and 2015 are particularly acute in the affordable housing category. In 2014, half of the Malaysian households earned a monthly income of RM4,585and below. World Bank and United Nations recommended that this group could only afford to own a house that is priced up to RM165,060. However, only 21% of new housing launches in Malaysia were priced below RM250,000 in 2014 whereas, properties priced above RM500,000 shown an oversupply. This shows a mismatch between the potential house buyers and property market. In this regard, the Federal and State Governments, *Syarikat Perumahan Negara Berhad* (SPNB) and *Perumahan Rakyat 1Malaysia* (PR1MA) have initiated the affordable housing scheme for the first home buyer, with the aim to have less significant impact on reaching the demand especially in the urban area with lots of jobs supply. Between years 2009 and 2014, average house prices in

Malaysia rose by 7.9% in CAGR terms, exceeding the growth in average household income of 7.3% over the same period which caused the affordability of houses across the key states in Malaysia progressively to decline (REHDA, June 2016). In line with these housing issues and scenario, this study is deemed timely to identify the factors that influence peoples' intention in owning an affordable house in Greater Kuala Lumpur (Greater, KL). Hence, real estate developers, marketers, policy makers and bankers can use the findings to better understand, build and supply affordable housing that meets the peoples' need.

Malaysia is a country that is located in the middle of the next high-growth region of South-East Asia and consistently ranked as among the best country in overall ease of doing business by World Bank. It will be a magnet for international talent and various nationalities, filling up the estimated 4.2 million job opportunities in 2020 and hope to be one of the world's top 20 most livable cities (Star online 2 Jan, 2013). Hence, the migration from rural areas will be significant due to the job employment opportunities (Greater KL, 2017). Greater KL is the capital and commercial heart of Malaysia. It is well known as Klang Valley. This term was espoused by Malaysian Prime Minister NajibRazak as an urban agglomeration to spur the country's economic growth by the billions in the Economic Transformation Programme announced in 2010. It is defined as an area covered by 10 municipalities in surrounding Kuala Lumpur including Kuala Lumpur, Putrajaya, Shah Alam, Petaling Jaya, Klang, Subang Jaya, Selayang, Ampang and Sepang which consists of Cyberjaya and SalakTinggi. Each municipal will be governed by local authorities. The current population in Greater KL is about 7.2 million (about a quarter of Malaysia's total population). The population is expected to be 10 million by 2020. Urbanisation is expected to reach 70 per cent by 2020 and predicted that will be home to about 20 million by 2030 (Mohammed, 2014). In 2017, Location Rating Survey conducted by international knowledge, information and software provider ECA International, Kuala Lumpur ranks 118th as the most liveable location for Asian expatriates out of 470 cities and rank 27th in the regional list. In fact, both of the ranking show higher (less livable) compared to the previous year and it is believed that the less livable were due to the threat of terrorism and also seasonal forest fires in neighbouring Indonesia which have increased in recent years (Chiew, 2017).

To own a house in Greater KL or Klang Valley is a dream of everyone who tenanted a house or a room. However, by looking at the sky rocking house prices in Klang Valley, the house buyers have to sacrifice certain needs and set priority of which factors should be considered within their affordable limit. This study aims to investigate whether attitude, subjective norm, perceived behavior control, financial factor, location factor or living space factors are to be considered in house purchase intention within their affordable limit. Thus, the conclusion may serve as ideas for housing developers, bankers and government to establish policies to assist the house buyer to own an affordable house in Greater KL. This study also serves as a reference for future researchers to investigate further how to meet the needs of the house buyer to own an affordable house at urban area.

Literature Review

Theory of Planned Behavior (TPB)

This study employed Theory of Planned Behavior (TPB) as proposed by Ajzen (1991) as a tool in modelling intention to purchase products or services. It was an improved model from Theory of Reasoned Action (TRA) (Ajzen, 1985) which is used to explain and forecast human behaviour more accurately. TPB added a variable reflecting a person's perceived behaviour control in predicting and explaining human behaviour. Under TPB, Ajzen (1991) mentioned that important factors which influenced a person's behavioural intention and his/her specific

behaviour are attitude towards behaviour, subjective norm, and perceived behaviour control. This theory was well accepted and applied by many scholars in explaining and forecasting human behaviour in the studies related to property or real estate purchase intentions in various countries (Phungwong, 2010, Han and Kim, 2010, Al-Nahdi, 2015).

Purchase Intention (PI)

Purchase intention is defined as a probability of customer's readiness to purchase a product in the near future (Wu, Yeh and Hsiao, 2011). According to Sidi and Sharipah (2011), purchase intention is referred to as a subjective judgment by customers whom it reflected after customer evaluates whether to buy a product or a service. Purchase intention is also defined as the situation in which a customer is willing to make a transaction with the retailer and probably come to consider buying some product or service (Dodds, Monroe and Grewal, 1991). Intention to purchase is the dependent variable which is predicted by an independent variable like attitude, perceived behaviour control and subjective norm (Ajzen and Fishbein, 1980; Ajzen 1991). According to Han and Kim (2010), purchase intention is one of the most tedious tasks for any business as it is influenced by various unknown and uncertain factors that led to purchasing intention is difficult to measure under different circumstances. The higher the purchase intention will lead to higher willingness of a customer to purchase the products or services (Schuler, 2003; Chew, MdAriff, Zakuan, and Md. Tajudin, 2014). Studies also found that a customer with strong intention to buy a residential property, he or she will be more likely to transfer the intention into actual buying behaviour (Zawawi, Wong, Busu and Hamzah, 2004).

Attitude (A)

Attitude refers to the degree to which a person has a favourable or unfavourable evaluation concerning objects, people or events (Robbins, Decenzo and Coulter, 2015). It consists of three components namely cognitive, affective and behavioural. Cognitive component is made up of beliefs, opinions, knowledge and information held by a person. The emotional or feeling part of whether that person like it or not will lead to behaviour outcomes is regarded as the affective component. Behavioural component refers to an intention to behave in certain way towards someone or something (Robbins et. al, 2015; Ajzen and Fishbein, 1980). According to Kamal, Sarker, and Pramanik (2016), they uncovered that is a significant impact between attitude and buying intention towards apartment in Bangladesh and this is supported by Saudi inhabitants to purchase real estate (Al-Nahdi, Nyakwende, Banamah and Jappie, 2015). Phungwong (2010) also concluded that is a positive attitude served as antecedent of home purchase intention of single people in Thailand. Hence, the following hypothesis is derived: **H1:** There is a positive relationship between attitude and purchase intention of residential property in Greater KL.

Subjective Norm (SN)

Subjective norm is a normative belief of an individual's beliefs affected by others such as family members who think that whether an individual should perform a particular behaviour (Rivis and Sheeran, 2003). Normally, an individual will perceived the pressures placed on them whether to perform the behaviour or not (Ajzen, 1991; Han and Kim, 2010). Many studies shown that reference group has strong positive influence over the intention to purchase (Panthura, 2011; Razak, Hoo, and Alias, 2013, Numraktrakul, Ngarmyarn and Panichpathom, 2012). Songkakoon, Ngarmayarn, and Panichpathom (2014) believe that children and spouse are the main parties that will change their intention to purchase decision relating to home purchase in their Thai culture. Ai-Nahdi et al (2015) also found that there was a positive effect

between subjective norm on intention to purchase real estate in Jeddah and has similar case in Malaysia (Md. Razak, Hoo, Ibrahim, Alias and Osman, 2013). Thus, the proposed hypothesis is: **H2:** There is a positive relationship between subjective norm and purchase intention of residential property in Greater KL.

Perceived Behavior Control (PBC)

Perceived behaviour control is defined as the extent to which the person has control over internal and external factors which either facilitate or prevent the behavioural performance (Han and Kim, 2010). Various research areas showed that there is a positive relationship between perceived behaviour control and purchase intention (Teo and Lee, 2010; Mohamed Omar, Nik Mat, Ahmed Imhemed and Ahmed Ali, 2012). This positive relationship also applied in the real estate industry (Phungwong, 2010). However, Al-Nahdiet.al. (2015) found that perceived behaviour control had no effect on the customers' intention to purchase real estate in Saudi Arabia. Thereupon, the following is suggested: **H3:** There is a positive relationship between perceived behaviour control and purchase intention of residential property in Greater KL.

Location Factor (LF)

A strategic location generally linked to the accessibility and proximity to shopping centre or retailer, public transport, school, hospital or near to workplace as it is not only convenient to work and sending kids to school and it is so cost effective. Crane (1996) defined short distance to work as associated with secure job relation, low moving expenses, fewer job changes, low transportation cost and more time available to spend on daily activities especially for young people due to proximity to working place and readily available facilities. Study in Nasar and Manoj (2015), location which is adjacent to all important emergency service, road rail transport accessibility is rank third after price and quality factors in central Kerala, India. According to PropertyGuru Malaysia Country Manager, Fernandez (2017), location still remains as the top considerations when buying property even though other factors are changing as a reflection of the current mind-set of property buyers as compared previously in the 2016 survey. This result is also supported by Abdullah et al. (2012) which ranked this as the first factor in influencing the home buyer's decision. However, Al-Nahdi et al. (2015) shown that the location factor has no effect on customers' purchase intention on real estate among Saudis. Thus, the proposed hypothesis is: **H4:** There is a positive relationship between location factor and purchase intention of residential property in Greater KL.

Living Space (LS)

According to Zeng (2013), living space is one of the intrinsic housing attributes that consists of living room, dining room, number of bedroom, number of bathroom and etc. that will be considered by buyers before making the homeownership decision and it is more particular in Western countries (Hurtubia, Gallay and Bielaire, 2010). More common structural attributes including the size of the living hall and dining hall, build-up size, number of bedroom and bathroom have an effect on purchase intention (Saw and Tan, 2014; Tan, 2012). However, Al-Nahdi et al. (2015) found that living space had no effect on purchase intention to purchase real estate property in Jeddah and this result was supported by Chia, Harun, Md. Kassim, Martin and Kepal (2016) on a case study from Malaysia. Hence, it was proposed that: **H5:** There is a positive relationship between living space and purchase intention of residential property in Greater KL.

Financial Factors (FF)

Often, financial attributes is taken into consideration when buying a property. Key areas regarding mortgage interest rates, household income, house price and ability to obtain financing. Financials factor accounts for almost 30 percent of the income decision for homeowners when purchasing a house (Reed and Mills, 2007). Saw and Tan (2014) found that financing is the main consideration that turns many property investors away in the case of Malaysia market when stricter lending regulations imposed by bank and government to soften the speculation in the property market. Abdullah, Md. Nor, Jumadi and Arshad (2012) found that financial factors ranked second after locational factor that influence the first time homeowner decision in Malaysia. Thus, it was proposed that: **H6:** There is a positive relationship between financial factor and purchase intention of residential property in Greater KL.

Figure 1: Research Framework

The above research framework as show in Figure 1 was proposed to carry out the current study based on Theory of Planned Behavior and past literatures as proposed above.

Research Methodology

This is a cross-sectional study; data was collected in a single point of time. 300 sets of questionnaires were distributed and collected directly at high traffic railway stations and shopping malls in Klang Valley through self-administered method. The target respondents are those age between 25-64 years old and have plans to buy a residential house in Greater KL within the next 3 years. The questions were adapted from two past researches (Al-Nahdiet al. 2015; Saw and Tan, 2014). Section A of the questionnaires consists of respondent's demographics and in section B covers questionnaires on the dependent and independent variables, i.e., purchase intention, attitude, and subjective norm, perceived control behaviour, location factor, living space and financial factor. Seven-point Likert Scale was used to allow respondents to rank their level of agreement to statement in the questionnaire. 1 indicates strongly disagree while 7 indicates strongly agree. In this study, the statistical tool SPSS version 21.0 was applied to analyse the data profile and the hypothesis testing. The demographic information was analysed through descriptive analysis. In order to ensure that the data used to test the hypotheses are both valid and reliable, exploratory factor analysis (EFA) was conducted using the principal axis factoring extraction method and Varimax rotation

method. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, Bartlett's test of sphericity and anti-image correlation were included in the factor analysis in order to verify the assumptions undertaken by the factor analysis. Cronbach Alpha was used to analyse the reliability of the instrument. Regression analysis was used for hypothesis testing to investigate the relationship between the independent and dependent variables.

Analysis and Result

The profile of respondent shows and as depicted in table 1 below:-

Respondent's profile	Category	Frequency	Percentage
Gender	Male	158	52.7
	Female	142	47.3
Age	25-34	88	29.3
	35-44	105	35.0
	45-54	77	25.7
	55-64	30	10.0
Marital Status	Single	114	38.0
	Married	166	55.3
	Others	20	6.7
Monthly income (RM)	<3500	63	21.0
	3501-5000	104	34.7
	5001-7000	79	26.3
	7001 and above	54	18.0

Table 1: Profile of Respondents

Factor Analysis

Variables	Loadings	Eigenvalue	% Variance
Factor 1: Attitude		1.739	5.510
Buying house is beneficial decision	0.614		
Buying house is good idea	0.678		
Buying house is a wise decision	0.827		
Buying house is admired decision	0.759		
Factor 2: Subjective Norm		2.590	8.785
My family thinks that I should buy a house	0.730		
My family would want me to buy a house	0.791		
My family agrees with me to buy a house	0.790		
My family thinks that buying house is a wise decision	0.738		
Factor 3: Perceived Behavior Control		2.393	7.890
I have enough opportunity in making decision to buy house	0.696		
I have enough time to make a decision to buy house	0.711		
I have enough money to buy house	0.794		
I have enough skill & knowledge about the house to make my own decision	0.728		

Factor 4: Location		1.186	3.372
*Location close to schools and nurseries is important for me when making purchase decision**	0.411		
Location close to health center and hospital is important	0.714		
Location close to public transport is important	0.802		
Location close to workplace is important	0.508		
Factor 5: Living Space		1.471	4.659
I would consider the size of the living /dining area when making decision to buy a residential property	0.698		
I would consider number of bathrooms when making decision to buy a residential property	0.857		
I would consider the number of rooms when making decision to buy a residential property	0.684		
Factor 6: Financial Factor		1.343	4.066
Housing price will affect my housing preferences	0.786		
Monthly income will affect my housing preferences	0.845		
Financing or mortgage of property will affect my housing Preferences	0.820		
F7: Purchase Intention		9.458	35.331
I will continue to buy house in the future	0.764		
I intent to buy house in the future	0.843		
I plan to buy house	0.807		
I want to buy house	0.734		
Total Variance Explained			**69.614**

KMO Measure of Sampling Adequacy		0.881
Approx. Chi-Square		5750.415
Bartlett's Test of Sphericity	- df	325
	- Sig.	0.000

Table 2: Factor Analysis

Note: * denotes that the item was dropped from further analysis due to loading less than 0.5. Information were extracted using the principal axis factoring and rotation using varimax method

Factor analysis was used to ensure that the numbers of items can be reduced to the number of concepts that were initially hypothesized (Hair, Anderson, Tatham and Black, 1998). Minimum acceptable value for KMO is 0.50 with Bartlettt's test of sphericity to be significant. Eigenvalue value should be 1 or greater. The cut-off point for significant factor loading should be at least 0.50 on each factor.

Table 2 summarizes the factor loadings for all independent and dependent variables, one of the items in location factor, loading is only 0.411, which is below 0.5 and cross-loading shown in between two construct was dropped. The result revealed all the components had eigenvalues over the criterion of 1 and Bartlett's test of Sphericity shown significant level at 0.000; and in combination explained 69.614 percent of the variance. The KMO measure verified the sampling adequacy for the analysis, stand at 0.881, which falls into the range of 'great', which is above the acceptable level of 0.5.

Reliability Analysis and Testing for hypothesis

Cronbach's alpha was calculated to examine internal consistency of the scales used in this study. Cronbach's alpha coefficient can range from 0.00 to 1.0 where the value close to 1.0 indicates a high internal consistency of the scale. Table 3 results shown all the variables are good which above 0.80 except the location factor is at acceptable reliabilities of Cronbach's alpha is above 0.70.

Test		Reliability	Hypothesis Testing	
Variables	No. of Items	Cronbach's alpha	Std. Coef. Beta	Sig. value
Attitude	4	0.879	0.214	0.000
Subjective Norm	4	0.914	0.249	0.000
Perceived Behavior Control	4	0.902	0.251	0.000
Location Factor	3	0.708	-0.126	0.009
Living Space	3	0.876	0.083	0.148
Financial Factor	3	0.868	0.096	0.038
Purchase Intention	4	0.921		
Hypothesis	R^2= 0.401	Adjusted R^2 =0.389	F=32.935	Significant=0.000

Table 3: Reliability and Hypothesis Testing for Independent and Dependent Variables

Hypothesis 1 to 6 is used to predict the relationship between independent variables which include attitude; subjective norm, perceived control behaviour, location; living space and financial factor are positively related to the dependent variable which is intention to purchase. The multiple regression analysis technique was used to test this relationship in this model. The results R square = 40.1%, this means that about 40.1% of the variation in the dependent variable can be explained by the independent variables jointly. F value = 32.935, and p = 000 <0.01 which is significant, implying that the model is adequate and fit for measurement.

Summary of Result

Table 3 shows H1, H2, H3 and H6 hypothesis are supported, Attitude, subjective norm, perceived behaviour control and financial factor have positive effect on purchase intention of residential property in Greater KL. However, H4 is rejected as the Coefficients Beta value shown -0.126 even though the significant p<0.05; H5 is rejected due to p>0.05. Meaning that, location and living space factor has no significant positive relationship towards purchase intention of residential property in Greater KL.

Conclusions and Recommendations

The findings of this study indicated that attitude, subjective norm, perceived behavior control and financial factor have positive effect on the intention to purchase residential property in Greater KL. However, location factor and living space have insignificant relationship with house purchase intention. The two insignificant factors most likely were due to customers knowing that strategic location and bigger living space are costly, often beyond their affordability. This result was congruent to Al-Nahdi et al. (2015) and Chia et al. (2016) past studies. Thus, it shows that for those who are buying houses within the Greater KL region normally do not expect to have a bigger space and too strategic location due to the trade-off with the pricing factor. Financial factor is indeed an important factor for house buyers as this is consistent with the result with Abdullah, Md. Nor, Jumadi and Arshad (2012).

With this in mind, a developer first priority in offering any housing project should consider how to reduce the building cost without sacrificing the quality and meeting the potential house buyers' expectation. Developers can work with the local authority jointly to develop a land in sub-urban areas and in return to build infrastructure to the new township. This strategy enable to lower down the property cost, price and increase the demand. Building smaller size studio

could be a wise decision to target those young working couples or university students. Alternatively, build higher density apartment substantially able to reduce the cost.

The usage of technology such as drones during surveys to check the conditions of hard to reach places and can be equipped with lenses that are able to read serial or model numbers that make the survey to be more detailed which can save the cost of building and reducing the risk of high rise building. The use of Virtual Reality (VR) technology in real estate sector obviously can save cost in building the show house, sales and marketing where buyers from far away can view the property virtually before buying.

Young adults who are an active population involve in migrating to urban area due to employment, they are advised to save more and use better financial planning to have a higher level of financial literacy and ready access to financial services before buying a house. Moreover, if the banks and Bank Negara are able to increase the flexibility of borrowing, reduce the interest rate and extend the tenor of borrowing, it is believe that availability of such facilities will enhance the ability of citizens to own a house instead of renting a house. This is aligning with the government policies of hoping to have every household to have their own roof over their head.

The current findings contributed substantially to developers or marketers in understanding how attitude, subjective norm and perceived behaviour control affects consumer's purchase intention of residential property in Malaysia urban area particularly in Greater KL. Developers or marketers should influence the attitude of consumers through advertising, word-of-mouth and emphasize on how owning a house can improve their quality of life, increase their sense of security and guard as a safety net against future inflation due to price appreciation of property. The marketing strategy can promote using subjective norm which family members or friends are encouraged to purchase more than one unit for the same property, rebates or discounts will be given. The developers should work together with their bankers and lawyers to provide complete information such as terms and conditions, price, house features, down payment, all related fees and loans to the consumers as to increase their perceived behaviour control and confidence level in understanding their ability to own a property. This can also help to prevent an increase in non-performing loans due to inability to pay mortgage loan in the future which increases the individuals, banks and country's financial risk.

Limitation and Future Research

Several limitations have been identified in this study. Since this study was conducted in only three locations in Klang Valley and only involved 300 respondents, it may not represent the whole population of Klang Valley for generalisation purposes. Building a smaller size and high density property may cause various social issues such as poor neighbourhood, congested and dirty surroundings. Future research may be considered including factors such as neighbourhood, community environment and other social issues. Research could also explore and compare between high density and low cost housing area and vice versa. Future research may also consider expanding to sub-urban area, whereby transportation network factor could be a variable of interest.

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GEOTOURISM; AN ALTERNATIVE TOURISM COMPATIBLE WITH THE CONSERVATION AND ORGANIZING OF ABILITIES OF LOCAL COMMUNITIES WITH EXAMPLES FROM NORTHWESTERN IRAN

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Abstract: *All evidence about Iran's villages and local communities, suggests a gradual disintegration of their capabilities. This phenomenon, more and more migration to cities has caused the residents of these areas. Geotourism, which is the protect and support the five key aspects of geographical features of the area, namely the environment, culture, aesthetics, science, education and well-being of local people insisted, can play a special role in maintaining the capabilities of local communities. This study is aimed to introduce some geosites and geomorphosites of northwest of Iran and explain of the role of development or vanishing of geotouristic areas on protection and organization of ability of local communities. Research methodology is based on literature review, taking advantage of the valuable experiences of other countries and researchers in the field of tourism, identify and analyze geotouristic issues of some geotouristic areas of northwestern Iran using landscape analytical techniques, and ultimately establish the position of geotourism in protection and organization geotourisic areas. Study of the dependence of local communities in the studied areas to the environmental changes and the impact of these changes on stability or disintegration of geotouristic areas showed that geotourism intrinsic properties such as environmentalism, productivity, resource conservation, respect local traditions and culture, qualitative review, synergy, collaboration, awareness, economic benefit, integrity, and ultimately satisfaction, all emphasized on the conservation and sustainable exploitation coupled with development.*

Keywords: *Geotourism, conservation and organizing, geotouristic areas, local communities, northwest of iran.*

Introduction

In recent years, attention to geotourism as a strategy to achieve sustainable development (Tsaur et al. 2006), especially in rural communities by increasing economic capability (Vogt, 1997) on the one hand, and environmental protection (Cater, 2002) on the other hand, is rising. The expansion of geotourism, with it's principles and dimensions, brings on it's own conservation, the establishment and maintenance of the heritage of the site. Geotourism also provides the background for the establishment of communication and interaction with a wide range of people, with different cultures and desires (Kubalíková and Kirchner, 2015). In other words, one of the ways of organizing geosites and geomorphosites is the expansion of geotourism itself.

With the development of tourism, geotouristic capabilities are also at the center of the attention of tourists and tourism planners. On the other hand, geotourism is recognized as a factor in promoting the well-being of people in local communities and villages. The purpose of this

article is to introduce geotourism as one of the strategies for sustainable development in villages and local communities in Iran. Local communities and economies must benefit from the tourism of natural areas, and this is a good justification for protecting nature in a developed and developing world. This research, based on the sustainable development of local communities, attempts to explain some geosites and geomorphosites in the northwest of Iran (Fig. 1) and the role of development or destruction of geotouristic sites in conservation and organizing the capacities of local communities.

Figure 1: The Location of Study Area and Geomorphosites

In this research, four geomorphosites (Urumieh Lake, Jolfa-Hadishahr Plain, Payam Pass, and Asyab –Kharabeh catchment and waterfall) have been studied. Development of tourism activities in recent years in these geomorphosites has caused disturbance and reduction of some of the ecological capabilities and, consequently, the ability of local communities and villages. It is assumed that geotourism can provide management and exploitation solutions of these geomorphosites, provide sustainability and continuous utilization and ultimately empower local communities.

Methods & Materials

This research based on literature review of geotourism, utilizing the valuable experiences of other countries and researchers in the field of tourism and personal research experiencs on geomorphosites of northwest of Iran. In this regard, the geotouristic issues of some geotouristic sites in the northwest of Iran using Landscape Analysis Techniques and, finally, the explanation of the position of geotourism in protecting and organizing geotourist sites in order to maintain the capabilities of local communities are identified and analyzed.

The Status of Studied Geomorphosites

Urmia Lake

Evidence suggests that more than 90% of valuable geomorphosites in the Urmia coast have been lost in the last half century. Comparison between the loss of coastal areas due to the recession lake during the past half century with trends in a period shorter (1998 to 2018), Indicates accelerated increase in the distance between the beaches with a geotouristic capability with the main body of the lake (Mokhtri, 2015). The accelerating decline in water level in the southern half of the lake is more significant. This situation not only indicates the disappearance of a large water source and has negative ecosystem consequences, but also created significant changes in the geotouristic landscapes of the region (Fig. 2). In fact, the disappearance of geomorphsites means the disappearance of the tourism phenomenon on the sides of the Uromiyah lake.

The Urmia lake caosts is therefore becoming an "open air environmental museum of geomorphosite changes" where people can see the effect of environmental and climate change on a hydrological system and on caost landscapes, even in short time frames. Furthermore, when the caostlines of lake have regressed, a major visible impact will occur in the aesthetic value of the caosts. The dynamic sandy and sludgy caosts will turn in to lifeless salt crusts without their medical and aesthetic values. In addition to these changes impacting on tourism and culture, the lack of water on suitable geomorphosites will also have consequences on the swimming experience. Field observations show unfortunate prospects based on the possibility that salt crusts will rapidly colonise the areas of the lake had regressed. This is an ongoing process on the upper regressed sectors but such processes requires longer time frames for completion and it is unlikely that the abandoned beaches will rapidly become a salty landscape with an crusted pattern surrounding some pretty remains of caostalsand, dried sludges, lacustrine terraces(Mokhtari, 2017).In fact, it is feared that the recession in the coming decades gradually replaced by the complete abolition of the lake. In this way, we will see a collapse in the balance in the lake biotic and abiotic sections that will have ecological negative impacts on the settlements around the lake, and this will be a prelude to the complete elimination of geotouristic abilities.

Figure 2: The Situation of Urmia Lake(1963 & 2015) and Geomorphosites Around It(Mokhtari, 2015).

Natural systems are not the only survivors of the lake, but the economies of the surrounding areas and surrounding communities are also affected. In fact, the tourism industry in Urmia lake has greatly influenced by environmental changes and the increasing decline in lake water. In the summer tourism and in the heat of summer, the consequences of environmental changes due to the recession of the lake is more significant.

Jolfa-Hadishahr Plain

In recent years, places like Jolfa-Hadishahr plain(Fig. 3) that their number in Iran is not low, tourists are welcomed, however, the attitude of tourists is enjoying the beauty of these places and that is why the incorrect use of the places we saw. Thus, although all tourism activities on the plain occur on geomorphological landforms, it seems that the planners and tourists are unaware of mechanisms and processes of the Earth beneath. That is why, today, we are witness to the irregular construction and manipulation on this sensitive geomorphological location, whether from the government or from the private sector.

In the meantime, it should not be forgotten about the destructive effects of the expansion of tourism activities as one of the factors of anthropogenic factors in changing morphology of the sites. Damage caused by this way in various ways creates a critical and dangerous situation in the tourist areas. The loss of vegetation and the provision of the ground for the activity of erosion factors, providing the detached elements from embankments and excavations for erosion factors, as well as the destruction of soil texture through traffic, including these damages. In principle, what is most damaged is the morphology of the region, in which case its equilibrium, which has been achieved over centuries, has been eliminated and transformed from a stable region to an unstable and highly sensitive region against the factors of morphogenesis factors.

Figure 3: The Geomorphological Map of Jolfa-Hadishahr Plain

Increasing population density in areas prone to the development of tourism and trying to maintain capabilities in these areas, they will put the serious challenge called environmental sustainability. It seems that this problem with the correct understanding of the landscape and the dangers threatening it, can be solved easily. To this end, it is necessary to prepare geotouristic maps, identification cards and provide information to the authorities and planners in terms of it in development programs on the one hand and to induce this information to tourists through these maps on the other hand.

Payam Pass

Figure 4, shows geotouristic map of the Payam Pass. Looking at this map, can be found that with the exception of the mountainous areas in the southern side of the pass and areas covered by gardens and green spaces, other parts of the study area are only valuable scientific tourism. Such areas do not create a special attraction to the general public. In other words, tourists who come to the Payam Pass mainly those in search of clean air or on the pretext of participating in festivals such as the festival of snow and winter sports, especially around the cities of Tabriz and Marand focused on tourism. Despite the distribution of geomorphic phenomena in different parts of Payam Pass, the only possibilities and prospects that attracted the attention of tourists is apparent landscapes. Utilization of these facilities is carried out using non-geotourism methods. However, the geotourism viewpoint is required to exploit geomorphologic locations to tourism because the existential reason for these landscapes is the function of the morphogenetic systems that have shaped them over time. Here, it is also important to emphasize the role of geomorphologists in the management of such locations, because only factor-based modeling can provide the basis for the proper conservation and management of natural resources(O'Connor et al., 2005).

Asyab–Kharabeh Catchment and Waterfall

Geomorphosites such as the Asyab–Kharabeh catchment and waterfall(Fig. 5) can be regarded as natural and tourism resources, because human exploitation of aesthetic, scientific, cultural and economic capabilities plays an important role in the development of recreational activities,

and undoubtedly has good economic effects. Asyab–Kharabeh Waterfall is the most important part of the catchment(Fig. 6) and Keyamaki Wildlife Area and has unique characteristics in terms of the structural characteristics of the existing natural system, as well as human issues related to the location of the area. The current image of such areas is the result of the rule of natural and human processes that introduces them as a landscape, a natural environment, an ecosystem or a settlement.

Figure 4: Geotouristic Map of Payam Pass

Figure 5: Geomorphosite of Asyab-Kharabeh

Figure 6: Topographic and Geomorphological Units of Asyab-Kharabeh Catchment

At the moment, the main attention of tourists and, consequently, planners, is focused on the economic aspect of this geomorphosite in the waterfall, and other valuable features of this place are not well-known. Natural systems have their own characteristics and their operation and management must be in line with these features. This issue is very serious about geomorphologic systems, such as Asyab–Kharabeh Waterfall, and the lack of attention to this issue can lead to the permanent death of this beautiful waterfall. In this way, the livelihoods of many residents and local communities around this waterfall will be at risk.

Discussion

Geotourism and geotourist sites such as geopark have the potential to organize local economies with sustainable tourism (McKeever and Zouros, 2005). Some of these capabilities are:

Geoparkes, while increasing the number of tourists wishing to visit the geographical attractions, play an important role in the development of the local economy, and the presence of geotourists in the geoparks will push the flow of money towards them.

In addition to providing agricultural products and handicrafts to tourists in geoparks, geotourists become familiar with the feelings, experiences and knowledge of local communities in geoparks (Frey et al., 2006).

Geotourism provides new job opportunities and geo-marketing such as geotours, georestaurants, geoproducts, geomuseums, geosports, geolodging, geobakeries (Torabi Farsani et al., 2012).

Given the upward trend in the participation of local people as tour guides, geotourism increases public awareness.

Geotouristic sites such as geoparks, geosites and geomorphosites organize local economies and increase people's awareness of geographic phenomena and landscape components. For this reason, guiding geotourism tours by local people is an effective strategy for entrepreneurship. These guides observe the shapes and phenomena of natural landscapes and describe the surface and underground processes that create this form for geotourists(Robinson, 2008).

A geotouristic site, along with its tourism market, can serve as a teaching mission for the local communities and the youth of those societies in all academic levels. The ultimate goal of

creating these sites is protection and there is a close relationship between geotourism and the conservation of geographical attractions. This relationship directly affects the generalization of knowledge, teaching, and scientific studies related to geotourism, along with recreation (Alexandrowicz, 2006).

The life of some geotouristic attractions depends on the processes that are active in other parts of the environment and the change in those processes leads to a change in the value of the geotourist site. Reducing the water level in Urumia lake and its role in the degradation of the geotourism attractions around the lake can be seen as a prominent example of this type of variation in geotourist sites; The phenomena that caused some of the geotouristic sites around the lake lost their property and turned into abandoned areas (Fig. 2). These sites have been considered as valuable geo-tourism attractions in decades.

Conservation of geodiversity seems to be more important than biodiversity protection, because in the event of a threat to a biological species, it may be possible to implement reproductive measures, while this action is not feasible for land resources, and in particular, geotouristic resources. For example, what happened during the winter of 2013 as a result of severe frosts(Fig. 7) at the crest of the Asyab- Kharabeh waterfall, during which a large part of the waterfall structure was destroyed (Fig. 8), is by no means compensable.

Many geotouristic attractions, especially those associated with geomorphologic or geological processes, are related to climatic and environmental conditions that are currently not available. These cases usually include inherited and fossil phenomena that, if destroyed, are permanently deleted from the scene. For example, a collection of Sand dunes in the Ghoom_Tappeh in the Azerbijan area(Northwest of Iran) can be named, which, despite numerous warnings and warnings, has been eliminated (Fig. 9).

The role of humans in creating these disorders through tourism is more likely to be biophysical outcomes because any change in the non-living resources of the ecosystem will have a direct effect on the changes in its living part (Newsome et al., 2013). Certainly, any disturbance in the perspective and activity of ecosystems leads to a kind of heterogeneity and inconsistency in them, and the importance of recognizing and understanding these activities by the mercenaries and operators in this field is noted.

Many of these disorders create disturbances in the activity of active processes in the system, which results in most cases causing temporary changes in the ecological conditions of the landscape. Disorders caused by recreational activities and tourism are multifaceted and many factors contribute to their creation. Depending on their nature, these disorders may be temporary or more durable.

Figure 7: Hard Freeze in January 2013 and Destruction of Asyab-Kharabeh Waterfall Crown.

Figure 8: The Beautiful Asyab- Kharabeh Waterfall Before Destruction (Right) and After Destruction (Left)

Figure 9: The Ghoom_Tappeh Sand Dunes, 1996(Left) And 2017 (Right

Conclusion

Geotourism characteristics due to its nature, coupled with the development of conservation-oriented and sustainable exploitation. These features include:

1) Geotourism is environment-focused and emphasizes conservation of resources and conservation.
2) Sustainable tourism is based on the optimal use of the tourism product for tourism purposes, and geotourism is also immune from the trait of love for death.
3) Geotourism preserves resources. Geotourists familiar with the environment act in such a way as to minimize pollution, waste generation, energy consumption, water consumption, chemical release, and unnecessary nighttime lighting.
4) Geotourism respects local traditions and culture. Alien visitors will see local customs and learn some of them. For example, every tourist at the start of an unfamiliar area tries to learn some of the region's friendly words to create a relationship.

Geotourism is based on quality rather than quantitative. In geotourist circles, the success of tourism, rather than the number of tourists, Is measured with the length of the trip, the amount of money spent by the tourist and the quality of the tourism experience.

Geotourism in its geographic character and with the aim of "understanding the place", while observing these principles, guarantees a kind of tourism that emphasizes the protection of the unique aspects of the place and also respects the interests of tourists and local residents. Geotourism supports the geographical characters of a place, including the environment, culture, heritage, beauty and well-being of the people. For this reason:

1) Geotourism has a synergistic nature. What a tourist gains from the experience of all the elements of the geographic characters of a place is richer than the sum of the achievements of tourists with different interests from different parts of it separately.

2) Geotourism requires the participation of local communities. Business and civic groups cooperate with each other to organize and enhance a memorable visit.
3) Geotourism is based on knowledge of tourists and host societies. Local residents adhere to their heritage and know how to introduce their heritage. As local people move away from their origins and heritage, tourists also show less interest in visiting that place.
4) Geotourism has economic benefits for local residents. It is better to use local labor, services and facilities in travel business. When a society realizes the usefulness of geotourism, it will strive to make logical and optimal exploitation an ever-increasing incentive.
5) Geotourism supports the integrity of the place. Travelers familiar with the destination of tourism are looking for businesses based on the capabilities of the place. Income from tourism, in turn, increases the local value of existing assets in the area.
6) Geotourism means a favorite traveler. Satisfied and excited tourists bring home a lot of information and encourage their friends to experience this hearty journey, and this will provide more ground for business in the geotourist area.

Undoubtedly, leisure is the most important goal of tourism. On the other hand, one of the goals of geotourism is to protect and organize the capacities of local communities. Given the challenge, designing tools and providing solutions that can combine these two, namely, leisure time and conservation and organizing, is necessary.

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MARKET ORIENTATION AND UNIVERSITY BRAND EVANGELISM: A STUDENT PERSPECTIVE

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Abstract: *The increasingly competitive environment being experienced by all sectors has led to brands being increasingly used as a strategic resource to achieve a competitive advantage. This has led to an extensive research on brand building as a possible approach to govern the brand building process within organizations. Many managers today recognize that the ability to succeed in the marketplace requires more than just sales technique. Hence, business and service organizations including higher education institutions seek to achieve a competitive advantage in their dynamic environments by being market driven (market orientation) and brand in mind. Undoubtedly, every university needs a brand that can be trusted and that will differentiate it from others. Contemporary organizations like HEIs are also paying careful attention to a relatively smaller, but highly influential, group of consumers called brand evangelists who embrace their brands intensely, actively disseminate brand related experiences to others, attempt to recruit others to experience the brand, and dissuade others from consuming rival brands. University brand is the perception and reputation developed in the minds of the people about the university or institution. Research is however limited in the area of 'University' branding, and is virtually less-existent in the area of brand evangelism in a higher education. Therefore, the main objective of this study is to examine the relationship between market orientation components namely customer orientation, competitor orientation and interfunctional coordination and brand evangelism in the Malaysian higher education sector. The study utilized Structural Equation Modeling statistical technique to test the study hypotheses. A study focused on public and private Higher Education Institutions (HEIs) in East Coast of Peninsular Malaysia. Samples of 593 university students were collected via survey questionnaire. Results shown that competitor orientation and interfunctional coordination adopted by university give positive and significant impact on brand evangelism among students. Surprisingly, customer orientation do not significantly give impact on brand evangelism. Lastly, managerial implications, limitations and future recommendations are discussed.*

Keywords: *Market orientation, customer orientation, competitor orientation, interfunctional coordination, brand evangelism, higher education*

Introduction

The role of the brand in higher education has been considered as very important. The brand is possibly the most important connection a prospective student has with an institution. The brand of a university carries with it a promise of a particular level of service and student outcomes. In the case of education, the service is more than a simple set of tangible features but is a

complex bundle of benefits that satisfy customer's needs. Higher Education (HE) is increasingly in demand. The Malaysian Government has the ambition to become a regional education hub, aiming to have 100 thousand international students by 2020. To achieve this vision, the government has taken all the necessary actions to prepare the groundwork for Malaysian universities to improve their education quality and establishing several new divisions within the Ministry of Higher Education (MOHE) and through strategic planning. Arguably, the only thing that can connect a prospective student with a university is the brand. Branding is an important issue that needs to be addressed, along with marketing strategy to ensure the message reaches its target.

Branding and marketing in higher education are still in their early stages and require more attention from institutions, scholars and researchers to search for deeper understanding through both theoretical and empirical studies. Research is however limited in the area of 'University' branding, market orientation and brand evangelism. Moreover, there is virtually less existent in the area of brand evangelism in a higher education sector especially from customer perspective (Riza Casidy, 2013). Therefore suffice it to say that brand evangelism will play a role in a student's choice of universities. Hence, research is needed in order to fill this gap by contributing to the empirical works by examining the relationship between market orientation components namely customer orientation, competitor orientation and interfunctional coordination and brand evangelism in the Malaysian higher education sector. This study employed a quantitative approach by using a self-administered questionnaire. This research paper begins with a brief review of relevant significant literature, followed by hypotheses to answer the research aims. Next, followed by the presentation of research methodology and the results of statistical tests. Finally, we present the conclusion and implications and limitations and future research suggestions.

Literature Review

Brand Evangelism.

Brand evangelism is conceptualized in this study as an intense form of supportive brand related behaviors that includes purchasing the brand, providing positive referrals regarding the brand, and issuing disparaging comments about opposing brands (Becerra and Korgaonkar, 2013). However, systematic research on brand evangelism is limited especially in higher education sector. Matzler, Pitcher and Hemetsberger (2007) described brand evangelism as "a more active and committed way of spreading positive opinions and trying fervently to convince or persuade others to get engaged with the same brand." Brand evangelists are likely to demonstrate approach avoidance relationships (Park,

Eisingerich and Park 2013, Schmitt, 2013), that is, consumers may demonstrate active, pro brand behaviors toward a brand they feel close to or attached with and strong, anti-brand behaviors toward a brand they feel averse to or distance from (Park, Eisingerich and Park 2013). While Scarpi (2010) conceptualized brand evangelism in terms of word of mouth behavior that stems from psychological and emotional attachment with a brand. A study by Sri Vandayuli and Widayati (2015) on commercial bank customers found that brand trust, brand identification, brand involvement and brand commitment have positive effect on brand evangelism.

Market Orientation.

Market Orientation is a key element in marketing the higher education institutions Many universities are now applying marketing theories and concepts that have been successful in the

business world to the higher education context in an effort to gain a larger share (Hemsley and Oplatka 2006). According to Hemsley and Oplatka 2006, in the context of increasing competition, higher education institutions need to market themselves more explicitly. Many managers today recognise that the ability to succeed in the marketplace requires more than just sales technique. Hence, business and service organizations including higher education institutions seek to achieve a competitive advantage in their dynamic environments by being market driven. Market orientation (MO) takes into account the influence of competitors, customers and incorporates interfunctional coordination. MO is a set of beliefs that puts customers' interests first, but at the same time raises the higher education institutions (HEI) awareness of the need to obtain information about competitors and establish cross departmental activities to satisfy customers' needs, in order to gain a competitive edge in the turbulent, competitive environment.

Customer Orientation.
Customer orientation is defined as all the activities involved in acquiring information about the customers in the target market and disseminating it throughout the business (Narver and Slater, 1990). Faculties are assumed to understand the HEIs' target markets thoroughly, and be capable of creating and providing superior value, over time. A faculty that subscribes to this approach in practice would collect information about the environment which students inhabit (e.g. lifestyle factors), would adapt teaching methods to accommodate students' particular needs, and would be attentive and responsive to their interests and points of view. Through this approach, it would then be possible to be more innovative and implement improvements for future students based on their anticipated needs.

Competitor Orientation.
The HEI and Faculty managers who aim to fully understand the strengths and weaknesses, as well as the capabilities and potential, of competing HEIs, seem to internalise this element of MO. Awareness of the importance of competitor activity and the monitoring of developments in competing HEIs can have a positive impact on decision making, particularly through the development of initiatives; the development of additional services for students. Awareness of the importance of competitor activity and the monitoring of developments in competing HEIs can have a positive impact on decisionmaking, particularly through the development of initiatives: the development of additional services for students.

Interfunctional Coordination.
The core belief which needs to be shared by all members of the HEI is that creating superior value for target customers is very significant for the success of a HEI in a competitive marketplace. This can only be achieved, however, through the integration and coordination of the HEI's resources. Attracting student customers and sustaining recruitment should not be solely the responsibility of faculty management, but is the responsibility of everyone in the university community. Faculties should have full access to information about the competition, i.e. the market environment, the community and so forth, in order to achieve this.
Based on the basis of previous literature, a conceptual model for the present study were developed (Figure 1). Therefore, the following hypotheses are proposed: i) Customer orientation has a positive impact on brand evangelism, ii) Competitor orientation has a positive impact on brand evangelism and iii) Interfunctional coordination has a positive impact on brand evangelism.

Figure 1: The Research Model

Methodology

This study aims to examine the effect of customer orientation (CO), competitor orientation (COMP_O), and interfunctional Coordination (IFC) on brand evangelism (BE) among undergraduate students. The data was collected via questionnaire survey. The study used well established measures from existing studies. The study employed a probability sampling since the statistics of students is available from the universities. The data gathered were coded using SPSS version 20 and utilized Partial Least Squares Structural Equation Modeling statistical technique to test the study hypotheses.

Analysis and Results

Preliminary Analysis.

The collected data were screened before to data analysis. Item and multivariate outliers were assessed in this research because the data may distort the statistical results. The data were also investigated for the potential of common method bias (CMB) by using The Harman's one factor test. The results showed that the largest variance explained by an individual factor was 45%. Indicating that CMB was not a significant problem in this research because the value is less than 50%.

Profile Overview.

Demographic details of the 593 participants are depicted in Table 1. 67% were females and participants were mostly 18-25 years old (95%). Majority of the students involved in this study are Malays (97%), 10 students are Indians and 6 students are Chinese. Majority of them are from year 2 and 3 in their study.

Table 1: Demographic Profile

		Total	
		N	%
Gender	Male	196	33.1
	Female	397	66.9
Age	18 – 21	306	51.6
	22 – 25	282	47.55
	26 – 29	4	0.67
	30 – 33	1	0.17
Race	Malay	576	97.1
	Indian	10	1.7
	Chinese	6	1
	Others	1	0.2
Level of study	Certificate	2	0.3
	Diploma	334	56.3
	Bachelor	180	30.4
	Master	30	5.1
	PhD	47	7.9
Faculty	Accountancy	91	15.3
	Entrepreneur & Buss	46	7.8
	Buss & Management	129	21.8
	Computer Science & Math	55	9.3
	Language Study	2	0.3
	Islamic Study	1	0.2
	Engineering	129	21.8
	Others	140	23.6
Years of study	First Year	130	21.9
	Second Year	139	23.4
	Third Year	212	35.8
	Fourth Year	112	18.9
Total		593	100

Evaluation of Measurement Model.

The reliability and validity of constructs were evaluated in the measurement model using SmartPLS version 3.0 software developed by Ringle, Wende and Becker (2015). Composite reliability values were calculated to evaluate internal consistency of each construct. By referring to Table 2, composite reliability values ranged from 0.933 to 0.960. As these values are greater than the cut-off point of 0.70, suggested by Gefen, Straub and Boudreau (2000), construct internal consistency reliability was supported for all constructs involved in this study. The convergent validity was evaluated by calculating the indicator loading values and the average variance extracted (AVE) values. Table 1 depicted results where factor loadings values supported by Chin (1998) as recommended threshold level of 0.6. All the values were above than 0.6 which indicate the convergent validity.

Table 2: Reliability and Convergent Validity

Construct	Indicator	Loading	AVE	CR
Customer Orientation	CO2	0.722	0.649	0.960
	CO3	0.781		
	CO4	0.799		
	CO5	0.796		
	CO6	0.808		
	CO7	0.815		
	CO8	0.812		
	CO9	0.829		
	CO10	0.831		
	CO11	0.854		
	CO12	0.785		
	CO13	0.829		
	CO14	0.807		
Competitor Orientation	COMP1	0.807	0.680	0.944
	COMP 2	0.810		
	COMP 3	0.811		
	COMP 4	0.861		
	COMP 5	0.860		
	COMP 6	0.835		
	COMP 8	0.769		
	COMP 9	0.839		
Interfiunctional Coordination	IFC1	0.795	0.635	0.933
	IFC3	0.830		
	IFC4	0.833		
	IFC5	0.817		
	IFC6	0.728		
	IFC8	0.707		
	IFC9	0.825		
Brand Evangelism	BE1	0.84	0.704	0.960
	BE2	0.855		
	BE3	0.826		
	BE4	0.783		
	BE6	0.816		
	BE7	0.868		
	BE8	0.864		
	BE9	0.831		
	BE10	0.806		
	BE11	0.890		

The convergent validity also can be assessed through average variance extracted (AVE) and composite reliability (CR) . As these loadings exceeded the recommended threshold value of 0.50, these show that the associated indicators have much in common, that is captured by the assigned constructs. The discriminant validity with Fornell-Larcker criterion was assessed. Overall, the square root of the AVEs for CUST_O (0.806), COMP_O (0.824), IFC (0.797) and BE (0.839) were all higher than the correlations of these constructs with other latent variables in the path model (Table 3). Hence, the results of this study confirmed that the fornell-Larcker's criterion was met.

Table 3: The Discriminant Validity

Construct	BE	COMP_O	CUST_O	IFC
BE	0.839			
COMP_O	0.727	0.824		
CUST_O	0.648	0.806	0.806	
BE	0.746	0.795	0.736	0.797

Evaluation of Structural Model.

The structural model of the research framework was evaluated. Figure 2 presents the results of the structural model for the present study. Before interpreting the path coefficients, the structural model was examined for the collinearity issue. A related measure of collinearity was the variance inflation factor (VIF). In the context of PLS-SEM, a tolerance value of 0.20 or lower and a VIF value of 5 and higher, respectively, indicated a potential collinearity problem (Hair, Ringle and Sarstedt, 2011). There is no multicollinearity problem among the exogenous variable found in this study, since the VIF values are below the threshold value of 5. In addition, the model was evaluated also by calculating coefficients of determination (R^2), which indicates the amount of variance in dependent variables explained by the independent variables. Thus, a larger R^2 value increases the predictive ability of the structural model (Hair et al. 2014). R^2 values of 0.75, 0.50, and 0.25 for endogenous latent variables can be respectively described as substantial, moderate, and weak (Hair, Hunt, Ringle and Sarstedt, 2014). Following the guideline, the R^2 values of brand evangelism (BE) was 0.606 can be considered moderate.

Hypothesis Tests.

For testing the hypothesized relationships, PLS was used to calculate the t-values of all paths and loadings via bootstrapping. Table 4 shows the summary of hypotheses testing for this study. Structural model results revealed that two hypotheses have significant relationship with their respective endogenous variables. The path coefficient between COMP_O and BE was statistically significant at 1% significance level (β=0.324, t=5.180) which suggests support for H2. H3 also supported, noting that the path coefficient between IFC and BE was statistically significant at 1% significance level (β=0.440, t=6.362). Unfortunately, H1 was not supported in this study.

Figure 2: The Structural Results

H	Relationship	Results
H1	CUST_O=>BE	Not Supported,$^{\beta}$=0.065, t=0.975, p<0.01
H2	COMP_O=>BE	Supported,$^{\beta}$=0.324, t=5.180, p<0.01
H3	IF=>BE	Supported,$^{\beta}$=0.440, t=6.362, p<0.01

Table 4: Hypotheses Testing Results

Conclusions

The aim of this study to examine the relationship between customer orientation, competitor orientation, interfunctional coordination and brand evangelism in higher education sector. It is hoped that this study has contributed to extending knowledge in the field of customer market orientation activities and brand evangelism. The results of the structural model showed that both competitor orientation and interfunctional coordination adopted by university gave positive and significant impact on brand evangelism among students. This shows that competitor orientation and interfunctional coordination implemented by university form positive referrals regarding the university and positive word of mouth. The findings also offer some interesting implication for top management of university. It implies that the importance of implementing the competitor oriented activities such as responds positively to other universities' new initiatives and developments, and regularly discusses competitors' strengths and strategies.

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STUDENTS' PROBLEMS IN LEARNING ENGLISH AS A SECOND LANGUAGE AMONG MDAB STUDENTS AT UITM MALACCA

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Abstract: *This study examined students' problems in learning English as a second language in higher learning institution. This paper reports on the results of an interview of 30 randomly selected MDAB students of Diploma in Office Management and Technology at UiTM Melaka. The aim of this paper is to identify the factors that contribute to the decreasing of students' achievement in the English language. The discussion revealed the different reasons that students face in speaking, listening, reading and writing skills. In learning a second language, it is utmost important that learners receive maximum support in terms of supportive and conducive learning environment as well as adequate and meaningful language experience. This research hopes to enlighten students in learning the English language so that they may strive to improve their English skills, thus making language teaching and learning more effective and meaningful for both lecturers and students.*

Keywords: *Second language, learning, speaking, listening, reading and writing*

Introduction

The concern over low literacy attainment in English language among Malaysian learners has been investigated quite extensively. English is being taught as a second language in all Malaysian schools which is also a compulsory subject in both primary and secondary schools. Currently, the mastery of the English language is much encouraged at all levels of education from the primary to tertiary level. Moreover, English is much needed in the commercial and business sectors (Bernadett and Cyntia 2004). At university level, the students are required to register a stipulated credit hour of English courses based on their English result from secondary schools. (need to add one problem to show students have difficulty in mastering English at university level). In addition, studies focusing on English language proficiency among Malaysian university graduates also seem to resonate a feeling of uneasiness with the graduates' level of English proficiency (Isarji Sarudin et al., 2008).

Students as we know, they spend about 11 to 12 years in primary and secondary school learning English language, however many of them are still not able to master the language after completing the secondary school. Therefore, they are various factors that contribute to this failure. For example, learners' learning methods, lecturer's teaching method or approach, perception towards lecturers and language, syllabus, lesson plan and etc. Therefore, it is important to understand learners' view and experience in learning this second language in order to identify the difficulties and impediments that they encounter in the classroom.

The objectives of this research are:

1) to gather students' experience and views pertaining to issues on English language problems in UiTM.
2) to identify student's view about language teaching and learning in UiTM.
3) to determine students suggestions on how to enhance teaching and learning of English.

Lecturers need to know and comprehend the difficulties that students face in acquiring the four language skills in English (listening, speaking, reading and writing) in order to prepare an effective lessons and guide students in developng their language proficency. Therefore, it is essential that students need to have an opportunity to express their views pertaining their learning experience to ensure teaching and learning are effectively carried out in the classrooms.

The research questions for this study as below:

1) What language related problems do students face in acquiring the four language skills (speaking, listening reading and writing)?
2) What are the students' view on language teaching and learning in UiTM? UiTM Malaysia or Melaka only?
3) What are the students' suggestions on enhancing teaching and learning of English in language classrooms?

Methodology

A qualitiative method was used to conduct the research by utilizing the content analysis of an interview of 30 MDAB students. A purposive sampling was used to select 30 respondents from MDAB students in UiTM Melaka. The respondents were MDAB students of Office Management and Tehcnology (part one until part three). The interview responses were analyzed and categorized according to the students' problems in acquiring the four language skills (speaking, listening, reading and writing). Moreover, student's suggestion to the lecturers on the teaching and learning of English (I don't understand this) Frequency count was used to score the responses.

Findings and Discussion

This section discusses the findings of respondents' views pertaining to the problems they experienced in acquiring the four language skills. respondents' general views, comments and observations on classroom teaching and learning experience and respondents' suggestions for teachers to enhance their teaching effectiveness and for other students to improve their language skills based on the respondents' personal approaches.

Learners' Language Learning Obstacles:

This section provides the findings on the respondents' views pertaining to language learning obstacles that they experienced in acquiring the four language skills namely speaking, listening, reading and writing.

Speaking obstacles encountered by MDAB students:

Table 1: Speaking Problems and Reasons among MDAB Students

Total Respondents	Problems	Reasons
20 respondents	• Hesitated to speak English with their lecturers and friends in and/or outside the classroom.	• Worried about making grammatical mistakes. • Felt embarrassed of their low language proficiency. • Received negative physical response (smirk and pout). • Speaking with a stammer or hesitantly
5 respondents	• Felt self-conscious about their speaking proficiency	• Negative preliminary presumptions about proficient speakers' views towards them e.g. not intelligent, incompetent, dull.
5 respondents	• Difficulty in speaking fluently. • Mixing other languages with English in their conversation.	• Unfamiliar with certain English vocabulary

In **Table 1**, 20 respondents stated that they hesitated to speak English with their lecturers and friends in or outside the classroom because they worried about making grammatical mistakes and felt embarrassed of their low language proficiency. This is due to the negative physical response, such as a smirk and pout, that they received from others when learners spoke incorrectly. Meanwhile, 5 respondents stated they felt self-conscious about their speaking proficiency because they have negative preliminary presumptions about proficient speakers' views towards them as being slow learners, incompetent and dull, among others.

As a result, they were not fully involved in classroom activities eventhough they were constantly encouraged to speak freely by their lecturers without being judgemental. Therefore, these negative experiences and fear of negative judgement from others hindered effective language learning and development among the MDAB students. Learners need to be aware that making mistakes are parts and parcel of language learning and teachers need to constantly reassure and encourage them to continue learning.

Krashen, in his interview by Young (1992), stated that one of the causes of speaking anxiety among students is due to teachers/lecuteres who expect them, usually beginners, to perform beyond their acquired competence. This can cause detrimental effects on learners' motivation and confidence. The majority of Malaysian students are bilingual who speak Bahasa Malaysia, the national language, and English, the second language. Both languages are compulsory subjects in the Malaysian education syllabus. The uniqueness of the Malaysian multicultural society and mixed-marriages create multilingual individuals wheither speak Tamil, Mandarin, various Chinese and other native languages such as Iban, Kadazan and Murut, among others, depending on their family and social backgrounds. Due to these circumstances, 5 respondents experienced difficulty speaking fluently due to unfamiliarity withs the English vocabulary. This caused the respondents to incorporate other local languages and dialects with English to ensure their meanings, intentions or thoughts are unambiguous.

Listening obstacles encountered by MDAB students

Table 2: Listening Problems, Reasons and Effects among MDAB Students

Total Respondents	Problems	Reasons	Effects
20 respondents	• Unable to fully comprehend their lecturers.	• Lecturers spoke too fast. • Unsure of meaning of words.	• Misunderstood their lecturers' intended meaning and instruction • Replied or responded inaccurately
6 respondents	• Unable to keep up with part of a conversation or discussion with their classmates. • Unable to catch the certain word from radio conversation	• Unfamiliar with the topics of conversation or discussion • Speaker spoke with *slang* that quite difficult to understand	• Asked speakers for clarification.
4 respondents	• Unfamiliar with meanings of certain words during conversation		• Unsure of responding or replying to the spekers. • Reluctant to request speakers to repeat or explain the particular words

Table 2 showed that 20 respondents were unable to understand their lecturers because they spoke too fast during conversation when giving or explaining the topics. This is because when lecturers talk to fast, they definely do not understand the explanation and instruction from the lecturers and response inaccurately. The second reason was due to uncertainty of meanings of words. As a result the students misunderstood the lecturer's meaning of conversation thus repylying incorrectly. Meanwhile, 6 respondents said they were unable to keep up with certain parts of a conversation or discussion in the classroom because they unfamiliar with the topics of conversation. It resulted in them asking the speakers for clarification about the topic that they discussed. Furthermore, for listening test the students will have to listen the conversation from the radio. They said that, sometime they cannot catch the word from the speaker due of slang and due to answer the question incorrectly. In addition, 4 respondents related their experience about being unsure of meaning of certain words during a conversation which made them reluctant to respond to the speakers. They feared the speaker would view them negatively as being not proficient in the language.

Reading obstacles encountered by MDAB students

Table 3: Reading Problems, Reasons and Effects among MDAB Students

Total Respondents	Problems	Reasons	Effects
16 respondents	• Unable to fully understand passages and text.	• Encountered many unfamiliar words.	• Hindered reading comprehension and fluency.
14 respondents	• Required longer duration to read passages and text.	• Encountered many unfamiliar words.	• Constantly referred to English and bilingual dictionaries.

Table 3, 16 respondents claimed they experienced problem understanding passages and text while 14 respondents required longer duration to complete the reading materials. The respondents gave the same reason to their obstacles whereby they encountered many unfamiliar words which hindered their reading comprehension and fluency. Besides, they had to constantly refer to English and bilingual dictionaries to look up for the meanings of the unfamiliar words. In these situations, MDAB students need to be taught and reminded to read and scan reading passages especially when a limited time frame is given for example during reading exercises or tests.

Writing obstacles encountered by mdab students

Table 4: Writing Problems and Reasons among MDAB Students

Total Respondents	**Problems**	**Reasons**
25 respondents	• Required longer period to write an essay. • Not familiar with the topics.	Pre-writing stage • Difficulty generating ideas to write essay outlines. Writing stage: • Mentally construct sentences in a simple english. • Constantly referring to English and bilingual dictionaries and online translator. Revising stage: • To ensure sentences and paragraphs were arranged coherently and cohesively. • To ensure sentences were gramatically correct and comprehensible
5 respondents	• Difficulty in writing academic essays.	• Need to synthesis, paraphrase and cite various sources. • Not exposed to academic writing in secondary school

Writing is one of the most difficult skills to master in learning a language. The findings in **Table 4** showed that 25 respondents stated they required longer period to write an essay as they experienced difficulty generating ideas to plan their essay outlines in the pre-writing stage. Another reason the respondents, MDAB students required longer time to write in the writing stage was because they had to mentally construct sentences in their first language or mother-tongue before translating into English. At the same time, the studentss also spent a large amount of time looking up unfamiliar English words using bilingual dictionaries or online translator. Finally, in the revising stage, the respondents had to make sure that their sentences were grammatically correct and comprehensible in addition to ensuring that their ideas, sentences and paragraphs were arranged coherently and cohesively. Meanwhile, 5 respondents who have taken academic reading and writing courses comment about the difficulty of writing academic essay. The latter essay requires learners to synthesis, paraphrase and cite various sources, which the respondents were not familiar with because they were not exposed to academic writing in secondary school. Thus, it was difficult for them to master the writing style within a 4 month in 1 semester.

MDAB Students' General View And Comments On English Language Teaching And Learning

This section provides the findings on the respondents' views and comments pertaining English language teaching and learning namely their lecturers' teaching approach.

Lecturers' teaching approach:

Table 5: MDAB Students' View on Lecturers Teaching Approach

Total Respondents	Views
27 respondents	• Disagreed with lecturers who were directly about speaking only English in the classroom.
3 respondents	• Lecturers' lessons were not-interactive.

on **Table 5**, 27 respondents said they disagreed with teachers who were directly or always speaking only English in the classroom and also imposing similar practice upon the students. They opined that it was necessary for teachers to explain certain procedures and meanings in the students' mother-tongues so that they can fully comprehend the lecturers' explanation. The respondents commended the lecturers' intentions to ensure their students mastered the English language but they also needed to practice more flexibility in accommodating to the students' language limitations. By doing so, both lectureres and students will be able to provide and obtain effective and meaningful language learning experience, respectively. Meanwhile,only 3 respondents thought some of their lecturers' lessons were non-interactive. For example, the lessons were textbook-based, not having the slide show, etc.

Student's Suggestion To Improve The Teaching And Learning Of English:

This section provides the findings of the respondents' suggestion for lecturers to improve their teaching approach in the classroom and for students to improve their language skills based on the respondents' experience and personal approaches.

Table 6

Total Respondents	Suggestions
4 respondents	• Be more patient in guiding and teaching students.
18 respondents	• Lecturers should be more creative in their lessons and not rely only on textbooks
4 respondents	• Lecturers should introduce new vocabulary during lessons.

In **Table 6**, 4 respondents suggested that lecturers should be more patient in guiding and teaching especially the lower and average proficiency students. This will ensure students are more motivated and responsive towards the speakers and lessons. Meanwhile, 18 respondents preferred if teachers and lecturers incorporated more creative teaching approaches in their lessons such as using interactive powerpoint slides show. Four respondents opined that lecturers should use simple words when teaching, to explain meanings of unfamiliar words. This is supported by Krashen's Input Hypothesis that teacher's language instruction should be full of rich input (both in spoken and written language) that is roughly tuned at the appropriate level for the learners in the class to provide meaningful language learning experience (Krashen, 1981). Finally, 4 respondents suggested that lecturers should introduce new words during lessons as a mean to guide students to comprehend and use the vocabulary correctly in proper contexts. In the Malaysian Curriculum Specifications for primary and secondary schools, it contains a word list which consists of high frequency words commonly used in the English language which learners will need even when reading simple texts and to understand them in

the context of what they read. Lecturers also can have the activities to support student-to student or group interaction, where they can use English to explain concepts and contribute to the assignment. This gives teachers an opportunity to gauge what the student has learned, and it demonstrates student progress in English language development.

Student's Learning Approach:
In the interview session, the respondents offered their advice and suggestions on ways to improve language development and proficiency based on their personal experience which were effective in helping them become better learners.

Table 7: Table Speaking and Listening Skills:

Total Respondents	Views
20 respondents	• Converse with friends who have good command of Englsih or with English native speakers via Skype, Facebook or Yahoo Messenger • Watch documentaries and English movies • Practice speaking infront of a small audience before a presentation. • Consistently practice speaking English with lecturers and friends.

Based on **Table 7**, one of the 20 respondents stated that watching English movies and documentaries such as *The National Geographic* and *Discovery* even Oh! My English programme helped him in his pronunciation, sentence structure construction, usage of words in contexts and vocabulary range development. Another respondent suggested watching English movies without foreign subtitles as this will force learners to focus on the spoken words. To improve one's speaking skill, three respondents suggested that learners should converse with friends, who have good command of English, can communicate via Facebook, Yahoo Messenger or other forms of Internet voice services. The continuing rapid advancement of information technology and multimedia has turned the world into a borderless continent especially with social networking sites such as Facebook, MySpace and Tweeter.
MDAB students also suggested that they need to practice the language to enhance the communication skills. This is facilitate them when they have a presentation in the class. It is a norm to feel nervous before a presentation for both proficient and less proficient speakers. The respondents said these worries can be reduced by practicing before a presentation in front of a small audience whom the speaker is comfortable with. Preliminary feedbacks and comments from peers will help speakers improve their presentation skills and boost their confidence. One respondent of this research expressed his satisfaction participating in presentations and competitions which helped to build his confidence and develop his speaking skill.

Writing skill:

Table 8: MDAB Learners Suggestions to Improve Writing Skill

Total Respondents	Suggestions	Benefits
15 respondents	• Practice writing daily. Be more patient in guiding and teaching students.	• Train students to put thoughts in to words. • Train students to use effective forms of expressions and suitable choices of words. • Learn new vocabulary and synonyms through dictionary and Thesaurus.

In **table 8**, 15 respondents agreed that practice writing daily helped to improve their writing skills as it trained them to put their thoughts into words in addition to using effective forms of expressions and suitable choices of words. Writing practice also helped the students learn new vocabulary and synonyms via English and bilingual dictionaries, Thesaurus and reading newspapers, magazines and books.

Reading skill

Table 9: MDAB Students Suggestions to Improve Reading Skill

Total Respondents	**Suggestions**	**Benefits**
25 respondents	• Read English news reports and articles, story books and magazines	• Newspaper covers general and specific topics and issues. • Provide materials for speaking activities and writing assignments.

The respondents suggested that reading newspaper, journal article would help to improve their reading skill in addition to improving their speaking and writing skills, grammar proficiency, and expanding their vocabulary. Newspapers are one of the cheapest reading sources available that cover general and specific topics and issues such as education, environment, health, social issues, science and technology which are suitable for students with average and below language proficiencies. The materials are also imperative guides for students to improve their grammar skills by identifying tenses forms, sentence structures and learning new words to expand their vocabulary and applying them in speaking and writing. The respondents stated that they used these materials in their individual and speaking activities and writing assignments.

Conclusion

MDAB students' perceptions towards the teaching and learning of English should be taken and reviewed seriously as it is a two-way process involving lecturers and students. Meanwhile, lecturers should take the initiative to ensure their teaching plans are effective while students' learning becomes meaningful through a myriad and mixture of teaching methods to cater to a majority of the students' learning styles and preferences. An empathic teacher can motivate reluctant students to explore their maximum potential through consistent encouragement and

selfassurance. Besides, average and low proficiency students need to be proactive and consistently strive to improve their English language proficiency until they are able to achieve their maximum ability. In the end, the results will be an equal achievement and success for both educators and learners.

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EXPLORING THE POTENTIAL OF FOODS AS TOURISM PRODUCT IN MALAYSIA

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Abstract: *Food has emerged as one of the attraction and motivation for people to travel. People are willing to travel because of foods. This phenomenon is one of the sign to show the potential of food as a tourism product. People arguably travel just to taste and experience the originality and the authenticity of the foods at the chosen destination. The main purpose of this paper is to explore the potential of the food as an image for a tourism destination.. This study used content analysis as the main method through reviewed of literatures and documents pertaining gastronomy tourism and food. The methods were applied to analyze, examine and select data objectively in order to identify and distinguish the potential of food as a tourism product in specially in Malaysia. The findings showed that food is a tourism product. It is hoped that the findings will provide an important insight in relevant authorities, government and food suppliers to specially promote, deliver and the create great experience take home. A designated food 'souk' will articulate a truly Asia image.*

Keywords: *Food, gastronomy, culinary, tourism, promotion*

Introduction

Malaysia continued to be one of the world's leading tourist destination with an increase in tourist arrivals. Tourist arrivals to Malaysia for 2016 registered a hike of 4.0% compared to the same period in 2015. The country received 26.8 million tourists compared to 25.7 million tourists in 2015 (Tourism Malaysia, 2017). Recently food has emerged and become an attraction and motivation for people to travel. People is sharing and searching about food all around the world including Malaysia. People arguably are willing to travel because of food. This phenomenon is one of the indicator to highlight the potential of food as a tourism product. In considering food as one of the tourism attraction and to make sure it successful, we need to consider whether it addresses each of the 5 A's of tourism key elements which comprises of attraction, access, accommodation, awareness and amenities. All of these add up to the creation of a successful tourism destination and a successful tourism business. All of these add up to the creation of a successful tourism attractions or product (Tourism Westen Australia, n.d.)
Local food may function as a destination trigger due to the local food it serves and for the anticipated culinary-gastronomic experiences. (Björk and Kauppinen-Räisänen, 2013). Hence creates an opportunity to further research ways to promote and manage food specifically local food as an image of any tourism destination. Additionally, Malaysia Tourism Promotion Board (MTPB) has recently collaborated with the Malaysia External Trade Development Corporation (MATRADE) and developed joint campaigns and annual events specifically to promote Malaysian cuisine as one of the country's tourist attractions. "Malaysian Kitchen Programme"

is an international promotional cuisine program strategized by MATRADE as a platform in introducing Malaysian cuisine and local commodities worldwide. Similarly, the "Fabulous Food 1Malaysia" campaign was launched by MOTAC in 2009 and organised the three Malaysian cuisine annual promotional events; "Malaysia International Gourmet Festival" (MIGF), "ASEAN Heritage Food Trail with Chef Wan", and "Street and Restaurant Food Festival" (MOTOUR, 2011). In addition, the Department of Heritage Malaysia (DHM) released its 100 Malaysian Heritage Foods List in December 2009. This list was expanded to 151 in October 2013 (Department of Heritage Malaysia, 2013). These indicate that food has become an important element and attraction in Malaysia, thus creates an important segment to study.

Further research need to be conducted in determining the extent to which food impacts tourism industry. Research has shown that food tourism has become a critical part of developing a tourist destination (Kim, Yuan, Goh & Antun, 2009). Researchers also emphasized that the culinary culture of the target destination played a significant role in the travel experience (Sahin, 2015). In Malaysia, this aspect of tourism is rising with more and more tourist travelling to Malaysia for reasons other than leisure and this in return has reflected the local economy of this country. (UKEssay, 2015).

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Literature Review

Food

Food has a different meaning for a different people. People may see it as a survival, valuable heritage or as religious symbol. People who are entertaining guests view food as a sign of hospitality (Guide to Good Food, n.d.). Therefore food has an unquestionable importance to human life specifically in three aspects;

1) Food is an important part of physiological need of people in their routine life.
2) Food has been an important component of a society and essential motivation for most human activities, such as social eating, meeting, ceremony, rituals, and trips (Corigliano & Baggio, 2003).
3) Food is recognized as a means expressing the identity and culture of a society (Hall & Sharples, 2003).

Hence, food is no longer important to fulfil the psychological need in Maslow Hierarchy of Needs but it can be in any level of the hierarchy.

Food Tourism

According to Frochot (2003), the consumption of food allows people to achieve most of their travel desires in relation to enjoyment, relaxation, status, education, and lifestyle. Within the settings of tourism, food is more than a form of substance (Mitchell and Hall, 2003). Food Tourism is a visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel (Mitchell & Hall, 2001). Previously, people travel and they need food to eat but nowadays the need is changes, people are willing to travel because of the food. Tourism is one of the industries that flexible enough to adopt and adapt with any resources to emerge as a new tourism product.

Malaysia Food Tourism

From Malaysia perspective, there is strong association between the local food and tourism, as these two sectors have a mutually beneficial relationship. The promotion of local cuisine may represent the nation, and in the same time strengthen the country's image and identity (Zainal, Zali, & Kassim, 2010). Other than that, Malaysia has some similarities with the other South East Asia countries, except for Indonesia. Malaysia has limitation in area, natural resources, and other influential factors in tourism. But on other side, Malaysia realizes that there are still many advantages that can be capitalised as the pull factors for tourists to visit Malaysia. With our slogan "Malaysia: Truly Asia", Malaysia has tried to explore their rich in culinary culture to support tourism sector development (Jalis, Salehuddin, Zahari, Zulkifly & Othman, 2009). Malaysia is not only capable to promote its local food but it can also served as a one stop hub for all Asian food. Malaysia represents Asia because of the similarities particularly in the used of ingredients, cooking methods and taste.

Methods of Study

This study is aiming to explore the potential of food as a tourism product. In order to gain in dept insight of the subject matter. This research employed various methods in collecting the data including secondary sources such as review of literature from journals, reports, case study reviews, newspaper cuttings, etc. and from the primary data using interview and observations (photo trekking, video recording and personal experiences). For the purpose of this paper, the findings are based on the analysis of the secondary data. For the primary data collection, we will engaged with face to face (F2F) interviews with tourist and food services. Participants will be questioned on their perceptions in regards to food and their travel experience. Additionally, activities in managing and promoting food will be observed and recorded through photo trekking and videos recording to substantiate the data collection. The data analysis will be transcribed and interpreted accordingly.

Analysis

Table 1. Content analysis materials

Authors	Title	Methods	Findings
Mohd Hairi Jalis, Deborah Chea, Kevin Markwell (2014)	Utilising local cuisine to market Malaysia as a tourist destination	Content Analysis	All local cuisine marketing efforts demonstrate the Malaysian Government's seriousness in promoting the country as a food tourist destination.
Nuraisyah Md. Yusoff, Mohd Salehuddin Mohd Zahari, Mohd Zain Mohd Kutut and Mohd Shaazali Mohd Sharif (2013)	Is Malaysian Food Important to Local Tour Operators?	Face to Face Interview	Current trend of the international tourists which are seeking for more tangible activities they are assuming eager to experience the local food during their vacation.
Roozbeh Babolian Hendijania, Boo Huey Chernb (2014)	Food hunting - A search of the past and dream of the future	Face to Face Interview	Food hunting for gastronomes is a process which started from childhood and their nostalgia about the food experience motivates them to continue in this activity.
Matilda Brokaj (2014)	The Impact of The Gastronomic Offer in Choosing Tourism Destination: The Case of Albania	Semi Structured Interview, Document Review and Questionnaire	Food has a great influence on attracting tourist to a destination from the tourists' point of view.
Yuan Su (2015)	Reflections on Local Specialties and Gastronomic Tourism	In-depth Interviews, Observation, and Informal Conversation	Local food plays a more and more important role in touristic experience. Tourists quest for both various food and spiritual satisfaction.
Katia Laura Sidalia, Elisabeth Kastenholzb and Rossella Bianchic (2013)	Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy	Content Analysis	Food experiences should enhance both the rural destination's tourism appeal and distinctiveness and the local food production chain.
Helena A. Williams, Robert L. Williams Jr. and Maktoba Omar (2014)	Gastro-tourism as destination branding in emerging markets.	Content Analysis	Food remains the star attraction, actually replacing location as the destination brand. The place or location is just the vehicle, or the backdrop, for experiencing authentic food in meaningful ways.
Joan C. Henderson (2009)	Food tourism reviewed	Analysis of academic and practitioner materials	Tourism in which food plays a primary or supporting role is already popular and has good prospects.

Discussion and Findings

Table 1 on the Content Analysis illustrates the main finding of this study. Most of the literatures as in Table 1 mentioned that food has emerged as one of alternative tourism product all around the world. Brokaj (2014) had find that food has a great influence on attracting tourist to specific destination. Williams, Williams and Omar (2014) had also agreed that food remains the star attraction, actually replacing location as the destination brand. The place or location is just the vehicle, or the backdrop, for experiencing authentic food in meaningful ways. Tourism in which food plays a primary or supporting role is already popular and has good prospects (Joan, 2009). In conclusion, these finding had showed and proved that there is an opportunity to showcase food as one of the tourism product and attraction.

Studies by Yuan Su (2015) and Katia, Kastenholzb and Bianchic (2013) toward local food had proven the fact that food plays a pivotal role in touristic experience. In this line of thought, study revealed that people search for the authenticity of the food production and the original taste of foods (Hendijania and Chemb, 2014). The changing of any step in the cooking method arguably affect the taste of the food. Food enthusiast would be willing to wait and experience the authentic taste of specific food. Hendijania and Chemb (2014) had relate food tourist behaviour to the food hunting concept where the tourists are travelling to experiences childhood memories that related to food. Local food which had represent the country it belong become one of interesting attraction nowadays.

In Malaysia, food tourism study is a new segmentation in research. Based on Jalis, Cheah and Markwell (2009), Malaysia government is serious in promoting local food and the country as a food tourist destination. Variation of food events and food festivals are organized in order to attract tourists. This initiative is in accordance with the current trend of the international tourists travelling motives which focussing on local food during their vacation. This in line with the study conducted by Yusoff, Zahari, Kutut and Sharif (2013) on the importance of Malaysian food to the local tour operators. They demonstrate how experiences of local food had become an attraction and a must in itinerary. This is because experience local food become a trend among international tourist.

Conclusion

This study aims to provide depth insight in exploring food tourism in Malaysia. Using a secondary data, this paper highlight the importance of food and how it could affect the travelling motive of tourists. It concludes that the food tourism is lucrative segmentation to explore because food had great influences and become an attraction at the destination. It become one of the motivation for people to travel. It also shown that the high demand for a local food internationally and domestic. Other than that, food had a great opportunity to be known as a tourism product with all the support from government, food services, tour operator and others.

Following this review, we will embark on the primary data collection to identify the key enablers in venturing into food tourism. The findings would contribute in gastronomy tourism literature and provide practical guide to authorities and industry players in planning and developing food tourism. It also will help to have better understanding towards the food as one of the tourism products to be enhanced in line with the slogan “Malaysia Truly Asia”. In order to attract more tourist arrivals to Malaysia, Asian Food Tourism Hub (AFTH) need to be developed in Kuala Lumpur. This study focused on identifying all types of food and its characteristics as a pull factor for tourists visit and enjoy the food at the AFTH. The right techniques to promote food using the right information in the right media to the right person at

right time should be recognize to ensure its success and the effectiveness of AFTH to enhance tourism industry.

Further study are also need to be carried out in recognizing variation of nutritious, taste and preferences Asian food in Malaysia as it is designated "Malaysia Truly Asia". A Rating Index on food preferences and its services need to be carried to determine the food quality, safety, service quality, nutritious and accessibility. Thus, it would definitely help to have a better understanding on promoting to tourists and food lovers or foodies from all over the world. Tour agency and government can play a vital role in collaborating with AFTH to recognize and promoting food route in Malaysia as Asia food hub. MOTAC and Local Authorities should facilitate in providing incentives and training in developing food services sector.

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TOURISM STAKEHOLDERS' SUPPORT AND IMPACTS OF SUSTAINABLE RURAL TOURISM DEVELOPMENT IN KELANTAN, MALAYSIA

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Abstract: *This study attempts to examine the level of tourism external stakeholder support and the impacts of developing rural destination at Gunung Stong State Forest Park (GSSFP). The qualitative approach was applied by conducting unstructured interview with Kelantan external tourism stakeholders who were local authorities and some of travel agencies related with GSSFP. GSSFP was chosen as the research settings due to its characteristics and potential in becoming a top rural tourism destination. The objective of the study is to know the level of external stakeholder support towards the development of GSSFP, Kelantan. Besides that, this research also aims to identify the impact of the sustainable rural tourism development at GSSFP, Kelantan. Attitudes and perceptions have been identified as the major level of tourism external stakeholder support while economic impacts had been main impacts towards the development at GSSFP. One of the most interesting facts was found when conducting a study is, GSSFP had the highest waterfall in Asia. The participant believes that with the development of GSSFP, it will enhance the image and branding of GSSFP as the best eco-tourism destination in Malaysia*

Keywords: *Rural tourism, qualitative research, tourism development, economic impacts, external stakeholders*

Introduction

Sustainable tourism is now a new element applied in tourism sector since a lot of countries started to aware on the benefit and advantage gave them. Sustainable tourism is where the tourist attraction destinations should be managed and executed properly (Jayaraman, Lin, Yap, & Ong, 2010). Malaysia rural tourism developments are already under process, but there are still gaps existed especially in the sustainable rural tourism sector (Aziz, Abdul, Aziz, & Rahman, 2013). A new tourism form said by the Malaysian government during Seventh Malaysia Plan (1996-2000) are rural tourism and it is seem to be an important part in agenda of national rural development that will create employment opportunities, increase income

levels and reduce poverty among the rural people, who comprise 37 percent of the total population (Nair & Hussain, 2013).
Therefore, sustainable rural tourism destinations development in Malaysia is very important and necessary if they hoped to attract tourists and the best countries in the tourism sector. Stakeholders should take responsibility in ensuring that all travel to a destination area benefits all parties: travellers, operators and the local people (Nair & Hussain, 2013). Finally, tThe significant of study focused on twofold; (i) to determine the level of the external tourism stakeholders supports towards the development of GSSFP as a sustainable rural tourism destination and (ii) to evaluate the impact of sustainable rural tourism development towards GSSFP.

Definition and concept of Sustainable Tourism

The concept of sustainable tourism Liberalisation, privatization and globalization have fuelled the creation of a rapidly changing and highly competitive environment worldwide (Dugar, 1995). Nations, industries and firms are strategically working to develop sustainable competitive advantage across sectors. Most of the developing economies are in a quick transit towards becoming "service economies", and therefore, the relative competitiveness of the service sector is emerging as a crucial factor as it influences the overall competitiveness of a country (Kaul & Gupta, 2009).
As stated by the United Nation World Tourism Organization UNWTO (2013), a fundamental requirement of the tourism sector is that it should embrace the principles of sustainable tourism and focus on the achievement of sustainable development goals. Sustainable tourism should not be regarded as a separate component of tourism, as a set of niche products, but rather as a condition of the tourism sector as a whole, which should work to become more sustainable. The UNWTO has defined sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

The concept of Rural Tourism

Rural tourism is a mix of various types of tourism, which introduces guests to life, art, society and legacy of an area and is extremely reasonable for the improvement of rural economy (Maksimovic, Urosevic, & Mihajlovic, 2015). Rural Tourism is also known as sustainable, a multi-functional activity which based on related local resources in traditional agriculture, culture or natural resources. (e.g. Kušen, 2006; Demonja and Ružić, 2011; Hall, Mitchell and Roberts, 2005). Furthermore, rural tourism can in this way be comprehended regarding the harmony between sorts of exercises and sorts of convenience. Rural Tourism exists over these diverse definitions, changing and adjusting (Ramanauskienė, Gargasas, & Ramanauskas, 2007). Rural tourism combines so many different parts of facing, sharing and showcasing country life and provincial environment. A key part of the country experience is the interesting quality, presentation and understanding, and also openness of nature and society based resources and their reasonable usage and assurance (Maksin, 2012).

Research Setting*: Gunung Stong State Forest Park, Dabong, Kelantan.*

Kelantan is one of the states in Malaysia located in East Coast of Peninsular Malaysia. The states are near with Thailand and Perak in the North, Terengganu and Pahang in the West and South. The state of Kelantan covers an area of 1.5 million hectares. Tourism sector development in Kelantan are in process and slowly moved forward with the increase in domestic tourist arrivals as well as international tourists (Marzuki, Hussin, Mohamed, Othman,

& Som, 2011). Based on the State Government data, tourist arrivals on 2020 is estimated to be 36 million (Pasir Puteh District Council, 2016). Income from the tourism industry to the State Government during 2011 was around 8% per year during that period (Marzuki, et al.,2011). Since it estimated to be increasing in more few years, the income will also increase in Kelantan tourism industry.

For the purpose of this study, Gunung Stong State Forest Park (GSSFP) was selected as our research settings. It covered almost 61,128 hectares of kelantan areas and located in Dabong, one of the regions in Kelantan. A scientific expedition had been made to the GSSFP in 2003 that discover of uniqueness and diverse ecosystem in the area, it also rich in bio-diversity and a lot of endemic species found (Maseri, 2009). In early 90s, GSSFP had been popular places for hiking and found in the map of Malaysian and Singaporean outdoor recreation enthusiasts. A local study on GSSFP by Ministry of Science, Technology and the Environment (MOSTE) in 1998 on biodiversity described it as a national importance, viable and requires action to maintain its present level of conservation. According to GSSFP requires accurate and up to date information to guide the data collection such as cloud cover (Maseri, 2009). Finally, the necessary strategies required for the GSSFP to be best managed will be incorporated in a 100th Year Master Plan.

Methods, Procedures and Data Analysis

This study attempts to evaluate the strengths and potential of rural tourism development at Gunung Stong State Forest Park (GSFF). For our study, we used a qualitative approach. Qualitative research gives important insight upon perceptions, representations and discourse on peripheral areas (Popescu, 2014). Thus, Interview has been used as an instrument to investigate the potential of sustainable rural tourism development of GSSFP. Interview questions contained a series of questions for the purpose of gathering data or information from potential participants. Unstructured interviews used as a medium because the participants do not enter the interview setting with a planned sequence of questions to be asked of the participants. The objective of the unstructured interview is to bring some preliminary issues to the surface so that the researcher can determine what variables need further in-depth investigation (Sekaran, 2008).

Participants

For the sampling size, this study used purposive sampling, which is the deliberate choice of a participant due to the qualities the participant possesses (Etikan, Musa, & Alkassim, 2016) This purposive sampling is to enable researchers to determine statistical inferences to a population and intentionally sample a group of people that can best inform the researcher about the research problem under examination (Creswell, 2007, pg. 118). The participants already divided into specific categories in this research. In this research, the participant was divided by two categories respondent which is the first participant is a local authority that involved in the managing at the rural area. The other one is the travel agencies at the rural area that might involve in the development of rural tourism at GSSFP.

Indeed, researchers can select individuals/ respondents for study because they can purposefully inform an understanding of the research problem and central phenomenon in the study.

Data Analysis

For the purpose of data analysis, the process can be enhanced in various ways either manually or by using computer software. Researchers used coding manual for qualitative researchers. The purpose to use coding manual is to briefly discuss the functions of codes, coding, and

analytic memo writing during the qualitative data collection and analytic processes. Coding manual also functions to profile a selected yet diverse repertoire of coding methods applied in qualitative data analysis, and to provide readers sources, descriptions examples, recommended applications, and exercises for coding and further analysing qualitative data. Data analysis gathered from the participant and then the data was converted into helpful and meaningful information. The basic data analysis provided the valuable insight and guided the rest of the data analysis and interpretation of the results. The research purpose was to investigate the potential of sustainable rural tourism development of (GSSP) in Kelantan.
Codes, however, were used as indexing devices at different levels of abstraction to create sets of related information units for the purpose of comparison and analysis. Three coding activities implied in the process of coding: open coding, axial coding, and selective coding. However, only the "open and axial coding" approaches were employed in this study for the participants and interviews data. It is also important to look for common threads and anomalies as well as focus and the meaning of the data. Coding the data under the key themes may require recording under new, emerging themes based on the conversations around the original themes.

Finding and Discussion
The level of tourism external stakeholder support towards GSSFP Development
The interviews session clearly indicated few important elements to determine the level support from external stakeholder towards the development of GSSFP. The result from the interview collections revealed the key themes of GSSFP level support which are attitudes and perceptions. While the other themes such as participation and community capacity building that emerged from this study. The summary of the result can be seen in Table 1 and followed by the detail explanation of each theme.

Table 1: Summary of Findings for Stakeholders Support

THEMES	**~~GROUP OF PARTICIPANTSLA~~ TA4**	
	Local Authorities (LA)	**Travel Agencies (TA4)**
Key themes	Attitudes and perceptions - Provide supports - Annually event - More facilities provided	Attitudes and perceptions - More promotion - More facilities and infrastructure provided. - Transportation
Other themes	Participation - Support from other organizations	Community capacity building - Made as theme or escape park ~~Participation~~ - Safety
		Participation - Safety - Get in touch with local - Get in touch with nature - Hygiene

Attitudes and Perceptions

The findings of the stakeholders support with the local authorities and the travel agency towards the attitudes and perceptions. Attitude is based on learning and experience of the traveller. The participants stated the statement;

"Based on my experience in carrying out activities there, a lot of facilities that needs to be improved by the authorities" (TA 2).

Most of the participants agree on the same point towards the facilities that need to improve at GSSFP;

"GSSFP there must be something that is strong to attract more tourists because majority to GSSFP only for hiking only. In terms of facilities also need to be further improved" (TA 4).

"Yes, GSSFP Kelantan have the potential but are less successful in terms of marketing and facilities" (TA 3).

"My suggestion is for GSSFP handle parties should take out and run errands for the further development of GSSFP as tourist attractions, particularly in terms facilities" (TA 5).

Thus, the comment from most of the participant, expressed their positive and also negative perceptions or feeling about the facilities at GSSFP Kelantan in future. Tourism stakeholders need to play an important role towards the tourism development in GSSFP. Moreover, most of the participants stressed out with the important role of the government or other parties to take a good care of the GSSFP.

Participation

The community participation in rural tourism has numerous partners including provincial travellers, country tourism undertakings, non-rural tourism effort, town aggregate, the Government and tourism organisation, non-legislative association, occupants, logical research foundations, media, provincial tourism arranging planners, and rural environment and so on (Tao & Fuying, 2000). The participant further indicated that;

"So we make this program more to the introduction to the public of GSSFP. It subsequently became an annual program and is also known is the world's eyes. This can be said about the extent of the mountain is getting strong welcome from the local people and outsiders itself.

If we look we go there a lot he has the numbers were there if we said there were indeed encourage parties almost every week" (LA 1).

Community Capacity Building

Another theme for these findings which is the community capacity building of tourism stakeholder's support towards GSSFP. Besides, the participants pointed out the idea;

"Usually people who go just to climb GSSFP simply, no other purpose and any other activities so in my opinion to improve GSSFP that is to make it as a theme park or park escape like in Penang" (TA 4).

The impacts of sustainable rural tourism at GSSFP

In this study, the participant indicated a strong agreement about the positive and negative impact towards the development of GSSFP. From this study, there are four themes about the impacts of rural tourism development at GSSFP butt the main key themes was economic impacts while other themes were the environment, political, social impacts. The summary of the result can be seen in Table 2 and followed by the detail explanation of each theme.

Table 2: Summary of Findings For Tourism Impact of GSSFP

THEMES	~~**GROUP OF PARTICIPANTS**~~ **THEMES**	
	Local Authorities (LA) ~~**TA)**~~	**Travel Agencies (TA)**
Key themes	Economic - Business opportunity for local.	Economic - Low marketing strategies. - Competitor. Lack of nature tour guide.
Other themes	Environment - Illegal entry. - Preserved and maintained the nature attraction.	Environment - Upgraded public facilities and infrastructure. - Accessibility needed for the ground handler.
		Political - Nature tour guide crisis. - Government process. Social - More local interaction.

Economics Impacts

Tourism occasions have been found to build business, wage and work in the area and are seen to help with social and monetary improvement. Rural tourism has numerous potential advantages for including work development, an extended financial base, repopulation, social change, and renewal of nearby specialities (Irshad, 2010). Findings from the study illustrate that there is similar view of stakeholders at GSSFP.

"The government give support to the travel agency for gaining the profit, but the state governments have problems in financial provisions" (TA 2).

However, most of the travel agencies give a highlighted about the negative economic impacts of the development of the GSSFP.

"Due to lack of marketing and business and encouragement from the authorities where these places become extremely constructive" (TA 3).

Other participants stated a point;

"For GSSFP package, going so far that we can provide, deliver custom made packages but a little risky because we have to find a suitable and skilled guided to guide the tourist to doing the activities there at GSSFP" (TA 4).

Environmental Impacts

This study pointed out the travel agencies and local authorities' perception about these environmental impacts of GSSFP. However, the findings show there are the similarities between the perceptions towards the impact of rural tourism in GSSFP. Some participants expressed that;

"If outsiders that there is no problem, but the locals if we say there are guidelines for a dress for the times and most important gateway to the GSSFP itself. I could tell from the Guardian;

they have some illegal entry to get into that. So they got the right path because forestry officials sometimes have to take care of the entrances that. I assumed it is out of control" (TA 1).
Also, negative issues that is pointed from some of the participants about the environment impacts of GSSFP. Some participants expressed;
"Passage way there should be good, should be developed surroundings resort though small, cleanness must also be emphasised rather than by the district council but the surrounding residents. And at least be comfortable camping site in turn controlled by the tourism ministry and the state government" (TA 3).
In response to environmental impact, the travel agency stated commented;
"Accessibility transportation is needed especially for the tourist ground handlers. This is for the convenience of foreign tourists who need transport. Facilities already available but the parties involved do not play their part. District Council or local people should play a role" (TA 2).
The problem is not only about the marketing, but it is also the quality and beauty of the facilities at GSSFP as a rural tourism destination, thus visitors and also the tourist left with a negative impression and did no comes for the second visit.

Political Impacts
In this section, the findings presented the thought of participant towards political impacts of tourism development at GSSFP. One of the participants expresses the commented;
"Yes, a little difficult to deal with because many government processes and the step taken against the private or private limited where there is money if the project will run" (TA 4).
As one of the participants also expresses the commented;
"My point, which joins and signs the program, is mostly the same people every year. Malaysian foreigner often not because they, too, join a club or group climbing so encouraging to say that quite inappropriate for activities that are only felt among them only. Many Malaysian is not involved at all so difficult to attract more people because that thing only circulates between them" (TA 5).

Conclusion
The study believed that this research had explored the future development of sustainable tourism at GSSFP. The objectives of this study are to determine the level of stakeholders support towards the development and the impacts of development of GSSFP. Currently, there was no research and study on the sustainable tourism development about GSSFP and another area around Kelantan. The researcher would like more study and research been done on Kelantan tourism destinations that had a potential to be developed especially in the sustainable tourism sector.
The data and findings collected tell that GSSFP need a development activity to be done by a responsible person to make sure it became top tourism destinations. Hence, researchers hope this study could be a help to the development plan with the suggestion and recommendations suggested. Development at GSSFP seems can benefit a lot of organisations, in term of income, image and create job opportunities. This can be achieved by upgrading the facilities especially public facilities, which may improve the image and standard of GSSFP in the eyes of the local community and international people. Lastly, GSSFP can be a top sustainable tourism destination if every responsible person is taking care their part and work together in improving GSSFP into suitable tourism destinations.

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FACTOR DETERMINING CUSTOMERS REVISIT INTENTION TO DINE AT UPSCALE MALAY ETHNIC RESTAURANTS

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Abstract: *The continuous expansion of the restaurant business in Malaysia, particularly in Klang Valley, has posed the entrance of upscale Malay ethnic restaurants. Thus, it is contributed to the changing landscape of Malaysian restaurant business. The ever-changing consumer's lifestyle and dual income society have influenced them to demand a new meaning and a new eating environment. Due to that this study is to examine the impact of the elements of foodservice quality towards the upscale Malay ethnic restaurants. The self-administered questionnaire is distributed and analyzed with SPSS version 24.0 software. Data were collected from the diners at upscale Malay ethnic restaurants which are located at Kuala Lumpur, Malaysia.*
The results of the independent variables such physical environment, staff behaviour and food quality are significant when determinant the customer satisfaction and revisit intention. Thus, the study findings greatly help the researchers and practitioner understand the complex relationship between the variables. The implication of the study is discussed to develop uniqueness marketing strategies to enhance the local operator being competitiveness among other restaurant operators.

Keywords: *service quality, customer satisfaction, revisit intention, upscale, malay ethnic restaurants*

Introduction

Research on food and eating out behaviour is an expression of taste and attitudes has given serious attention. Decades ago Sulek and Hensley (2004), has highlighted that the changing social status and the emerging of different classes of the restaurant have intensified the consumer to become selective while dining out. John & pine, (2002), state that different foodservice establishment is having their own customer segmentation with different pattern consumption in relation to their income, social status and class (Warde & Martens, 2000). In today's business environment, understanding why the consumer chooses a certain type of restaurant to dine out will benefit the operators in term of business performance (Jang, Ha & Park, 2012). The ever-changing consumer's lifestyle and dual income society have influence consumers to demand new meaning and new eating environment. This elucidates that the upscale consumers expect to have a memorable and distinctive experience while dining out at a restaurant (Ismail 2012; Jang, Ha & Park, 2012). As eating out is a complex activity, many believe that market segmentation based on socio-demographic alone is seen as less effective (Warde & Martens, 2000).
The expansion of food business is not only seen by the numbers but more visible in terms of concept, investment and style (Ali & Abdullah, 2012). This continuous expansion of the restaurant

business in Malaysia, particularly in Klang Valley, has posed additional burden in surviving and sustaining in a highly competitive environment. Among the many classes of restaurants, the late entrance of Malay ethnic upscale or fine dining restaurant has contributed to the changing landscape of Malaysian restaurant business. To many Malaysian, Malay food is considered an everyday food and the price offered are cheap and it is readily available either in a restaurant or by the roadside stalls (Ismail, 2012). According to Ismail (2012), much of their customers can be categorized as habitual customers with no specific preference for the products or services. Since upscale restaurant normally charges a high price in their menu, it is important that the customer perceives the value of money, which leads them to purchase.

Apart from that, the emergence of Malay upscale ethnic restaurants indicates that the consumers are willing to pay more to experience the distinctiveness the quality of food and its services. Thus, taste and freshness of foods are among the quality that can be measured by the consumer which leads to satisfaction and repeat purchase (Kivela, Inbakaran & Reese, 2000). Failing to meet or exceed those expectations will lead to customers' dissatisfaction (Muller, Palmer, Mack & McMullan, 2003) and subsequently business failure. In line with the notion, foodservice operators should understand the consumers' psychological and sociological feelings.

It is imperative for any upscale restaurants, particularly those who dedicate to serving ethnic Malay food, to realize the importance of food quality. It is among the elements for customer satisfaction and to become loyalty (Namkung & Jang, 2008; Ryu & Han, 2010). Thus, the ethnic Malay upscale restaurant will be able to offer valuable results in defining the relationship between the variables in harnessing the future prospect and promote the rich Malaysian gastronomically heritage

The framework of this study is adapted from Sriwongwrat (2008), Namkung & Jang (2008): Ryu, Lee & Kim, (2012) and Kim & Ok, (2009). The independent variables of physical environment, staff behaviour and food quality is among the variables being measured in this study. In restaurant business searching the new customer is hard rather than retaining the existing one. Researchers believe customer satisfaction is an indicator for restaurant business able to sustain in the market (Namkung & Jang, 2008; Shah, Shakih & Khowaja, 2017; Raji & Zainal, 2017). Therefore, in this study the researchers are attempted to look the relationship between satisfaction and their intention to come back at the Malay upscale restaurants.

Figure 1.1: A Theoretical Framework

Literature Review

Food Quality

According to Namkung & Jang (2008), food quality is one of the elements in measuring restaurant performance. Food quality is a direct determinant for customers' decision to return patronage, repurchase and revisit at the particular restaurants (Ha & Jang, 2010; Namkung & Jang, 2007; Sulek & Hansley, 2004; Kivela, Inbakaran & Reese, 2000). Food quality is an intangible factor in the restaurant industry (Namkung & Jang, 2008; Kivela, Inbakaran & Reese, 2000). However, Food quality can create negative implication towards the business since it is difficult to be evaluated (Barber, Goodman & Goh, 2011). So, it is a risk for consumers to purchase or might not continue to purchase and try new ones. Therefore, previous studies have found that food quality as the most important factor which consumers consider when choosing a restaurant (Namkung & Jang, 2008; Soriano, 2002). In service, there is no possibility to pre-inspection and rejection as the service is delivered. Thus the restaurant operators always face these challenges of maintaining the performance in service quality and food quality (Kivela, Inbakaran & Reese, 2000). Foodservice industry explains about dining experience including atmosphere, quality of food, taste preference, price and recommendation is the higher contribution of food buying behavior (Harrington, Ottenbacher and Kendall, 2011). Sulek & Hansley (2004) found that any other attributes food quality still the important variable when measuring customer satisfaction in casual dining restaurants. On the other hand, Kivela, Inbakaran & Reese (2000), food quality has been measured using several attributes such tastiness, menu variety, and nutritious to examine customer satisfaction and return patronage. Namkung & Jang (2008) has validated the food quality attributes such as scrumptious, healthy food option, food presentation, freshness, and food temperature and menu variety to assess the food quality.

1) The hypothesis was formulated in this study is to examine the relationship between food quality is significantly influence the mediating variable of customer satisfaction and lead to the customer revisit intention at upscale Malay ethnic restaurants.
2) The second hypothesis was formulated in this study is to examine the relationship between food quality and the customer revisit intention at upscale Malay ethnic restaurants.

Physical Environment

The physical environment in restaurants is highly tangible in nature. According to Bitner (1992) the physical environment often relies on customer psychology and behaviour. Over the decades, a new entrance of physical environment was measured with the facility aesthetic, ambiance, lighting, service product, layout and service staff (Ryu & Jang, 2008. Thus, the physical environments which in a restaurant setting such ethnic restaurants can create a significant result to the dining experience (Ryu & Han, 2010). The ability to meet the customer expectation of dining experience, food service provider will enhance the services. Therefore, the previous study suggests that customer satisfaction and physical environment have a positive relationship and could manage the customer repeat purchased (Ryu & Han, 2010). This study is an attempt to measure the physical environment has a relation with the customer satisfaction and customer revisit intention.

Staff Behavior

According to Hennig-Thurau & Thurau (2003); Kang & Hyun (2011), staff behavior is an effective communication with the potential customer to meet their demand and needs. Susskind & Chan (2000), postulated that staff attentiveness is also the contributor to business in a key success in any

food business operation. Kattara. Waheba & El-Said (2008) confirmed that the service employee attitudes have portrayed the significant relationship to the customer satisfaction. They elucidate the service employee is central determinant to the customer satisfaction in the hospitality industry. Therefore this study attempts to look at the relationship the staff behavior with the customer satisfaction and customer revisit intention to the upscale Malay ethnic restaurants.

Upscale Restaurant

An upscale restaurant, in particular has been associated with esteem and status. Based on the previous study the consumer selected a restaurant which often associates with their social class and restaurant image (Kivela, Inbakaran and Reese 2000). The upscale restaurant's segment is associated with the prestigious atmosphere such as expensive silverware and chinaware, the way which the restaurant was designed, the table is decorated and exclusive service delivered by skillful staff (Ryu & Han, 2010). Ko (2008) state that, the upscale restaurant is similar to the fine dining restaurant that offers a quality of food, personalized service, with a premium price and excellent ambiance. Harrington, Ottenbacher and Kendall, (2011) posited that an upscale restaurant has charged at $20.00. However, according to Harden (2007) there is no fixed definition about the fine dining concept. Kueh and Voon (2006) state that, full-service restaurants have table service and generally have more elaborate dining amenities and decoration. Beldona, Morea and Mundhra (2010), stipulate wide variety selections of others culinary taste as an achieving experience to remark the different restaurant dining such fine dining restaurant. Soriano (2002) identified good food and good services are not enough to retain their consumer. Thus they will make a decision to the patron in a restaurant if the price is worth to paid by them (Soriano, 2002). Therefore, the customers with different individual characteristics have different reasons to choose a restaurant to dine.

Ethnic Cuisine

The value of ethnic food implies the norm in the particular ethnic and it is identified as the reflection of the society (Soler & Plaza, 2012; Monteiro, 2000). Due to that the ethnic food consumption pattern has changed due to influences from the globalization (Edwards 2013). According to Carrus, Nenci and Caddeo (2009) ethnic food as the symbolically use food products and their relations to other peoples, to their group of reference, and social unit. Furthermore, Utami (2004) prescribe the ethnic food as regional specific cuisine. Similarly, Sriwongrat (2008) define an ethnic restaurant as a restaurant whose signboard and publicity clearly promise the national cuisine.

Malay Food

Malay cuisine is a part of the national identity in Malaysia, besides Chinese and Indian cuisine. Malay food consists of variety gastronomy product in order to convey the consumer to experience its (Jalis, Zahari, Izzat & Othman, 2009). Yoshino (2010), states that, the Malay food is rich in flavor, spicy taste and strongly aromatic. However, Hutton (2000) informed that, the Malay foods it’s hard to describe as it has been influenced from the other ethnic groups or version, for example the tanginess of the curried food may differ from the other state and among other people producing it. Apart from the influences from the other ethnic group, Malay food is consumed on a regular basis or connected to a specific festive or occasion (Brisseden, 2003). Besides that, Jalis, Zahari, Izzat & Othman, (2009) asserted that the Malay food can be identified with its trademark hot and spicy taste. However, Hassan (2011) asserted Malay indigenous cuisine is typically used coconut milk in all dishes.

Customer Satisfaction

The ability to satisfy the customer is a core subject for all businesses. Customer satisfaction is a result of product or services has been repurchased. This behavioral is developed by the customer who had experiences in last purchases (Um, Chon & Ro, 2006; Andaleeb & Conway, 2006; Oliver, 1999). Thus, it is essential for companies to assess the customer satisfaction through recorded profitability (Oliver, 1999). Therefore, the satisfaction can be defined as customer fulfillment response of the products (Ha & Jang 2010; Terblanche 2006; Cronin, Brady & Hult, 2000; Oliver, 1999). According to Brady, Cronin & Hult (2000) customer satisfaction is post-purchase evaluative judgment concerning their purchase decision. In other word, the customer satisfaction is an outcome behavioral from the buyers to elucidate the satisfactory from the post purchased (Oh, 2000). In restaurant industry customer satisfaction one of the features that have to be considered seriously while dining out (Ryu & Han, 2010). In addition, Um, Chon and Ro (2006) state that, the customer judge their satisfaction with their own perceived value toward the services that they receive. Other factors that influence customer's satisfaction are good services and timely service delivery. As such, the customer likelihood to repurchase or revisit the restaurant is high (Ha & Jang, 2010). Indeed, customer satisfaction has becoming antecedents toward intention to come back at the particular restaurant (Andaleeb & Conway, 2006). Oh (2000) noted that the satisfied consumer, receive a superior quality of service and the worth of their money will benefit the restaurant to success. Thus, satisfying customers need and demand should be the main objective of the businesses to retain and to repeat customer's purchases (Namkung & Jang, 2008).

Revisit Intention

According to Cronin, Berry & Hult (2000), revisit intention is a customer's favorable behavioral intention to repurchase in the future. This elucidates the customer demand good service as the well good product being produced. Therefore, revisit intention can be defined as a deep commitment from the customers in performing the future behavior Warshaw & Davis, 1985). However, service quality, food quality is totally different in context with customer revisit intention but they are related with customer evaluation on service or product that has been purchased (Namkung & Jang, 2008). Therefore, the revisit intention is the variable to predict the behavioral outcome the customer to purchase in the future (Namkung & Jang, 2008). The consumer will make purchase regarding from the past experience they have. Thus, the consumer's intention to revisit is always referred to a people's belief by examining the past consumptions behaviors before they performed a buying process (Ha & Jang, 2010). The correlation of revisit intention with the customer actual buying behavior is high. It is due to the customer is unpredictable behavior. According to Namkung and Jang (2008), the experiences of purchase will correlate with the customer loyalty, including the positively speak about the company and make the customer repurchase, revisit and return patronage in the restaurant (Ryu & Han, 2010; Namkung & Jang 2008) and the spreading of word of mouth marketing will benefit the company to retain customer (Jani & Han, 2010). Thus elucidate that the revisit intention will cause the consumer probability to perform buying process in the future and it clarifies the customer has satisfied with the services (Shiffman, Kanuk & Wisenblit, 2010). In addition, predicting customer to made future purchase is a critical aspect in planning behavior. Furthermore, understanding consumers' intention revisit is a key factor for a firm attracting and behold of customers and to increase the company's revenue.

Methodology

Self-administered questionnaire technique is used to investigate the relationship between food qualities toward intention to repeat purchase at upscale Malay ethnic restaurants. The unit analysis has comprised the customers who dined at upscale Malay ethnic restaurants and simple random

sampling was adopted for this study. Therefore, the researchers construct the close-ended and structured questionnaire and distributed among the customers. The questionnaire embark in this study is categorise into 5 sections namely physical environment, staff behaviour, food quality, customer's satisfaction and revisit intention The instruments is adopted for this study have been validated from the previous researchers physical environment, staff behaviour (sriwongrat, 2008). food quality, Namkung and Jang (2008; customer satisfaction Ryu, Lee & Kim (2012); and revisit intention; Kim & Ok (2009). The data were analyzed by using the inferential statistical procedures and to test the presence of the mediating, the Sobel Test (1982) is used to calculate the measured variable to see the effect of overall customer satisfaction.

Results

After screening the data collection the response rate is recorded at 65.2%n out of 250 questionnaires distributed.

Profile Of Sample

Majority of the respondents were male with 61.3% (N=100) and female was recorded at 38.7% (N=63) participates in this study. Age of respondents is around 30-39 years old recorded the highest percentage at 28.2% (N=61) and the lowest percentage age is 60 and above years old contributes 6.1% (N=10). Regard to ethnicity the highest races answered the questionnaire were Malay at 41.1% (N=67), Chinese recorded at 28.7% (N=47) and others nationalities are recorded at 22.7% (N=37). 81% (N=132) is representation of the married respondents. 49.1% (N=80) respondents is high earner with RM 8,000.00 and above monthly income. Self-employed is contributes 85% (N=85) is the highest respondents occupation recorded. Most of the respondents are in leisure while dines at upscale Malay ethnic restaurants.

Hypothesis Testing

Variables		**Regression (R^2)**	**Regression Correlation (β)**	**Regression Significance**	**Statistical**	**Results**
H1a	Physical environment	.461	.679	*.000		Supported
H1b	Staff behaviour	.422	.651	*000		Supported
H2	Food Quality	.218	.467	*.000		Supported
H3	Customer Satisfaction	.518	.720	*000		Supported

Table 4.1: Result of regression analysis

Predictors: (Constant), All variable
Dependent Variables: Revisit Intention
Confident interval: *P<.001

Mediating Test

		t-statistic	**Std Error**	**P- Value**	**Results**
H3	Customer satisfaction mediates the relationship between physical environment and customer revisit intention to dine at upscale Malay ethnic restaurants.	*2.679*	0.0529	0.0074	Partially Mediate

H3a	Customer satisfaction mediates the relationship between staff behavior and customer revisit intention to dine at upscale Malay ethnic restaurant.	*2.535*	0.0431	0.0113	Partially Mediate
H3b	Customer satisfaction mediates the relationship between food quality and customer revisit intention to dine at upscale Malay ethnic restaurant.	*0.7943*	0.0124	0.4276	Perfectly Mediate

Figure 4.2: Result of Sobel test (1982) *for all variables*

Figure 4.2 stated the all variables of qualities dimension has been tested to determine the customer satisfaction is intermediating variable to the customer satisfaction. The results from the Sobel analysis is confirmed customer satisfaction is a mediator to the food quality with the result *(t= 0.7943, Std E= 0.0124, P=0.4276)*. The physical environment and staff behaviour is recorded as partially mediates with the customer satisfaction with scores (t-stat 2.679, standard error 0.0529 and P-Value 0.0074), staff behaviour (t-stat 2535, standard error 0.0431 and P-Value 0.0113).

Discussion

Base on the results, hypothesis testing was resulted similar with previous studies (Barber, Goodman & Goh, 2011; Ryu & Jang, 2007), the service experiences its influencing the customer satisfactory level and will determine the customer intention to revisit again to the particular restaurants is high. In addition, the physical environment might also crate the customer's emotion, feeling and mood while having dines at the upscale Malay ethnic restaurant. Thus, the physical environment it is reflecting the customer's pleasure and intended to come back at the Malay upscale ethnic restaurants.

Second hypothesis were states the staff behaviour has a relationship with the customer revisit intention. This is similar with previous researchers past studies has remark the staff behavior strongly positive relationship with the customers' satisfaction. Kim & Ok (2010) asserted that service staff behaviors are deeply associated with intangible services which are interrelated with interpersonal skill and their ability to perform the services with an appropriated manner. For that reason the restaurant customers need personal interaction (Kim 2009).This is indicates that staff behavior had an influence of the customers visually, cognitively and emotionally to seek long term customer relation (Kim, 2009) and repeat purchase at the upscale Malay ethnic restaurant.

The finding from the statistical analysis presented and test directly to the revisit intention. The result showed that the food quality is (β=0.467, p=<0.01).This elucidated that food quality is significant but the strength of association is medium (Cohen, 1988, pp.79-81). Secondly, researchers were tested with Sobel test analysis to analyze the strength of mediation is exist between the customer satisfaction to the revisit intention. The results show the P-value is stated at 0.427 and it is showed that the food quality in the upscale Malay ethnic restaurant has a strong association with the mediating variable of customer's satisfaction. This is in line with the Rajapoot (2002), Sulek & Hansley (2004) asserted that the food quality is an important element when customer assessing the overall experience in upscale restaurants includes the psychological feelings to experience the ethnic cuisine (Lui & Mattila, 2015) and will lead the intention to return is high (Namkung & Jang, 2008). However, Ryu and Jang, (2007), the high-income customer's it is always demanding for a service restaurant environment, then the impression of the restaurant becomes more favorable even before assessing the quality of food and service provided by the

restaurant. On the other hand, Yoshino (2010) state that, Malay food had a distinctive heritage however it is possible to identify a specific Malay dishes due to the food is served has strong influences from the multi-ethnic group as Indian, Thais, Javanese, Sumatran, Chinese and Arabs in preparing the foods.

Limitation, Recommendation and Conclusion

The quantitative studies have not free from the limitation. The results indicate that the dimension and sub-dimension used in this study are reliable and valid to evaluate the customer point of view as locale restaurant experience. The first limitation found is the data parameter was set of any upscale Malay restaurants were operates in Kuala Lumpur city center. Thus it is can't generalized the as a whole upscale Malay restaurant in Malaysia. Secondly, the restaurant owners have not interested to participate in the current study. In line with the limitation the restaurant's service needs more research to examine the effect of food quality especially the others theme restaurants setting and concepts. This is because of the customers will react differently when it comes to their ethnicity characteristic. Moreover, the future research is recommended to study the customer acceptance upscale Malay restaurant in another neighborhood state in Malaysia such as Penang, Malacca or other places. This finding gives shed about the latest information regarding consumer revisit intention in upscale Malay ethnic restaurants. The knowledge gained from this study will assist the restaurant operators to develop their own strategies to broaden their market base and retain the existing customer. New entrants in upscale Malay ethnic restaurant business will have some illustrative ideas on the market demand and improve their competitive advantages. For the academicians, this study will be useful in providing useful information in the teaching and learning of restaurant business. Nonetheless, this study will likely lead other potential researchers to look more in-depth related to upscale Malay ethnic restaurant.

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IMPACT OF RURAL TOURISM PRODUCTS DEVELOPEMENT ON TOURIST SPENDING IN POVERTY ALLEVIATION: A CASE STUDY OF TADOM HILL

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Abstract: *This study is about the poverty alleviation through pro-poor tourism development and activities. The qualitative approach will be applied by conducting the in-depth and open ended interview sessions. The interview will be done with the key informants that working and living surround Tadom Hill Resort. Tadom Hill Resort being chosen as the research setting due to the characteristic that they owned which rightfully reflects on the objective of our study. The objective of this study is to explore the role of rural tourism products in poverty alleviation and investigating the impact of tourist spending on the local people in Tadom Hill. This study also wants to examine the monetary and non-monetary impact among local people towards poverty alleviation.*

Keywords: *rural tourism, poverty alleviation, indigenous community.*

Introduction

Tourism is embraced for its potential to create employment, contribute to the national balance of payments, provide capital needed for investments in infrastructure, help to create inter-sectoral linkages within the economy, and produce multiplier effects (Dollar & Kraay, 2002). More specifically, the United Nations World Tourism Organization (2006) promotes tourism as a suitable economic growth sector based on the arguments that tourism is consumed at the point of production, is a labour intensive and diverse industry that can potentially support other economic activities and tourism can provide community infrastructure and opportunities for small enterprise creation.

However, development of tourism destinations may not necessarily benefit the local indigenous community. The local community also experienced the negative impacts of tourism product development such as culture degradation, exploitation of the local indigenous community, minimal interaction between tourists and the people from the community and limited material improvement for the local indigenous community (Dyer et al., 2003). Regardless numerous benefits present with tourism, this industry often operates by foreign and private sector interest which has little consideration in helping to eliminate poverty (Roe and Urquhart, 2001).

Moreover, tourism may have a huge effect in increasing local costs, loss of resources as well as consequences on social and culture disruption that has a huge impact on the poor. Therefore, this study intends to address the discussions in tourism development especially on the impact it has on the local community, in this case, the Orang Asli community who lives close to Tadom Hill Resorts.

Tadom Hill is an Orang Asli settlement near Banting, Selangor, Malaysia. The area was recently developed by a private resort management company named Tadom Hill Resorts in November 2015. The resort management advertised that their resort development had considered the involvement of the local Orang Asli community in the development of the resort by utilizing their skills in craft-making to build the resort from forest resources. Therefore, such effort has provided employment opportunities among the Orang Asli community. Tourism researchers have discussed that employment opportunities by tourism development operators, in this case, the Tadom Hill Resorts management is one example of benefits that Orang Asli community experience when their area is developed (Fletcher, Pforr, & Brueckner, 2016; Dyer, Aberdeen & Schuler, 2003).

So far, no research has been found that surveyed the impact of Tadom Hill Resorts development on the nearby Orang Asli community. Therefore, this research seeks to explore the extent of rural tourism products development in poverty alleviation in Tadom Hill. The outcomes of the research is expected to contribute for a major impact on the pro-poor tourism in economic empowerment of Orang Asli communities.

Literature review

Poverty and Tourism

The developments of new kinds of tourism have started to become the focus of tourist interest today's, regarding the poverty and development (Scheyvens 2010). Poverty becomes an object of the tourist look, while there is an increasing reaction about tourists' own agency in poverty improvement. In slum tourism (Frenzel & Koens, 2012; Steinbrink, Frenzel & Koens, 2012; Freire 2014) this tendency is most clearly illustrate, but there are other equivalent forms of tourism, volunteer, political or dark, that point in similar directions.

Definitions of poverty are the foundational building blocks to poverty reduction policies and plans. However, inherent to each definition is a set of hidden assumptions, which have often been overlooked in poverty reduction planning (Ruggeri, Saith & Stewart, 2003). Such critique would induce discussion on what aspects of life to include in poverty definitions, the universality of poverty definitions, and the methodology for assessing poverty (Gartner, 2008). For example, poverty definitions can include economic, social, cultural, environmental, or political aspects of life, or any combination of it. Poverty definitions have also been described in complete terms, as seen in the United Nation's definition of less than $2US dollar per day; or may be defined relatively through national poverty lines. Less frequently subjective definitions are used, which involve a self-assessment by those considered to be poor of their own condition (Gartner, 2008).

Tourism Development and Economic Growth

The argument that tourism can be a force for poverty reduction in term of notable support of development agencies towards international tourism is based on two central assumptions (Gartner 2008). The first assumption is that tourism development leads to economic growth. The second is that economic growth can effectively reduce poverty. The supporters of the previous tend to support the debate that a liberalized free market global economy is the optimal

environment to facilitate economic growth, and that tourism can strengthen the economies of developing countries (Sharpley & Telfer, 2002).
Tourism is embraced for its potential to create employment, contribute to the national balance of payments, provide capital needed for investments in infrastructure, help to create inter-sectoral linkages within the economy, and produce multiplier effects (Dollar & Kraay, 2002). More specifically, the United Nations World Tourism Organization (2006) promotes tourism as a suitable economic growth sector based on the arguments that tourism is consumed at the point of production, is a labour intensive and diverse industry that can potentially support other economic activities and tourism can provide community infrastructure and opportunities for small enterprise creation. Moreover, it is believed that tourisms have a comparative advantage over the countries, possessing a wealth of cultural and natural assets such as art, music, wildlife, and favourable climates. As a result, tourism can provide more than material benefits for the poor, but also cultural pride.

Theoretical Framework

Conceptual framework of poverty alleviation through rural tourism products development, adapted from Anwar (2012).

Research methodology
In order to achieve the objectives outlined above, the researchers will use qualitative method whereby the case study approach will be conducted. This study wishes to explore in-depth explaination into the issue. Thus, data will be collected through in-depth and open-ended interview sessions.
In terms of sampling technique, the researchers will be using purposive sampling by targeting the key informants from the management of Tadom Hill Resorts, employees of Tadom Hill Resorts, their family members and also individuals who reside neaby Tadom Hill Resorts. Fifteen (15) key informants will be interviewd to answer the research questions. This number

is sufficient for qualitative study as noted by Miles and Huberman (1994). It is to explore their genuine thought from various stakeholders in order to come up with a sound framework towards poverty alleviation through rural tourism products development.
The qualitative data will be transcribed to verbatim. A data software management, NVivo will be used to facilitate the coding process. The data will be coded and analysed using thematic analyses to answer the proposed research questions.

Conclusion

In conclusion, this study is a basic research.The qualitative method will be applied soon as to complete the study.As being state in the methodology part, in-depth and open ended interview will be conducted. Purposive sampling will be used targeting the key informants from the Tadom Hill Resort.To generate the findings, the responds will later be analysed using the stated technique.

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INVESTIGATING STUDENTS ACCEPTANCE OF E-LEARNING USING TECHNOLOGY ACCEPTANCE MODEL AMONG DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY STUDENTS AT UITM MELAKA

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Abstract : *THE Industrial Revolution 4.0 (IR 4.0) has given a new impetus to educational transformation. In recent years, education experts recognise the profound impact that a myriad of technological innovations in ICT is having on education. They agree that education 4.0 will be shaped by innovations and will indeed have to train students to produce innovations. E-learning has become an increasingly popular learning approach in higher education institutions (HEIs) due to the rapid growth of Internet technologies in Malaysia. The technology acceptance model (TAM) proposes that perceived ease of use and perceived usefulness predict applications usage. It has been integrated in many university programs, and is one of the new learning trends. The study aims to investigate students' acceptance towards e-learning system using Technology Acceptance Model (TAM).The The study was conducted to the students that undergone the Diploma in Office Management and Technology programme from Faculty of Business and Management, UiTM Melaka. The purpose of the study conducted were to investigate the level of students' acceptance in terms of ease of use and perceived usefulness of e-learning. A set of questionnaire was used for data collection. Descriptive statistics were used to describe the demographic characteristics of the study respondents. All analysis was performed by using SPSS. A total of 50 students completed the survey questionnaire with a satisfactory response rate. It was found that the perceive ease of use and perceived usefullness has a significant effect on attitute toward e-learning. The respondents agreed that e-learning is very useful and makes them easier to study the course content. Students are found to be frequently engaged in using e-learning and believed it enhancing their academic performances. The outcomes will enrich the understanding of students' acceptance of e-learning and will assist in its continuing implementation at UiTM Melaka.*

Keywords: *Technology Acceptance Model, Perceived Ease of Use, Perceived Usefulness, Attitude Toward Using, Behavioral Intention to Use*

Introduction

The Industrial Revolution 4.0 (IR 4.0) has given a new impetus to educational transformation. In recent years, education experts recognise the profound impact that a myriad of technological innovations in ICT is having on education. They agree that Education 4.0 will be shaped by innovations and will indeed have to train students to produce innovations. In this context, it is vitally important to impart appropriate education to the future workforce. Based on the trends so far, researchers predict that IR 4.0 will necessitate profound changes in major aspects of education: content, delivery/pedagogy, and structure/management of education. IR 4.0 demands changes in the contents of not only technical education, but also education in general. Across disciplines, new emphasis will have to be given on certain skills and new contents have to be added. So, new educational programmes will have to be developed to meet changing demands. Innovations such as mobile computing, cloud, social network and big data have created an opportunity to build a learning ecosystem that allows personalized learning which is independent of time and place. Learners will be able to design their own educational pathways based on their personal goals. Meeting increasing demand for ubiquitous mobile learning will require the use of Massive Open Online Courses, virtual classroom, remote labs, virtual labs and game-based learning as important tools.

Education 4.0 is to address the issues and challenges of the fourth industrial revolution and is more specific than the Malaysia Education Blueprint 2015-2025 (Higher Education). The Malaysia Education Blueprint 2015-2025 (Higher Education) has already incorporated elements meant to tackle the uncertainty of the fourth industrial revolution. The foundation for individual student aspirations in the blueprint had highlighted the importance of akhlak (ethics and morality) and ilmu (knowledge and skills). From the aspiration, the numerous quality program had been developed such as Ceo at Faculty program, (Accreditation of Prior Experiential Learning (APEL), Massive open online couse (MOOC), Two University Two Industry (2U2I), Modular Stackable Technical and Vocational Education and Training (TVET), and Integrated Cumulative Grade Point Average (iCGPA).

In a study conducted by Hermann, M., Kagermann et. al. (2015), IR 4.0 is defined as "a collective term for technologies and concepts of value chain organisation which draws together Cyber-Physical Systems, the Internet of Things, and the Internet of Services." It is agreed and added by Lavanya B et. al.(2017) that defined Industry 4.0 is a new interdisciplinary field combining cyber-physical systems, the Internet of Things and Services and smart factories.

Before the I.R 4.0 had took place, the Information Technology and Communication (ICT) was become one of the important foundation in Malaysia that shift a production based economy to a knowledge base one by the Year 2020 (Multimedia Development Corporation, 2005). In line with the objectives, the implementation of technology in the teaching and learning were widely dispersed in school, college and university level. Arising from the plan, the Smart School Pilot Project was initiated in 1999 where 87 schools were transformed into smart school (Wong & Teo, 2009). The project emphasized a technology-supported education system and was introduced the need for an ICT literate population (Wong, Kamariah & Tang, 2006). A study conducted by

Multimedia Development Corporation, 2006) revealed that approximately 90% of the students were found to be competent to use the
ICT facilities in classrooms and computer laboratories for meaningful learning. Students were also able to work as a team and engage in peer learning within ICT enriched learning environment. The study also reported that teachers were confident enough to integrate ICT into their teaching-learning process with nearly 83% of the teacher found to possess a high level of ICT competency (Multimedia Development Corporation, 2006). To date, the use of electronic learning (e-learning) is increasingly prevalent in many higher educational educations (HEIs) or universities in Malaysia (Maslin, 2007). It was supported by a study conducted from Open University Malaysia (OUM) (2004) whereby the previous researchers found that a growing number of public and private universities throughout the nation are employing e-learning methodologies either to offer academic programs via distance or to support their full-time on-campus learners.

E-learning, as defined by Jenkins & Hanson (2003) is the learning facilitated and supported through the utilization of information and communication technologies (ICTs). Meanwhile Asabere and Enguah (2012) defined e-learning as according to the contexts and environments where it operates. The usage of e-learning may be found in varies form such as Internet, computer, telephone, radio, video and others. Hence, students can use technology to receive class notes or information, take assessments and communicate whenever and wherever the need arises (Maslin, 2007). On the other hand, Concannon, Flynn & Campbell (2005) found that the factors of this tremendous trend are changes in students' demographic factors, in educational delivery market conditions, and in innovation technology itself. The study conducted by Yi & Hwang (2003) discovered that there is crucial to identify the critical factors related to user acceptance of technology as there is a growing reliance on information systems and increasing rapidly of the introduction of new technology into learning environment. It also refer to the other study that conducted by Amir, et.al (2013) revealed that universities through effective implementation of e-learning could attract and engage larger numbers of students. Besides, Park (2009) agreed that exploring students' intentions and investigating the factors that impact on students' belief about e-learing can help management to create new methods for attracting a larger number of students who are willing to be involved in e-learning systems. According to Smedley (2010) reported that the measurement of impact from enhancing knowledge management using technology is of a constant interest and importance.

Consecutively, there should be a depth understanding of how students perceive and react to elements of e-learning along with how to most effectively apply an e-learning approach to enhance learning (Koohang & Durante, 2003). According to Sung (2009) in his study stressed the importance of knowing students' intentions and understanding were the factors that influence students' belief about e-learning because it can help academic administrators and the policy makers to create mechanisms for attracting more students to adopt this learning environment (Grandon, Alshare & Kwan, 2005). Considered the previous studies conducted by previous researchers in e-learning, the researcher found that it is crucial to investigate issues that explain students' acceptance, intention and attitude towards using e-learning system especially in public higher learning institution in Malaysia. However, little research have been done in Malaysia to empirically determine the relationship of university students' e-learning use with personal factors such as perceived usefulness, easiness, attitude, intention to use, and system accessibility. In this paper, the theoretical framework of university students' e-learning acceptance and intention to use

technology is based on the technology acceptance model (TAM). TAM used to investigate the acceptance of various information system applications (Chen, S., Li, C. (2011). It considers the impact of perceived ease of use and perceived usefulness on students' intention and attitude to use e-learning in their education.

Since the use of personal computers nowadays is part of our everyday life, ICT and Internet-based tools have become valid parts of many learning environments (Landry et al. 2006). However, there are still certain issues that can hinder e-learning unfolding its benefits to universities, students and teachers. According to Mallak (2001) such hinders include the adoption rate of e-learning systems, but also costs and infrastructure requirements of an e-learning system. If not well planned and designed universities can spend an awful lot of money on new technologies and applications that in the end turn out to be a waste of money and time. It is crucial for universities to know if the shift to ICT-based learning and the services coming out of that really is what their students (and teachers) want and appreciate (Mallak 2001).

In addition, Landry et. al. (2006) state that as education through applying the online becomes more interactive it is extremely important for designers of such systems to know what students value and what they find useful. Keller & Cernerud (2002) and others call for research on students' perspectives of e-learning systems in higher education with a particular focus on determinants of such perceptions. Yet, much of the literature on e-learning is more of a description on what the teacher could do or has done online, while the students' experience of those activities goes largely undocumented (Shirley 2001; Keller & Cernerud 2002). Most of the literature found on e-learning is more of descriptive nature and very practice-based as well as the focus often is on the technology or system itself rather than on theoretical contributions and implications (Nichols 2003).

Therefore, this study attempts to investigate students' acceptance of e-learning by using technology acceptance model at UiTM Melaka by selected construct such as their attitude, perceived usefulness, perceived ease of use and intention to use the system. Thus, some research questions were develop:

1) What is the level of students' acceptance in terms of ease of use and perceived usefulness of e-learning?

2) Is there any significant relationship between perceived ease of use and perceived usefulness of learning toward attitude of using e-learning?

Literature Review

Technology Acceptance Model (TAM)

The technology acceptance model (henceforth TAM) was first introduced by Davis (1989) based on the theory of reason action (TRA) (Fishbein & Ajzen, 1975) in psychology research. The other scholars Maslin (2007) reported the slight differences between these two elements in which TRA states that one's behaviour and the intent to behave is a function of one's attitude toward the behaviour and their perceptions about the behaviour. TRA is based on the premise that intention is the main determinant of a person's actions or actual behaviour. Two constructs influence a person's behavioural intention: attitude toward a behaviour and subjective norm or social pressure to carry out the behaviour or not. In TRA the beliefs and evaluations affecting attitude refer to what the individual thinks about the consequences that could arise from the behaviour as well as

the personal evaluation of desirability of these consequences. Normative beliefs and motivation to comply (which affect subjective norm) would be understood as the opinion of the reference group versus the motivation of the individual to act in accordance with that opinion. The TRA was designed to explain human behaviour in general; it could be applied to a wide variety of contexts (Davis et al. 1989). Therefore, behaviour is the function of both attitudes and beliefs. TRA is presented in Figure 1 below.

Figure 1: Theory of Reasoned Action, Fishbein & Ajzen, 1975)

Meanwhile, TAM proposed that perceived ease of use and perceived usefulness of technology are prectors of user attitude towards using the technology, subsequent behavioural intentions and actual usage. Perceived ease of use was also considered to influence perceived usefulness of technology. The original version of TAM (Davis, 1989) was presented in Figure 2 below.

Figure 2: Technology Acceptance Model (Adapted from Davis, Bagozzi & Warshaw, 1989)

TAM is one of the most influential extensions of Ajzen and Fishbein's theory of reasoned action (TRA) in the literature (Chokri, 2012). It was developed by Fred Davis and Richard Bagozzi (Davis 1989, Bagozzi& Warshaw 1992). TAM replaces many of TRA's attitude measures with the two technology acceptance measures: ease of use, and usefulness. TRA and TAM, both of which have strong behavioral elements, assume that when someone forms an intention to act they will be free to act without limitation. In the real world there will be many constraints, such as limited freedom to act (Bagozzi& Warshaw 1992).

The theory of TAM was further enhanced through Maslin (2007) by stating that TAM has been applied in numerous studies testing testing user acceptance of information technology, for example, word processors (Davis et al., 1989), spreadsheet applications (Mathieson, 1991), e-mail (Szajna, 1996), web browser (Morris & Dillon, 1997), telemedicine (Hu et al., 1999), websites (Koufaris, 2002), e-collaboration (Dasgupta, Granger & Mcgarry, 2002), and blackboard (Landry, Griffeth & Hartman, 2006). In this study, the e-learning was considered as a system that makes

use of Internet and web technology in accomplishing its mission of delivering information to and interacting with the students through a computer interface. Consequently several researchers have replicated Davis's original study (Davis 1989) to provide empirical evidence on the relationships that exist between usefulness, ease of use and system use (Adams, Nelson & Todd 1992; Davis 1989; Hendrickson, Massey & Cronan 1993; Segars & Grover 1993; Subramanian 1994; Szajna 1994). Much attention has been given to testing the robustness and validity of the questionnaire instrument used by Davis. Adams and al. (Adams 1992) replicated the work of Davis (Davis 1989) to demonstrate the validity and reliability of his instrument and his measurement scales. They also extended it to different settings and, using two different samples, they demonstrated the internal consistency and replication reliability of the two scales. In addition, Hendrickson and al. (Hendrickson, Massey & Cronan 1993) found high reliability and good test-retest reliability. Furthermore, Szajna (Szajna 1994) found that the instrument had predictive validity for intent to use, self-reported usage and attitude toward use. The validity of the instrument designed by Davis is confirmed through researches, and has supported its use with different populations of users and different software choices.

In TAM, perceived usefulness refers to the degree to which the user believes that using the technology will improve his or her work performance, while perceived ease of use refers to how effortless he or she perceives using the technology will be. Both of the elements are considered distinct factors influencing the user's attitude towards using the technology, though perceived ease of use is also hypothesized to influence perceived usefulness and attitude towards using the technology. (Maslin, 2007). Finally, such attitude towards using the technology determines the behavioural intention to use that technology. Figure 3 depicts the research model employed in the study. It is a reduced TAM model, excluding actual system use. The external variables constructs are also not included in the research model as there is no immediate intention to examine antecedents to perceived usefulness and perceived ease of use.

Figure 3: The Research Model (A technology usage model for e-learning)

Therefore, the research hypotheses based on the diagram of the TAM model in the context of the e-learning system are:

H1: Perceived ease of use has a significant effect on attitude towards using e-learning.

H2: Perceived usefulness has a significant effect on attitude towards using e-learning.

Methodology

In an effort to determine the influencing factors of students' positive opinion about the use of e-learning in learning and teaching and to find possible solutions for these factors, a survey was conducted with a group of second year student (semester 3) (N=120) students from the university during the academic year 2014. The participants in this study consisted of undergraduate students in the field of management and pursuing the e-learning module in the e-learning environment. A survey was conducted on students under Faculty of Business and Management, Universiti Teknologi MARA, Melaka to evaluate the application of TAM to the e-learning system. As agreed by Amer et. al (2013), this study avoided science and computing departments, where students were more likely to be familiar with technology and computer applications. UiTM had started implementing the use of e-learning (that is i-Learn System) for a couple of years. The major aim is to assist faculty in the delivery of courses. Using this system, instructors (lecturers) are able to post course outlines, schedules, and lecture notes on the systems for students. The subjects were drawn from among diploma students (N=120) who were using the e-learning in their courses. However, only 92 students were selected based on the appropriate sample size from Kerjcie and Morgan (1970) as respondents of this study by using stratified random technique. Each participant was asked to fill out a questionnaire indicating his or her agreement or disagreement with each statesman on a 5-point Likert-type scale with the end points being "strongly disagree" and "strongly agree". Scale items appearing on the survey were adapted from scales measuring variables in Davis et al. (1989). The measurement items used in this study are shown in Appendix.

Findings and Discussion

Out of 92 questionnaires distributed, only 50 were completed and returned, showing that a 54 percent response rate. Most of the respondents are female (88%), 18-19 years old. More than average of the respondents (62%) had used e-learning more than 1 year with the more than 4 courses taken during their study. Most of the respondents (64%) have an internet access in their home and they browse the internet almost once and twice a day.

Variables	n	Cronbach's alpha
Perceived Ease of Use (PEOU)	5	.865
Perceived Usefulness (PU)	5	. 867
Attitude Toward Usage (ATT)	5	.869
Behavioural Intention (BI)	4	.890

Table 1: Cronbach's Alpha Result

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. A "high" value of alpha is often used (along with substantive arguments and possibly other statistical measures) as evidence that the items measure an underlying (or latent) construct. The result of Cronbach's alpha should be .700 or greater as it shows that the contents of questionnaire is reliable. The reliability coefficient is above 0.70 (Nunnally, 1978). Table below show the results are above .70 thus it can be indicated that the questionnaires are reliable.

Most of the students perceived that e-learning is easy to use (Mean=3.8: Std.Dev.0.61). This is probably because they found that learning how to use an e-learning system is easy.

	N	Minimum	Maximum	Mean	Std. Deviation
I find e-learning system is easy to use	50	1.00	5.00	3.9400	.79308
learning how to use an e-learning system is easy for me	50	2.00	5.00	4.0000	.72843
It is easy to become skilful at using an e-learning system	50	2.00	5.00	3.7800	.67883
I feel comfortable and confident when I use e-learning	50	1.00	5.00	3.7800	.76372
I learn better through online learning compared to being in the classroom	50	1.00	5.00	3.7000	.83910
Total	50	1.60	5.00	3.8400	.61412

Table 2: Level of Perceived Ease of Use of E-learning

As listed on the above table, the five (5) independent variables was tested in measuring the level of perceived ease of use of e-learning which each of them were found accepted by the students such as they found e-learning system is easy to use (mean=3.94), learning how to use an e-learning system is easy (Mean=4.0), it is easy to become skilful at using an e-learning (Mean=3.78), they feel comfortable and confident when use e-learning (Mean= 3.78) and they learn better through online learning compared to being in the classroom (Mean=3.7).

Whereby in accessing the level of perceived of useful of e-learning, it was found that e-learning is perceived positively useful for them (Mean=3.73:Std. Dev: 0.58). The students claim that e-learning makes it easier to study the course content. This might because of the accessibility of the system at anytime and makes the students able to get insight on it easily.

	N	Minimum	Maximum	Mean	Std. Deviation
E-learning improve my learning performance	50	2.00	5.00	3.7200	.70102
E-learning increase my academic performance	50	2.00	5.00	3.7000	.70711
E-learning makes it easier to study course content.	50	2.00	5.00	3.8200	.56025
I use e-learning to acquire the lecture notes from my lecturer	50	2.00	5.00	3.7400	.80331
I use the information in the system in order to prepare my assignment	50	1.00	5.00	3.6800	.79385
Total	50	2.00	5.00	3.7320	.58079

Table 3: Level of Perceived Usefulness of E-learning

The result revealed that the students perceived the e-learning is useful to them. (Mean=3.73:Std. Dev: 0.58). The students agreed that e-learning improve their learning performance (Mean=3.72),

increase their academic performance (Mean=3.70), e-learning makes it easier to study course content (Mean=3.82), they use e-learning to acquire the lecture notes from their lecturer (Mean=3.74) and the students use the information in the system in order to prepare their assignment (Mean=3.68).

The objective of this research is to investigate what determines a students' acceptance of an e-learning system, which after a consulting technology acceptance theory lead to two hypotheses based on TAM. In order to test these hypotheses, multiple regression analysis is used as analytical technique. In order to statistically test whether there is a positive direct relationship between the two independent variables *perceived ease of use* and *perceived usefulness* and the dependent variable *attitude towards using e-learning*, regression analysis using enter method was conducted. The regression shows that the hypothesized relationships are statistically significant (F-ratio = 12.888, p-value = .000). This regression model explains 32.7% of the variance in attitude. Therefore, only Perceived Usefulness of i-learn learning is the significant predictors to the attitude towards using e-learning (t= 3.679' p = .001). Hence, only hypotheses H2 are accepted.

		Beta	t	p-value
1	(Constant)		3.487	.001
	PEOU	.121	.857	.396
	PU	.519	3.679	.001
N = 50, R^2 = 0.595 Adjusted R^2 = 0.327 F-statistic = 12.888(p-value = 0.000)				

Table 4: Results of Regression Analysis: Dependent ATT, Independent PEOU and PU

Table 4 above shows the resulting path coefficients of the proposed mode. Only hypotheses H2 are accepted by the data. The results show that perceived ease of use was not significantly influenced attitude of using e-learning (r=0.595, $p > 0.05$). Thus the hypotheses H1 are not accepted.

		Beta	t	p-value
1	(Constant)		1.399	.168
	PU	.702	6.834	.000
N = 50, R^2 = 0.493 Adjusted R^2 = 0.483 F-statistic = 46.704 (p-value = 0.000)				

Table 5: Results of Regression Analysis: Dependent BI, and PU

The regression shows that the hypothesized relationships are statistically significant (F-ratio = 46.704, p-value = .000). This regression model explains 48.3% of the variance in behavioural intention to use e-learning. Therefore, the intention toward using e-learning was influenced by perceived usefulness. Intention to use was found to be influence by perceived usefulness of i-learn learning (r=0.493, p = 0.000).

Conclusions and Recommendations

The success adoption and implementation of e-learning in all over the world nowadays had result the e-learning to remain as indispensable pedagogical phenomenon in the 21st century and beyond. The utilisation of e-learning had cut distances to access lectures and learning materials, which faced during the conventional learning process. The result of this study also discovered that the Technology Acceptance Model (TAM) is a reliable model to identify the students' acceptance of e-learning in the UiTM Melaka. It goes without going that perceived usefulness, perceived ease of use and attitude toward e-learning use were found to be significant determinants of students' acceptance to use the e-learning. The e-learning system should focus on developing positive perceptions of e-learning usefulness and its ease of use as well as to encourage positive attitudes toward the system use among the students. The findings of this study also revealed that, in order to foster individual intention to use a technology, positive perception of the technology's usefulness is crucial, whereas the students' attitude toward using the technology may not be equally important. As the study revealed how effective the technology that had shaped the future for the education, the institution should considered to improve the students' access to the Internet throughout the campus to maximize the potential of the system. The educator (lecturers) should become the driving force in ensuring technology integration for meaningful change and experts in pedagogical design which will ensure that the potential of technology use in education becomes recognised.

Moreover, the educator should advice the students to take advantage of the Internet to facilitate learning, searching learning object and knowledge management for e-learning. It will be helpful if the educators are able to educate the students to use the Internet wisely that will lead to their interest and keep using the e-learning in the future. The resistant to use the system can be reduce by delivering the adequate training on how to use the systems so that the students are well knowledgeable in the ICTs for proper operations of distance learning.

The training and information sessions on e-learning need to focus primarily on how the learning can help improve the efficiency and effectiveness of students' learning process.

The future study should expand the theoretical validity of the literature, and to cover broader aspect in making it is more reliable. The challenges of Industrial Revolution 4.0 should become the main focus in education field. As the researchers had already recognized limitations for this study, the researchers recommended future researcher to take this into consideration and to prepare themselves to minimize these limitations in the future. Because the respondents of this study were limited to the student from the Faculty of Business Management, additional samples from the other faculties are needed to generalize of the sample. It should cover larger samples of respondents as compared to this study which only manage to get 50 respondents. This is because the larger the population for the study, the better the results and its reliability can be more guaranteed.

Because the questionnaire was the only method used in this study, there was a shortage that might reduce the reliability of the result of the study conducted. This was because the researchers really depended to the sincerity of the respondents to answer the questions. It was suggested that other methods could be applied for future research besides using questionnaires, for example conducting interviews or observation to make the study more comprehensive. The population of this study also became the limitation for this study, whereby an education system stands not only because of the educator solely, but also because of the availability of the institution, the management of institution and also the students and no holistic investigation could be conducted form their perspective because of the time constraint. The researchers hope that the future study could cover all the shortages in this study by extending the population including the students, the administrator officer, the policy makers of the educational institution and other who were directly involved in the educational system.

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COMPUTER LITERACY: COMPUTER, E-MAIL, INTERNET AND JOB SATISFACTION

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Abstract : *The purpose of this study is to identify the relationship between computer literacy: computer, e-mail and internet towards job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM). The instrument used in this study is questionnaire. There are 76 respondents that have participated in this study which made of staff from Universiti Tun Hussein Onn Malaysia (UTHM). The study was being analyzed using Package in the Social Science Software (SPSS) version 22.0. The study has found that there is a positive and strong relationship between computer literacy: computer, e-mail and internet towards job satisfaction. The results have supported Theory of Acceptance Model (Davis, 1989). Therefore, this study has proved that humans will use technology that could help and provide advantages to them by increasing efficiency and allows jobs to be completed faster and more accurate.*

Keywords: *Computer Literacy, Computer, E-Mail, Internet, Job Satisfaction*

Introduction

The rapid changes of technology have change the way of life, works and communication globally. However, the success adoption of new information technology in the workplace depends on both the nature of the tasks to be performed by individuals within the organization and the technology itself. Therefore, computer literacy among workers is crucial in performing works as the world is embracing Industrial Revolution 4.0. In addition, an organizations need to understand how job satisfaction could play a role in improving the productivity of their workers with the implementation of technology in their daily work. As Spector (1997) explained job satisfaction may have various consequences such as a dissatisfied employee may quit or stay on the job but less enthusiasm and lowered job commitment. Therefore, this study will identify the relationship between computer literacy: computer, internet, e-mail and job satisfaction in UTHM.

Literature Review

Job Satisfaction

Job satisfaction is defined as 'how people feel about their jobs and different aspects of their jobs. It is the extent to which people like or dislike their jobs (Spector, 1997) In addition, job satisfaction represents the affective reactions of employees towards their jobs (Parasuraman & Simmers 2001) or employees' positive feeling towards their jobs. Giovanni (2013) stated that job satisfaction could be influence by the nature of work tasks and aspects of the work environment on a par with

IT devices. This is supported by Lancester and Sandore (1997) where he found that IT has improved work performance and productivity. On the other hand, Adetoro (2014) found that IT and their utilization by the academic staff of Tai Solarin, University of Education in Nigeria did not translate to job satisfaction. Therefore, this study would identify the relationship of computer literacy and job satisfaction among UTHM staff.

Computer Literacy

Chee Sin Kiong (2013) define computer literacy as respondent self-perception about their level of knowledge about computers skills and understanding regarding computer and the ability to manage file and use common computer software applications. The common computer software referred to word processor (MS Word), spreadsheet (MS Excel), presentations (MS powerpoint) web browser (Internet Explorer) and communication tools (email). Therefore, the researcher has chosen this term for the purpose of this study. Previous study on computer literacy found that that the level' of computer literacy among IIUM faculty members is quite low: most of them have been using computers for word processing only (Shaheen & Alfia, 1997). Another study in Isfahan University Library in Iran also found that majority of the respondents do not yet possess a good level of computer skills and even their long duration experience of computer use has not necessarily improved their level of computer literacy skills. (Hajar & Asefeh, 2008)

Computer

According to Vogt (2013), with the advent of technology, computer can now make many well-informed decisions that managers or office workers may deem unnecessary for a human to make. In addition, Thakur (2013) stated that it is an advanced electronic device that takes raw data as input from the user and processes these data under the control of set of instructions called program and gives the result output and saves output for the future use.

E-mail

Luckett (1973), define electronic mail or e-mail method of exchanging digital messages from an author to one or more recipients. E-mail operates across the Internet or other computer networks. Furthermore, Berendzen and Hunt (2011) stated that an Internet email message consists of three components, the message envelope, the message header, and the message body. In addition, Calvert (2017) explained that among the various types of communication, e-mail remains popular in the business world for its efficiency and professionalism. This is because e-mail is more convenience to the users, the outgoing and incoming emails can be permanently saved without creating unnecessary paperwork. This has supported Davis (1989) Technology Acceptance Model. In this model "users' adoption of computer system" depends on their "behavioral intention to use", which in turn depends on "attitude", consisting of two beliefs, namely Perceived Ease of Use and Perceived Usefulness.

Internet

According to Rouse (2015) the Internet or sometimes called simply "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to

users at other computers). Moreover, the Internet is a global network connecting millions of computers. (Beal, 2015)

Conceptual Framework

(Chee Sin Kiong, 2003) (Spector, 1997)

Figure: 1-The Relationship between Computer Literacy: Computer, E-mail, Internet and Job Satisfaction

In this study, the researcher would like to investigate the relationship between computer literacy and job satisfaction in UTHM. Based on the conceptual framework, the independent variable is computer literacy that represents computer, e-mail and internet is adopted from Chee Sin Kiong (2003). The dependent variable which is job satisfaction is adopted from the previous research of Spector (1997).

Research Questions

1. Is there any relationship between computer literacy and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM)?

Hypothesis

H_1 : There is a relationship between computer and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM).

H_2 : There is a relationship between e-mail and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM).

H_3 : There is a relationship between internet and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM).

Research Methods

The aim of this study is to identify the relationship of computer literacy: computer, internet, e-mail and job satisfaction in UTHM. Simple Random sampling were utilized which involved 76 respondents from the Registrar Office, Bursary Office, Information Technology Centre and Research & Innovation Management Office in Universiti Tun Hussein Onn Malaysia (UTHM). Type of instruments used in this research is questionnaire. There are three sections in the questionnaire. Section A comprised of demographic profiles which contains personnel data qualification such as gender, age, marital status, educational qualification, length of service and position held in the organization. Section B contains questions of computer literacy: e-mail. Section C outlines the job satisfaction. The questionnaire is measured using five (5) point Likert Scale which are 1-Strongly Disagree, 2-Disagree, 3-Natural, 4-Agree and 5-Strongly Agree.

Reliability of Instruments

In checking the reliability of the instruments, a pilot test was conducted to 30 respondents of UTHM and the results are as follows:

Table 1: Reliability Analysis Table

Scale Coefficient	Pilot Test Reliability Coefficient (n=30)	Actual Study Reliability (n=76)
All Section	.960	.967
Computer Literacy:		
a) computer	.849	.883
b) e-mail	.966	.971
c) internet	.803	.803
Job satisfaction	.879	.931

Results

Is there any relationship between computer literacy and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM) ?

H^1 : There is a relationship between computer and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM).

Table 2

		Computer	Job Satisfaction
Computer	Pearson Correlation	1	.806**
	Sig. (2-tailed)		.000
Job Satisfaction	Pearson Correlation	.806**	1
	Sig. (2-tailed)	.000	

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

Table 4.8 presented the relationship between computer and job satisfaction. The results shows that there is a significant, positive and high relationship between computer and job satisfaction (r=.806, p<0.01). Therefore, H^1 is accepted based on the result.

H^2 : There is a relationship between e-mail and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM).

Table 3

		e-mail	Job Satisfaction
e-mail	Pearson Correlation	1	.863**
	Sig. (2-tailed)		.000
Job Satisfaction	Pearson Correlation	.863**	1
	Sig. (2-tailed)	.000	

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

Table 4.8 presented the relationship between e-mail and job satisfaction. The results shows that there is a significant, positive and high relationship between e-mail and job satisfaction (r=.863, p<0.01). Therefore, H^2 is accepted based on the result.

H^3 : There is a relationship between internet and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM).

Table 4

		Internet	Job Satisfaction
Internet	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
Job Satisfaction	Pearson Correlation	.813**	1
	Sig. (2-tailed)	.000	

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

Table 4.8 presented the relationship between internet and job satisfaction. The results shows that there is a significant, positive and high relationship between internet and job satisfaction (r=.813, p<0.01). Therefore, H^3 is accepted based on the result.

Conclusion

Firstly, the results from the findings shows that there is a relationship between computer and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM). In order to maintain this result the organization should provide up-to-date computers towards employees and organize more workshops in order to improve their skills and knowledge.

Secondly, the findings shows that there is a relationship between e-mail and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM). It is recommended that the organization should explore the etiquette of email usage such as how to keep email more concise, conversational, and focused, the formatting of font and color, the limit of attachment, abbreviation and emoticon use in email.

Lastly, the results shows that there is a relationship between internet and job satisfaction in Universiti Tun Hussein Onn Malaysia (UTHM). In order to ensure that the employees still could get fully usage on internet, the management from Information Technology Center should improve the capabilities of internet speed.

In conclusion, the ability to use computer at the workplace will provide satisfaction among the staff as they could become more efficient, allows jobs to be completed faster, able to communicate effectively and accurate in an organization.

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THE POTENTIAL OF ISLAMIC BANKING & FINANCE IN ONE BELT ONE ROAD (OBOR) COUNTRIES: A WAY FORWARD

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Abstract:
One Belt One Road (OBOR) is the initiative from China on transforming the political and economic landscape. OBOR is not a new dream but a revival of Silk Road history. If it is a success, it will be the greatest economic integration. Five major goals for OBOR are policy coordination, facilities connectivities, unimpeded trade, financial integration and people-to-people bonds. Malaysia is one of participating countries of OBOR. However, OBOR receives some responses in the fear of sovereignty relinquish. Thus, researchers try to see if OBOR can unite the countries through Islamic banking and finance. This is because OBOR unites more than 40 billion of Muslim and the demand of Islamic banking and finance product can be expected. It is also found that OBOR countries are progressing toward Islamic finance. Malaysia for example among the top-ranked countries which have comprehensive Islamic banking and finance system. Thus, it is hope that the union of Ummah can be benefited from the integration of Islamic banking and finance among the countries.

Keywords: *OBOR, Islamic finance, China-Malaysia, trade*

Introduction

OBOR is seen as the great integration of economy, power, environment, education, culture, tourism, and infrastructure. As it name implies, it includes two main roads; Silk Road Economic Belt and the 21st Century Maritime Silk Road. Malaysia is one of the participating countries which have a long history of trade and among the biggest trade partner of China. OBOR Initiatives is considered empowering the economy integration among Muslim countries with great plan ahead to become superpower of the world. This is due to the new free trade policy that leads to the production increment to meet supply and demand of more than 65 participating countries. The new policy will eventually not only increase the vertical trade integration, but also horizontal trade integration over time as it will be the new era of economy super power. It can be expected that the production of China and other developing countries trying to cope with this new implementation. With over 40 billion Muslim in OBOR countries, the demand of Islamic banking and finance product will be expected to be flourished. Thus, the policy integration and economic integration can be proposed through Islamic banking and finance all over OBOR countries.

Literature review

History of OBOR

Maritime Silk Road Initiatives when President Xi Jinping of China visited Southeast Asia in the second half of 2013, he proposed that China and countries which are situated along the ancient Maritime Silk Road such as Southeast Asian nations should work toward constructing a new "21st Century Maritime Silk Road," which immediately received worldwide heightened attention. This proposal from China came on top of a similar earlier proposal to revive the ancient continental Silk Road into a "Silk Road Economic Belt" stretching from China through Central Asia all the way to Europe.

The vigorous developments of a functioning modern MSR must be accompanied by a well working transportation and communication system. China's recently announced free trade zones, for example, have the enviable potentials of importing large quantity of energy and commodity items into China for processing, and exporting the huge amount of manufactured items to Europe, Africa and the rest of Asia, without undue barriers in either direction. Therefore, China and Malaysia must redouble their efforts to improve their logistics, infrastructure, shipbuilding, finance and other related industries and services, so as to more readily grasp the new opportunities presented by the two modern Silk Roads (Xin Yi, 2014).

In fact, in terms of commercial links, one of the major trading items between China and Malaysia is that of the export of crude palm oil to China, which after refining becomes an important ingredient in China's supply of edible oils (Xin Yi, 2014). China's food processing industry is quite well developed. Therefore, so long as it makes economic sense, the China side could consider transferring parts of the processing stages and techniques to places of origin in Malaysia. This could not only create local jobs, but also raise both the quantity and quality of the products. Some Chinese agricultural conglomerates could similarly consider setting up a plant-harvest process production line in those parts of Malaysia which are fertile and full of sunshine. Such setups will not only ensure steady supply of foods for China, but also help stimulate local economy (Xin Yi, 2014).

Undertaking a history of the Silk Road is a formidable challenge because the Silk Road is not a clearly defined area, but rather convenient shorthand for the diverse land and sea trade routes that formed an extensive network covering most of Eurasia and parts of Africa. Silk in the form of both yarn and finished textiles was always instrumental in the development of this trade network, but there were other important goods as well, such as horses, incenses, spices, and later tea. Liu starts at the beginning of organized trade and communication on the Eurasian steppe sometime in the fifth century before century (BCE) and ends with the dissolution of the Mongol Empire in the fourteenth century (CE) only adding to the difficulty of this challenge (Liu, 2010).

In the early 15th century, Ming Emperor came with the great huge armada led by Admiral Zheng He to celebrate their seven voyages of exploration and trade with multinational crews from all over Asia which reached up to East and South Africa. The Admiral is known to have remarked particularly on the skills of Indian navigators and pilots whom he took on board in Calicut and Cochin (Ma 1997). In the late 19th century, Ferdinand von Richthofen, the German geographer described the Silk Road as the interconnecting mosaic of trade routes within and across Asia to Europe. He believed the Silk Road has been developed over the last 2000 years which has

composed the myth, legend, song and film (Bhoothalingam, 2016). One of the earliest products such as ivory, gold, silver, tea, fruits and nuts, paintings, sculptures, manuscripts and ideas and doctrines of many types—religious, scientific, illusionary, revolutionary or merely eccentric, which has been transported through this road is China silk (Bhoothalingam, 2016) (Hopkirk, 1984).

The most celebrated 'product' to travel the Silk Road was of course Buddhism, taken from India over the north-western passes of the Hindu Kush and across what is now Xinjiang, to reach into the heart of China. There followed a great interflow of trade, cultural intercourse, exploration and scholarly interaction between India and China (Bhoothalingam, 2016).

The upper-class groups from Rome were so obsessed with Chinese silk which required the Emperor Tiberius himself to ban and eliminate man from using silk (Hopkirk, 1984). At one end of the Road was China, while India, Persia, Arabia, the Levant and Europe were destinations as well as origins of different branches of this complex array of tracks, roads, waterways and caravanserais managed by many middlemen and bankers. For a long time, Parthians occupied such positions, but later on Indian bankers from Sind and Gujarat gained renown as dependable financiers whose *hundis* were honoured from Muscat to Mongolia (Bhoothalingam, 2016).

Malaysia-China Diplomatic Relationship

In 2013, the People's Republic of China (PRC) announced its ambitious One Belt, One Road (OBOR) initiative. The 'Belt & Road' strategy, as it has come to be known, is an umbrella term for China's plans to re-establish both the overland Silk Route Economic Belt and the 21st Century Maritime Silk Route. This policy is designed to enhance connectivity and economic interaction between Asia, Europe and Africa. When complete, the two trade routes will traverse an area which is home to almost two thirds of the world's population and that generates almost one third of the world's Gross Domestic Product.

Since the Belt & Road strategy was announced by Chinese President Xi Jinping in 2013, Beijing has been arguing that the policy is designed to achieve purely benign economic and diplomatic objectives. It is said that OBOR will establish direct road and rail corridors between East Asia and Europe, in addition to a string of sea ports linking China with Southeast Asia, South Asia, Africa, the Middle East and Europe.

Through the Asian Infrastructure Investment Bank (AIIB), the investment arm of the OBOR policy, China intends to promote partnerships for addressing regional development issues. It is due to building this shared cross-border infrastructure facilitates such extensive diplomatic negotiations and significant economic growth opportunities for partner nations, the Chinese believe the strategy will improve their regional image amongst Belt & Road partner nations (Ferdinand, 2016: 950). In addition to reversing the recent decline in the country's growth rate, the Belt & Road strategy is seen as a way of increasing levels of domestic consumption and offsetting China's manufacturing overcapacity (PwC, 2016:4).

The Central and Western provinces of China have been left behind by economic policies implemented in the PRC since it 'Opened Up' to the global economy in the 1970s (Ferdinand, 2016: 951). By connecting provinces such as Xinjiang to Central, South and West Asia through major infrastructure projects, the CCP hopes to produce rapid economic development (Summers, 2016: 1633). Reducing the economic disparity between Chinese provinces is an important objective for Beijing as it is understood that the economic gains produced by the Belt & Road

strategy will help to fight Islamic extremism in the region and quell separatist movements (Fallon, 2015: 142).

The Maritime Silk Route, which is also referred to as the Maritime Silk Road, was "the first official international sea-trading route in Chinese history" (Zhaoming, 2014: 1231). From before the Tang dynasty through until European colonialism, Chinese silks and ceramics traversed this vital trade route which connected China with the polities of Southeast Asia and beyond into India, the Middle East and Europe (Till, 2016: 2). As Zhaoming notes, "the Maritime Silk Road should be considered with the same historical importance attached to the more celebrated overland Silk Route". This is because the trading conduit made China the greatest maritime nation in the world and facilitated the economic success of several Chinese dynasties (Dooley, 2012: 53).

By incorporating the historically significant imagery of the ancient Maritime Silk Route within its Belt & Road strategy, China is attempting to revive its maritime glory and reassert itself as a powerful middle kingdom that is once again central to global trade and international relations. Till notes that the CCP is attempting to realise the "China Dream" of national rejuvenation by re-establishing its maritime trading and economic dominance that it lost to the imperial powers during the century of humiliation (2016: 2). As Adwita Rai argues, "China is intentionally using the term 'Silk Road' and connotations of the past in its Belt & Road strategy". By linking the OBOR initiative with China's past trading success, Beijing is attempting to reassert the centrality in, and dominance over, maritime exchange that it had achieved during antiquity (Rai, 2016:121).

On 31 May 1974, in the Chinese People's Great Hall, two leaders changed the course of history for Malaysia and China's bilateral relationship. The late Tun Abdul Razak Hussein, Malaysia's second Prime Minister and father of current Prime Minister Datuk Sri Najib Tun Razak, and Premier Zhou (Chou), signed the communiqué on the establishment of diplomatic relationship between Malaysia and China (Rebecca Fatima Sta Maria, 2014).

Malaysian and Chinese officials meet together at the Strategic Consultation meetings which is held alternately between Malaysia and China every year. The Strategic Consultation meetings began as bilateral consultations in 1991 (The Star, 2012). The consultation meetings were made to share and exchange views on various bilateral, regional and issues of mutual interest and also to follow up on matters discussed by the leaders of both countries. The bilateral consultations was later renamed as strategic consultation in 2010 to reflect the growing importance of Malaysia-China relations within the political-security framework of the Asia-Pacific region (The Star, 2012) (Yantoultra Ngui, 2013).

Today, China is Malaysia's largest trading partner (Rebecca Fatima Sta Maria: 2014). In the other side, Malaysia has also been China's top trading partner within Association of Southeast Asian Nations (ASEAN) for five years in a row since 2008 (The Star, 2013). The ASEAN-China Free Trade Agreement signed in 2002 was the first FTA for the region and Malaysia's first FTA. Since then, Malaysia and China have built closer economic relations through various initiatives, whether bilaterally or regionally, through ASEAN, or through APEC and the WTO (Rebecca Fatima Sta Maria, 2014).

In 2012, Malaysia and China established the Qinzhou (Ching chou) Industrial Park (QIP) and subsequently the Malaysia-China Kuantan Industrial Park (MCKIP) in the following year (2013). This is the first time a twin park model is introduced anywhere in the world, serving complementary roles with the same principles. The Chinese Central Government has approved a RMB 2.4 billion development fund for QIP, over and above the RMB 1 billion pledged by the

Government of Guangxi, where QIP is located. The Malaysian Federal and State Government have allocated RM 700 million to MCKIP. (Rebecca Fatima Sta Maria, 2014).

In October 2013, Malaysia and China signed The Five Year Programme for Economic and Trade Cooperation. This is a broad agreement that provides for bilateral cooperation in agriculture, energy and mineral resources; information and telecommunications; manufacturing, infrastructure, and engineering; tourism, logistics and retailing. This forms the basis of Malaysia economic and trade cooperation with China for the next five years and provides the foundation of bilateral economic relations for decades to come (The Star, 2013).

The two-way trade volume between China and Malaysia in 2013 reached USD 106 billion, making Malaysia China's third-largest trade partner in Asia, just behind Japan and South Korea and eighth largest overall. (China Daily, 2014) (Gao Jie, 2015)

On 31 May 2014, during Najib Razak's visit to China where he was welcomed by China's Premier Li Keqiang, China and Malaysia pledged to increase bilateral trade to US$160 billion by 2017 (Niam Seet Wei, 2017). They also agreed to upgrade economic and financial co-operation, especially in the production of halal food, water processing and railway construction (Zhao Yinan, 2014).

The OBOR Initiative connecting more than 65 countries and a population of more than four billion (Shyamala & Chandran, 2017), generating about 30 percent of global GDP (Gross Domestic Product) and the project will possess about more than 75 percent of worlds' energy reserve (Královičová & Žatko, 2016). Thus, OBOR is seen as the great integration of economy, power, environment, education, culture, tourism, and infrastructure. As it name implies, it includes two main roads; Silk Road Economic Belt and the 21st Century Maritime Silk Road. Conclusively, it covers half of the United Nation (UN) countries.

Figure 1: One Belt One Road (OBOR)

Source: Xinhua Finance Agency, in Kumar (2017)

OBOR Initiative by China: Responses from Other Countries

One Belt One Road (OBOR) is a China's initiative to transform the country and its counterpart countries across the new Silk Road to the new greater integration of economy and wealth sharing. It has five main objectives to be achieved; policy coordination, facilities connectivity, free trade, financial integration and people-to-people connection (Winter, 2016). OBOR, also known as BRI (Belt and Road) is proposed by China's president, Xi Jianping in the year 2013 during his visit to Kazakhstan and Indonesia (Minjiang, 2015). Although it is sort of overlooked by the world, China put a great effort by injecting USD 40 billion for Silk Road Fund by Asian Infrastructure Investment Bank (AIIB). Based from the roundtable discussion with the Dean of Academy of the Islamic Finance Development in Countries Along the "Belt and Road", Prof Dr Wang Yongbao (Ahmed Musa) in Universiti Tun Hussein Onn, Malaysia on August 21st 2017, USD 65 trillion has been projected for the initiative and it is considered as 'project of the century'.

This initiative has invites response and few perceptions from the involving countries and also from the non-involving countries. Among other countries that confirmed their participations in the project are Belarus, Kazakhstan, Turkey, Hungary, Thailand, Spain and Russia (Královičová & Žatko, 2016).

Misiągiewicz & Misiągiewicz (2016) argued that in the perspective of European Union (EU), the solid objective of OBOR Initiative is vague. The authors argued that despite China and EU has a good volume of trade, few challenges that may take part in the cooperation between OBOR and EU such as interest differences and external influence rivalry. In short, EU is responding slow and reluctant the idea of OBOR (Misiągiewicz & Misiągiewicz, 2016).

Russia, currently facing the economy turmoil by weakening value of its monetary, low oil prices and political and economy sanction by Western power, seems to have 'blessing' in the projection of OBOR (Královičová & Žatko, 2016). Russian East Development Minister, A Galuška welcoming the idea of OBOR and describe the project as 'a great one'. Central Asian countries like Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan and Kyrgyz Republic also welcoming this initiative and try to align their economy strategies with OBOR (Královičová & Žatko, 2016). Královičová & Žatko (2016) mention despite the greatness of the initiative, there is a concern on the competitiveness on energy construction that may harm Russian economy. There also some concern and questionable matters like transparency and unstable political situation among the participating countries that may threaten the success of OBOR.

However, in India, they are strongly opposes the idea of OBOR due to political tension with Pakistan. This is because India has against the deep relationship of China with Pakistan, as both countries have strong link with China-Pakistan Economic Corridor (Joshi, 2017). India believes that OBOR is only a counter-initiative of Asia's Pivot i.e. TPPA by former President of United States of America (POTUS), President Obama. Joshi (2017) also reported that this happened due to Sino-Indian rivalry for long time ago, and questioning the true intention of China's idea of OBOR. The other factor of the OBOR opposition is due to the fact that India has teaming up with Japan to initiate the alternative projects named "Asia
Africa Growth Corridor". Meanwhile, Chavan (2016) mentioned that India's cold response toward OBOR is because India not convinced that the project is benevolent and afraid that the corridor is used for military mobilization and dumping site of China's overproduction. Same as EU, India's response toward OBOR is vague due to political distrust (Hui Lian & Krishna, 2016).

ASEAN countries on the other hand, welcoming generously the OBOR initiative, although there maybe have some concern. For ASEAN countries, which are mostly developing countries sees OBOR as opportunity to expand the trade to the countries of OBOR as OBOR proposed the free trade among the countries. Malaysia and Singapore for example, aims to become the financial hub and to broaden the development of finance in the market. Vietnam on the other hand wants to expand in the business of engineering through maritime, while Indonesia wants to magnify the pipeline infrastructure project (Shyamala & Chandran, 2017). However, it invites some concerns too like the sovereignty of ASEAN and how it is going to be in the long run. ASEAN fear that in the long run, the countries have to parallelize its economic strategies with China. ASEAN concern too on its natural resources, if it has to relinquish to OBOR, for example South China Sea (Shyamala & Chandran, 2017).

Why Islamic Banking and Finance?

There are more than 23 million Muslims in China according to China 2010 Population Census. From 13 billion total populations of China, 1.7% are Muslim. Generally, there are 56 ethnic group officially recognized in China. The largest ethnic group is Han with 91.6% of total Chinese populations. Other groups known as minority and comprised at 8.4% total Chinese population. Of the 55 ethnic minority groups in China, ten groups are predominantly Muslim. These groups are Hui, Uyghur, Kazakh, Dongxiang, Kyrgyz, Uzbeks, Salar, Tajik, Bonan, and Tatar.

In northwest China, Ningxia is home to Hui ethnic that largest Islamic population group. The survey stated that 24% from 5,000 Muslims are willing to involve into Sharia-Islamic law in banking services. Meanwhile, 86% of the rural Muslims wanted the financial products and services is Sharia-compliant (Sun, 2013). Moreover, there are lots of unbanked Muslims (Zhang & Zhao, 1987) or even banked in Conventional bank refuse any interest in their savings. Hence, the Chinese Muslims behavior as one of the emerging centers for Islamic Finance opportunities went well (Lu, 2014).

The idea of Islamic banking and finance theoretically begin parallel with the early development of Islamic finance in the world. Thus, in 2006 the cooperation between Shamil Bank, a leading Bahrain-based Islamic commercial owned subsidiary of Ithmaar Bank and CITIC Group have launched the first Islamic property fund in Chinese market. (Gulf News, 2006)

In 2009, Malaysia Islamic Banking, CIMB Islamic also launched CIMB Islamic Greater China Equity Fund followed by al-Rajhi Investment partnered with China Resources to launch the Shariah Asia Investment Fund (SAIF). The development of Islamic finance continually in 2012, when Bank Muamalat Malaysia and Bank of Shi Zui Shan of China announced plans to establish an Islamic bank in the Ningxia Province. This collaboration aim for working together to establish an Islamic finance framework for China and offer Islamic banking products to the province's Muslim population (China: the Time is Now, 2016).

In late September 2015, The Jianguo Road Branch of Xining Rural Commercial Bank which is a bank following Islamic principles was opened in Xining, capital of China's north-western Qinghai to provide services for Muslim communities. This bank offers small- sum loans to Muslim customers at 15.0% of average interest rate, and also provide guarantee and mortgage services for Mecca pilgrims (China: the Time is Now, 2016).

There is some gap between non-Sharia compliant and Sharia compliant financial products particularly, in rural area of China. From the observation, the existences of barriers make

significant effects to financial Muslim. Of course, Muslim products have to face a high cost burden incurred to leading the competitive business. Moreover, there are others reasonable facts 'why' Islamic banking is still not yet being part of the China banking system (Lu, 2014). At first, China was focus on geographic position. The China government was practice the "ladder-step" whereby the eastern region is much more urbanized infrastructure, preferential policies and stronger economic, political and financial base rather than western region. Unfortunately, almost Chinese Muslims are lives in the western region. The barriers exist because the development of western region had been fewer emphasized and ignored for long years. Thus, the development of China is significant difference (Lu, 2014). Secondly, the tax code and regulation are not supporting profit-making banks to bid Sharia-compliant services. Under the China's Commercial Bank Law mentioned that commercial banks have to disclose the interest rate on deposits, pay interest to depositor and have right to collect interest on loans from borrowers.

One of the OBOR initiative promises is financial integration among its member countries. Thus, Islamic banking and finance can be expected to be included in the integration, as OBOR has gaining participation with Muslim countries. This initiative directly and indirectly can make the expansion and market for Islamic banking and finance reach its greater potential, through Muslim and non-Muslim market. The philosophy of Islamic banking and finance has emphasized on the *riba*' free (no interest) and profit-and-loss sharing basis make it more reliable and accessible for all. Furthermore, Islamic banking and finance has been proven by numerous studies that it able to cushion the global financial distress (Kammer, Mohamed, Piñón, Prasad, Towe, Zeidane , 2015).

How OBOR Project Boost Islamic Finance?

With OBOR, Islamic banking and finance can gear up to its potential and become systemic. The Islamic financial integration between China and Muslim world has started since inception of OBOR with the China-Pakistan Economic Corridor (CPEC) (Makhdoomi, 2017). In March 2016, it was reported that a deal worth USD 1.95b has been raised via Islamic financing through the project of Block II coal mine and two 330 MW coal-fired power plants in Thar. (Bo, Engku Rabiah Adawiyah & Buerhan, 2016). Kumar (2017) reported that Chinese companies has made investment in OBOR to 49 nations since 2015, with total amount of USD 15 billion. Ambrose (2017) mentioned that Hong Kong has issued

1 billion dollar-denominated Sukuk in 2014, 2015 and 2017. Baozhong and Xuan (2016) revealed that there are some projects in OBOR considering Islamic finance as instrument for funding, for example High Speed Rail project in China amounting up to USD 4.7 billion may considering Islamic securities to finance the project and if it comes to reality, it will be the biggest Islamic securities funds. Other project like Hainan Airlines Group is planning to raise USD 150 million for ship purchasing using Islamic funds. In another note, Country Garden, the China real estate agents has revealed their planning to issue Islamic medium-term notes with a nominal value of MYR1.5 billion (USD340 million) through their wholly-owned subsidiary in Malaysia.

In order to make OBOR a reality, local Chinese government authorities and enterprises who want to do investment in Islamic countries need to raise funds in Islamic finance to comply with the investment preference and tax exemption. This move not only raison d'etre to comply with the investment rule of the country but also to preserve the stability of the investment.

The thriving of Islamic finance can be expected in the OBOR initiative. This is not only due to Islamic countries are majority in OBOR but also the emerging economies and economic

integration as part of OBOR major goal. This will flourish the use of Islamic trade financing as part of funding the trade inter and intra. In a report by MIFC (2013), according to World Trade Organization (WTO), "*trade finance supports nearly 90 percent of global trade, making it vital to economic prosperity*". As proved by many researches and findings, Islamic finance able to absorb financial instability, cushion the economic downturn and resistance to the economic volatility. Thus, Islamic finance trade product is seen as a good resort to achieve free trade among OBOR countries, even the Muslim-minority countries can be benefited from this. The following are among the Islamic trade financing products that can be used for trade among OBOR countries.

Table 1: Islamic Trade Finance Product

IMPORT FINANCING	EXPORT FINANCING
• Documentary Credit • Wakalah • Murabahah • Musharakah • Shipping Guarantee • Murabahah Working Capital • Islamic Bankers Acceptance • Foreign Inward Bills for Collection (FIBC-i) • Domestic Inward Bills for Collection (DIBC-i)	• Inward Letter of Credit • Islamic Factoring • Islamic Bankers of Acceptance • Islamic Credit Export Financing • Islamic Export Credit Re-Financing (pre-shipment) • Islamic Export Credit Re-Financing (post-shipment) • Accepted Bills-i • Foreign Outward Bills for Collection-i • Domestic Outward Bills for Collection-i • Debt Trading Working Capital Financing

Source: MIFC (2013)

Islamic Finance and Banking in OBOR Countries: A Way Forward

With Malaysia as the world top countries in the comprehensiveness of Islamic finance mechanism (Thomson Reuters & Dinar Standard, 2016), it is able to make the Islamic banking and finance grow tremendously all over the OBOR countries and eventually to the whole market. Islamic banking and finance will play a vital role in OBOR due to large Muslim population en route (Bo, et al., 2016). It may start with Ningxia, the region with 35 percent of the population is Muslim and has become the Islamic financial hub for China, (Alam & Lee, 2015), although Islamic banking and finance still not penetrate deeply in mainland China. Currently, Ningxia is gearing up for Halal market. A report by Sun (2013) stated that 24 percent of Muslims in Ningxia wanted the Islamic banking, while 86 percent of rural areas residents stated they wanted the Shariah-compliant bank. According to Lu (2014), the first Shariah-compliant banking was made in Linxia, Gansu province in the 1980s. Linxia was formerly-known as Hezhou, and thus the inception of Hezhou Islamic Financing Company. In 1989, Industrial and Commercial Bank of China (ICBC) and the China Construction Bank (CCB) has opened saving banks that cater for Muslims in Qinghai. In 2011, a special debit card was issued only for Muslim. In 2009, a commercial bank in Ningxia Hui Autonomous Region – Ningxia Bank has established Islamic Department to offer Shariah-compliant banking products and services to Muslim.

In other note, Linxia has been proposed by Ma & Yao (2014) to become the pilot project of fully-fledge Islamic banking and finance capital city. This is because Linxia is a very unique city, with Islamic-centered characteristics and have special advantage in Islamic finance.

With the population of Muslims in China, and large Muslim population in OBOR countries, it is not impossible that Islamic banking and finance will make a big impact. The China and OBOR countries can learn a thing or two from neighbour countries like Malaysia, Indonesia and Middle East countries in setting up the Islamic banking hub. Currently, Malaysia and Saudi Arabia have the biggest asset under management (AuM) in terms of number of fund and market share respectively.

Figure 2: Global Islamic Asset Under Management by Domicile as at end 1Q2017

Source: MIFC (2017)

In a report by Thomson Reuters (2017), it stated that Malaysia is the leading country of having the best developed Islamic economy for Islamic finance. It is followed by Bahrain, United Arab Emirates (UAE), Saudi Arabia, Oman, Kuwait, Pakistan, Qatar, Iran and Indonesia as top 10 in the world. The ranking is so from the criteria on Islamic financial assets, governance and disclosure, awareness and value of zakat and CSR disclosure.

Moreover, Egypt embrace special ranking in the contemporary history of Islamic finance. The first Islamic bank has been established in 1963 and then developed the idea of German saving banks with Shariah principles for the Mit Ghamr, the center of aluminium production, the Bank Misr as the first Islamic financial provider and Islamic window and also the Faisal Islamic Bank as the first fully fledged Islamic bank in 1979 (Wafik G., 2012).

Other countries like Albania, Brunei, Cambodia, Croatia, Estonia, Georgia, Hungary, Philippines and Czech Republic also have Islamic finance and aim to go wider (Pencabligil, 2012; Ahmed, 2017; Khmer Times, 2017; Anu Kove, 2011; Global Banking & Financial Review, 2013; CNBC, 2016; Islamic Finance News, 2012, 2014). Azerbaijan, although have large Muslim population but its industry still in infancy (Nur Aina, 2017). Same goes to Tajikistan, although the Muslims are

excited of the Islamic finance product, but the country still making its way to the legislation and regulation (Eurasianet, 2018).

Other OBOR countries like Singapore for example is championing of non-Muslim countries in well-developed Islamic finance (Lin, 2016). Countries like South Africa, Kazaskhtan, Tajikistan and Thailand also developing their Islamic finance industry. Sri Lanka on the other hand has only one full-fledged Islamic banking and the rest operating Islamic-window banking (Grewal, 2015). Same goes to Russia, the industry is small and lack of impact (Juravlio, 2013) however neighbour countries like Belarus, Armenia and Kyrgystan are in progress.

Nevertheless, there are some OBOR countries with good share of Muslim population but practices conventional banking system (KPMG, 2017). Some society believes that conventional banking is against their religious faith, therefore, many potential customers are not banking with the available banks. Even existing customers also distribute interest received from the bank to the poor people (S.Sankaramuthukumar & A.Devamohan, 2008). The countries are Bulgaria and Ethiopia (KPMG, 2017; S.Sankaramuthukumar & A.Devamohan, 2008).

Also different is happening in India. The Reserve Bank of India has decided to not pursue for Islamic banking since at beginning level in the country. The decision was made after allowing "the wider and equal opportunity" to all citizens while accessing banking and financial service (NEWS, B. and News, I., 2018)

Another countries like Romania, Slovenia, Slovakia and Serbia on the other hand have no Islamic finance due to very small percentage of Muslim population. The arena have so much potential and it can grow rapidly as banking and financing is part of business where sky is the limit.

Conclusion

OBOR Initiatives is a great economy bloc and one of the major goals in OBOR is economic integration. In order for OBOR to succeed, the economic integration should not make other countries need to relinquish sovereignty. This will ensure the success of economic bloc is sustainable and to achieve the dream of economic power all over the world. Common market like European Union (EU) maybe long way to go for OBOR countries, but it can be propagated through economic integration first. It should start with promoting the idea of using Islamic finance in inter and intra trade among countries as Islamic finance products are proven to be resistant and resilient with economic downturn. The potential of Islamic finance in China and countries of OBOR have been reviewed briefly. From the literature review, it can be found that Islamic banking and finance can grow tremendously. This is due to that the countries of OBOR mostly are progressing toward Islamic finance. The future research can be done to expand the review of how agenda of Islamic finance can be promoted through regulation, legislation, awareness and product development.

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MANAGEMENT CONTROL SYSTEMS AND RESEARCH AND DEVELOPMENT PERFORMANCE IN MEDIUM-SIZED MANUFACTURING FIRMS

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Abstract: *This paper aims to contribute to the body of knowledge by investigating the influence of management control systems (MCSs) on research and development (R&D) performance. Specifically, it adopts Simons' levers of control framework to address the effect of MCSs used by top managers in innovation setting. Using a quantitative approach, data were collected from the responses on the questionnaire targeting top management team members of 156 Malaysian medium-sized manufacturing firms. The findings show that, overall, MCSs do influence R&D performance in a positive manner. Individually, interactive control systems mostly contribute to the enhancement of R&D performance followed by belief systems. Boundary systems show significant negative influence on R&D performance. However, diagnostic control systems do not show significant relationship to R&D performance.*

Keywords: *Management accounting, management control systems, R&D performance, medium-sized manufacturing firms, innovation*

Introduction

The current competitive business environment poses challenges for manufacturing firms. The Malaysian manufacturing industry operates in an environment characterized by aggressive competition from both foreign and local operators. Moreover, the productivity of Malaysian manufacturers has fluctuated between 2003 and 2010 (Department of Statistics, 2011), suggesting that management should be aware of factors ensuring their firms' sustainability. Past research has demonstrated the important role of research and development (R&D) in enhancing productivity (Hall et al., 2009), and maximizing long-term performance and firm value (Pauwels et al., 2004). Numerous researchers have emphasised that R&D can assist corporations in reducing product cost, creating product differentiation, developing competitive advantage and reinforcing excellent performance that will be sustainable in the future (Hertenstein & Platt, 2000). However, small and medium enterprises (SMEs) have been widely reported as lacking R&D (Saleh & Ndubisi, 2006) because of limited funding and resource capabilities. Without seriously taking product innovation into account, SMEs will not survive in the long run (Khin et al., 2010).

One stream of research considers management control systems (MCSs) as an impediment to innovation (for example, Amabile, 1998; Bisbe & Otley, 2004). However, with the increasing belief that MCSs are vital in the management of innovation, the field of accounting and control has changed significantly over recent decades. The new research stream interprets control as a key element in dynamic organisations, rather than a peripheral or negative element (Chenhall & Moers,

2015; Davila et al., 2009b; Henri, 2006). Furthermore, discussion in the literature goes beyond the fostering or hindering role of MCSs in the innovation setting, to consider whether one form of MCS is sufficient or whether organisations seeking innovation should use a mixture of MCSs to better manage their strategic priorities (Davila et al., 2009b; Simons, 1995a; Widener, 2007). In this regard, Davila et al. (2009b) and Shields (1997) recommend that although examination of the MCS-innovation relationship has significantly improved over the past few years, further investigation is required to clarify how these variables are correlated. Mouritsen et al. (2009) suggest that the effect of MCSs on innovation decisions and activities, as the context for its information and rules, is still unexplored or ambiguous. Similarly, the design and use of MCSs have attracted researchers' attention to organisations that pursue joint multiple and contradictory strategic objectives (Chapman, 2005; McCarthy & Gordon, 2011; Li et al., 2011). This is considered as an important sign since the previous studies generally argued that the success of organisations in highly dynamic and competitive environments depends on their ability to balance conflicting requirements (Gibson & Birkinshaw, 2004; Simsek, 2009).

This study extends these research streams by examining top managers' patterns of MCSs use in firms pursuing innovation. It adopts Simons' (1995b, 2000) framework of levers of control (LOC) to conceptualize MCS. The choice of LOC framework for the current study is due to it involves an important shift from conventional accounting control to encouraging innovation trends through the new concept of interactive control systems. Also, the contradicting uses of levers clearly represent an appropriate tool in managing organisational tensions (Mundy, 2010). Widener (2007) argues that broad-sample research has focused on the interactive control effects (Abernethy & Brownell, 1999; Bisbe & Otley, 2004; Bisbe & Malagueno, 2009; Henri, 2006; Naranjo-Gil & Hartmann, 2007) which limit our understanding of how and when the activation or combination of the full range of control levers happens and with what consequences. Nevertheless, current fieldwork has been quite insightful in explaining how the LOC function as an interdependent system (Chenhall et al., 2010; Frow, Marginson, & Ogden, 2010; Marginson, 2002; Mundy, 2010). In view of these insights, the current study investigates both the package and individual effects of control levers in the innovation setting, namely R&D performance. It contributes to the existing knowledge through investigating the relationship between MCSs and R&D performance in innovation setting. It aims to examine both the use of MCSs as a comprehensive concept and its influence on R&D performance per se through different levers of control (i.e., belief, boundary, diagnostic and interactive). Therefore, the main research question is to what extent does the use of management control systems influence R&D performance? On the one hand, the current study argues that MCSs could enhance the innovativeness of firms by facilitating R&D activities. In other words, it is hypothesized that MCSs influence R&D performance. On the other hand, the study postulates that different control systems have different effects on R&D performance.

This paper is organised as follows: the second section discusses the two concepts, namely, R&D performance and MCSs. Drawing on previous studies; the authors elaborate the relationships between control systems and R&D performance. Since control systems are imperative and represented by many forms to help top managers monitor their organisation, the manner and extent of their use can have certain implications for performance. The research methodology is discussed in the third section, and the research results are reported and discussed, with their implications, in the fourth and fifth sections. Finally, the main remarks are provided in the concluding section.

Literature Review

Research and development performance

Research and development (R&D) performance has been studied in the literature through innovation (Czarnitzki et al., 2007; Davila et al., 2009b), product innovation (Bisbe & Otley, 2004), and product or new product development (Jorgensen & Messner, 2010; Akroyd, Narayan, & Sridharan, 2009; Brun et al., 2009). Different authors have defined R&D based on their research objective. It is well known that R&D is the initiating activities for innovation effort. Davila et al. (2009a) argue that innovation plays a major role in product development process. Therefore, product and process innovation will be used as a proxy to reflect R&D performance in this study. Innovation and creativity are important concepts which characterize R&D performance. Innovation can be represented by a new process, product, packaging or piece of knowledge. In this study, R&D is defined as any activities related and/or contributing to development of a new product, method, technology or idea. It is widely recognized that R&D can influence a firm's outcomes and profitability. Chen et al. (2010) revealed the importance of R&D to overall performance and competitive advantage. Achieving competitive advantage, in turn, enables the firm to cope with new market demands.

In Malaysia, the importance of R&D is derived from the fact that it is a pre-requisite for the country's competitiveness in the global market. The importance of R&D is recognized at both macro and micro levels. At the macro level, the Malaysian government recognizes the positive externality effects of R&D expenditures and activities by allocating sizable public funds for that purpose (Kassim, 2009). At the micro level Gopalan (2012) states, quoting PwC survey of CEOs, that improving the effectiveness of innovation continues to be a major strategic priority. Moreover, private firms hope to secure economic rents from product or process innovation resulting from their R&D race with similar firms (Kassim, 2009). Thus, innovation is a key element in determining competitiveness in the marketplace. Asmawi and Mohan (2011) underline the importance of R&D activities as sources of knowledge and technological innovation. However, limited resources are a common barrier for SMEs. The uncertainty surrounding R&D activities and the resource allocation required make R&D costly and risky.

R&D is a function of the search for and identification of new information and knowledge (Katila & Ahuja, 2002; Maggitti et al., 2013). Davila et al. (2009b) indicated that product development represents incremental innovation, and that product development nowadays depends on highly structured processes. This reflects the complicated nature of R&D activities for organisations dealing with strategic uncertainty. Therefore, the complicated characteristics of R&D need more control to achieve organisational goals. In line with this argument, Adler and Chen (2011) argued that formal controls are needed when tasks are complex and interdependent. Moreover, the main role of MCSs in product development is to supply the information required to reduce uncertainty (Davila, 2000). A recent study in Malaysian context of manufacturing firms shows that MCSs in R&D setting is limited (Kasim et al., 2012). Based on sample of 61 manufacturing firms, it argues that an appropriate MCS would improve performance as individuals believe they possess the required information to accomplish a specific R&D task. MCS is considered as one of the best tools to control the various activities of R&D in the Malaysian medium-sized manufacturing firms.

Management control systems

Simon (1995: 5) defines MCSs as "the formal, information-based routines and procedures managers use to maintain or alter patterns in organizational activities". Managers use MCSs to provide essential information for decision making and control purpose (Simons, 1995b, Davila, 2000; Henri, 2006; Widener, 2007). According to Chenhall's (2003), MCS is a logical use of management accounting, personal and clan controls to achieve specified goals. The impact of top management team is fundamental on the success or failure of learning and innovations of firms, thus, the use of controls by management is appropriate (Simons, 2000; Smith & Tushman, 2005; Simsek, 2009; Davila et al., 2009b). MCSs are designed for use by different types of firm. According to Ditillo (2004), MCSs provide a key element in knowledge-intensive firms. MCS concept was developed over the years to provide financial, mechanistic and wider range decision making. This information acquired relates to customers, markets, and competitors of non-financial nature using mechanisms such as informal and social controls (Chenhall, 2003; Malmi & Brown, 2008).

In the past, traditional MCSs have been viewed as an impediment to R&D settings. Researchers therefore concluded that the role of MCSs on R&D settings should be minimal. For instance, studies on innovation management neglect the possible influence of MCSs on successful product innovation (Dougherty & Hardy, 1996; Verona, 1999). This implied that top management use of MCSs may not be related to successful products innovations. Moreover, research on management accounting, control and innovation assert that the use of MCSs in innovation is not useful (Abernethy & Lillis, 1995; Amabile, 1998; Bisbe & Otley, 2004). However, Ouchi (1979), Rockness and Shields (1988), Abernethy and Brownell (1997) concluded that clan controls which are based on social norms and rely on shared values are common and contribute more to effective R&D and prospective strategic organizations. Abernethy and Lillis (1995) examined the impact of pursuing new strategy (i.e. flexibility, on firms' MCSs) with 42 Australian manufacturing firms as a sample and data were collected through semi-structured interviews with general managers. They found that firms committed to flexibility depended more on "integrative liaison devices" which allowed for personal, regular, spontaneous and intensive contact to defeat the functional barriers imposed by mechanistic structures. These characteristics are consistent with the interactive control concept. Furthermore, they concluded that those firms performance were correlated positively and significantly with the use of integrative liaison devices. In addition, Amabile (1998), in her 22 years of experience concluded that radical innovation environments, R&D performance were weakened by formal procedures and constraints which destroy creativity. Empirically, her study of MCSs aimed at highlighting the necessity of freedom, intrinsic motivation and lowest levels of formalized constraints and procedures in innovation settings. Amabile (1998) further argued that communication is crucial in sharing ideas in an innovative environment. Thus, this study highlight the fact that collection of resources from multiple sources, internally and externally through MCSs must be encouraged by top management via mechanisms such as meeting and discussion which can facilitate information flow. Failed communications cannot build trust and collaboration. The traditional methods therefore play a role in encouraging innovation (Chenhall & Morris 1995; Simons 1995b; Henri 2006; Widener 2007). Davila et al. (2009b) establish that a new paradigm emerged in the last ten years, which emphasizes the significance of formal accounting control, innovation and entrepreneurship. According to Chenhall et al. (2011), organic innovative culture and formal controls have direct paths to innovation. De Haas and Kleingeld (1999) opined that

activation of flexible information and innovative thinking can be based on formal controls. For instance, the technical and commercial outcomes from various innovative ways of configuring ideas to suit customer needs can be tested using incremental analysis, budgeting, investment appraisal and activity-based costing. Davila et al. (2009b) indicated that some organizations use financial plans for encouraging people to project themselves in to the future, identify new trends, observe new opportunities and threats and adopt new strategic positions.

In the fields of accounting and strategic management, researchers argued that management control involves using a number of different, but interrelated systems (Otley, 1980; Marginson, 2002; Turner & Makhija, 2006). In this context, Otley (1999) viewed "control package" as a combination of multiple formal and informal management control elements. While informal MCSs have important role in encouraging innovation, formal MCSs are supposed to impede undesired innovation practices and to guarantee the translation of ideas into realistic product innovation and enhance performance (Chenhall & Morris, 1995; Kaplan & Norton, 1996; Henri, 2006; Widener, 2007; Chenhall et al., 2011;). Furthermore, on the growing calls to investigate the effect of MCSs package in the innovation setting, recent studies by Bedford (2015), Dekker, Groot and Schoute (2013), McCarthy and Gordon (2011), Lillis and van Veen-Dirks (2008) confirmed that firms with ambidextrous features (pursuing two different strategies simultaneously) use more complex performance measurement systems that highlight a broad diversity of measures, indicating managerial needs to complement rather than to trade off existing capabilities.

For the purpose of this research, management control system is defined as a system that provides important and required information to the leaders and decision makers about the firm for effective decision making process and control purposes which, in turn, assist them to be on the intended path. To explain variation and functions of control systems, this study examines the impact of the LOC framework on R&D performance in medium-sized manufacturing firms. These elements of control systems all together represent the regulations, techniques and procedures that influence the behaviors, cultural norms and people's outcomes. They also assist managers to control the implicit tensions which occur in such environments. The current study differs from previous studies in the R&D setting in two ways. Firstly, this study does not focus on specific types of control system used by firms. Rather, it focuses on the extent to which firms use each lever in general to observe and control their R&D activities. For example, certain diagnostic systems such as project milestones are used by firms to monitor performance and to get feedback (Davila et al., 2009a). Secondly, the present study does not examine specific performance measures related to R&D. In the performance measurement literature, many measures used by practitioners were discussed. For example, to measure the output, new product sales ratio, yield of new product and cost saving from new technology were widely used. The four levers of control were considered in the following sub-sections.

Belief systems (BfSs)

Belief systems are "the explicit set of organisational definitions that senior managers communicate formally and reinforce systematically to provide basic values, purpose and direction for the organisation" (Simons, 1995b, p. 34). The concept is also referred to "cultural control" in other studies (e.g. Flamholtz et al., 1985; Malmi & Brown, 2008). Belief systems can be communicated through the company's credos, or what is known as the mission statement and statement of purpose (Simons, 1995b). They help ensure that the conducts of individuals are in favour of the R&D

strategic goals. They also encourage individuals to explore new ideas and find new ways of doing things. Simons (1995a) argued that belief controls provide the "positive energy" important for exploration, and the strategic aligning necessary for employees to gather new knowledge and search for new opportunities independently but in focused manner. This view is confirmed by the work of McCarthy and Gordon (2011) as they conclude that belief controls are used by managers in a manner to focus and energize employees on the innovation and feed-forward control aspect of R&D performance. This is also proved by the findings of a later study, that the effect of belief controls' use is positive and significant for innovation (Bedford, 2015). Therefore, the first hypothesis is formulated as follows:

- H1: There is a relationship between BfSs and R&D performance.

Boundary systems (BSs)

Boundary systems mean "the acceptable domain of strategic activity for organisational participants" (Simons, 1995b, p. 39). These are the systems that determine and enforce the borders which employees must not exceed beyond. In fact, firms need this demarcation to protect themselves from over-exploring and being too stretched. Thus, boundary systems are central to reliability-based exploitation behaviours, in that they "transform unbounded opportunity space into a focused domain that organisational participants can be encouraged to exploit" (Simons, 1995b, p. 41). They are akin to the brake system in a car: when an organisation desires fast growth, it needs the boundary system to avoid undesirable behaviours which in turn will save the organisation from undesirable results. McCarthy and Gordon (2011) find that firms use boundary systems to avoid surprises during their strategy implementation and project execution. In this study it is argued, in line with Simons, that using boundary systems would affect innovation negatively. This negative impact, in fact, limits innovation activities from the domain not covered by current strategy to hinder surprises in strategy implementation. Accordingly, the second hypothesis is stated as follows:

- H2: There is a relationship between BSs and R&D performance.

Diagnostic control systems (DCSs) (BSs)

Diagnostic control systems are the "feedback systems used to monitor organisational outcomes and correct deviations from preset standards of performance" (Simons, 1994, p. 170). The review in R&D control literature highlights that tangible-based measurement nature of diagnostic controls motivate employees to be efficient and productive. Thus, if a strong DCS is integrated with inappropriate or weak belief and boundary controls can result in "what you measure, is what you get" postulate. This, in turn, may lead to undesirable and unintended results. Diagnostic controls, as a performance measurement system, can help firms to ensure innovative efforts by overcoming deviations in desired activities (Davila et al., 2006), and to develop reward systems in a way that motivate managers to generate innovation (Simons, 2000). Widener (2007) revealed that the use of the diagnostic system facilitates the efficient use of management attention and enhances organisational learning which, arguably, is consistent with R&D, and in turn results in better organisational performance. Additionally, the findings of Chenhall et al. (2011) support the role of formal controls (a construct that is similar to diagnostic controls) in enhancing innovation which, arguably, is the nature of R&D processes. Following this argument, the third hypothesis is as follows:

- H3: There is a relationship between DCSs and R&D performance.

Interactive control systems (ICSs)

Simons (2000) argues that ICSs enable managers to focus organisational attention on strategic threats and opportunities. Managers exploit interactive controls to acquire new information regarding strategic uncertainties and communicate this information to the firm. As a business operates in a dynamic environment, the manager must be aware of strategic uncertainties which could make the current strategy obsolete and in turn produce undesired results. ICSs facilitate leaders in communicating and controlling these strategic changes to the pre-set goals. They allow debates which generate and engender new and relevant information associated with changes in the environment that may not be captured earlier during planning stage.

As Simons (1995b) suggests recent empirical works provide evidence that the presence of MCS in firms may benefits innovation processes. Also, Davila et al. (2009b) state that interactive controls break with the traditional control paradigm and provide an argument for the relevance of control to innovation. They believe that interactive controls are related to enhanced innovativeness. Notwithstanding what Bisbe and Otley (2004) found that interactive controls play a more important role in low-innovation firms than in high-innovation firms, similar finding is not supported in later research. For instance, Widener (2007) concludes that interactive control is crucial in firms that face competitive uncertainty. In the same vein, Bedford (2015) believes that interactive controls can enhance performance in firms engaged in exploratory innovation (highly innovative activities), but not for exploitation (less innovative activities). Lopez-Valeiras et al. (2016) go beyond launching innovative products to process and organisational innovations. They conclude that ICSs foster process and organisational innovations and thus improve the firm's performance.

Abernethy and Lillis' (1995) survey of Australian manufacturing firms found that those committed to flexibility depended more on integrative liaison devices which allowed for personal, regular and spontaneous and intensive contact to defeat the functional barriers imposed by mechanistic structures, characteristics consistent with the interactive control concept. Furthermore, they concluded that those firms' performance was correlated positively and significantly with the use of integrative liaison devices. Abernethy and Brownell (1999) affirmed that performance effect in periods of strategic change is partly attributed to the interactive use of budgets. Moreover, Widener (2007) demonstrated that ICS carries a high cost since it consumes management attention; however, the net effect of the overall control system on attention is positive, and performance is higher when there is interactive control.

In this study, it is argued that interactive controls enable strategy formulators to communicate their strategy and its goals to all levels of their firm. Further, interactive controls ensure that the strategy is delivered correctly through representing the intended or desired processes and achievements. Based on this discussion, the fourth hypothesis is stated as follows:

- H4: There is a relationship between ICSs and R&D performance.

Theoretical Framework

Based on the discussion above, the proposed model incorporates Simons' LOC as a construct for MCSs with R&D performance. The relationships are based on the LOC framework, which proposes that the contradictory effect of different control systems creates a synthesis to manage

the dynamic tension in the innovation setting, while simultaneously pursuing pre-set goals. The combinations of different control systems may generate synergy – positive tensions or the opposite.

Figure 1: Theoretical model

Research Design

Sample

A structured questionnaire, with a covering letter from University Utara Malaysia, was distributed to 654 manufacturers whose names and addresses were obtained from the Federation of Malaysian Manufacturers (FMM) directory (2015).

Table 1: Descriptive statistics of manufacturing industries

Industry	Frequencies	Percentage %
Food, beverages and tobacco	27	17.3
Plastic and rubber	24	15.4
Chemicals including petroleum	23	14.7
Machinery and Transport	22	14.1
Fabricated and basic metal	16	10.3
Electrical and electronics	15	9.6
Paper, printing and publishing	13	8.3
Textile, wearing apparel and leather	5	3.2
Wood and furniture products	5	3.2
Others	6	3.9
Total	156	100

All the selected manufacturers are medium-sized enterprises in Malaysia, because this type of organisation is more likely to depend on innovation opportunities to grow and move to the next level. The study targeted top-level managers as being most likely to respond to questions concerning the strategic issues related to this topic. To increase the response rate, most of the manufacturers in northern Malaysia were visited and research assistants distributed the questionnaires. Of the 654 questionnaires distributed, 167 were received; 11 were incomplete, so only 156 questionnaires were useful for the analysis, representing a 23.8% response rate. The responding firms comprise 10 segments ranging from food and beverages to non-consumables as displayed in Table 1 above. The major respondents are from food, beverages and tobacco with 17.3%, plastic and rubber with 15.4%, chemicals with 14.7%, machinery and transport with 14.1, and fabricated and basic metal with 10.3%.

Measures

The instruments for this study were developed using established measures from previous work. The four control systems constructs (i.e., belief systems, boundary systems, diagnostic control systems and interactive control systems) were operationalized using Simons' (1995b) and (2000) definitions and items determined by Henri (2006) and Widener (2007). For R&D performance, the study adapted the instrument developed by Prajogo and Sohal (2006) and used by Yusr et al. (2014). All items were measured using the five-point Likert scale.

A reliability test was conducted on the questionnaire, using Cronbach's alpha on the constructs. All scores for all variables indicated that the items had a high level of reliability, above 0.70 (refer to Table 2). Following the scale measurement literature (Field, 2009; Hair et al., 2010; Pallant, 2005), it is safe to say that the reliability of the research instruments is within a satisfactory level in terms of internal consistency. For validity, all items used in this study are chosen from past empirical studies. So, the content of the individual constructs can be argued as valid; however, the items were discussed with the cost managers of some firms and with academics during the pilot stage to ensure that they were relevant from their perspectives. The results of exploratory factor analysis (EFA) show a clear conceptualizing of unobservable constructs. Further, EFA is capable of diagnosing the highly correlated items of individual factors, as well as separate ones that differ from each other (Sekaran & Bougie, 2010). Table 2 presents the figures of EFA and reliability tests for all constructs.

Table 2: Factor Analysis and Reliability of Reflective Constructs

Construct	Items	Factor loadings	Eigenvalue	Cronbach's alpha
Belief Systems	BfSs1	0.57	12.57	0.95
	BfSs2	0.81		
	BfSs3	0.92		
	BfSs4	0.89		
	BfSs5	0.93		
	BfSs6	0.69		
Boundary systems	BSs1	0.93	7.17	0.97
	BSs2	0.92		
	BSs3	0.97		
	BSs4	0.94		
	BSs5	0.86		
	BSs6	0.91		
Diagnostic Control Systems	DCSs1	0.54	1.67	0.95
	DCSs2	0.97		
	DCSs3	0.95		
	DCSs4	0.94		
	DCSs5	0.84		
	DCSs6	0.83		
Interactive Control Systems	ICSs1	0.69	1.45	0.98
	ICSs2	0.97		
	ICSs3	0.95		
	ICSs4	0.93		
	ICSs5	0.95		
	ICSs6	0.95		
	ICSs7	0.97		
	ICSs8	0.98		

R&D Performance	R&DP1	0.94	6.04	0.95
	R&DP2	0.86		

Table 2 Continue

Construct	Items	Factor loadings	Eigenvalue	Cronbach's alpha
	R&DP3	0.93		
	R&DP4	0.87		
	R&DP5	0.81		
	R&DP6	0.82		
	R&DP7	0.78		
	R&DP8	0.92		

Results

Table 3 summarizes all correlation matrices which show correlations are significant with R&D performance. This indicates that there is a relationship between MCSs and R&D performance, consistent with correlations reported in past research (Bedford, 2015; Widener, 2007). Regression analysis was run to test the hypotheses. The P value, standard coefficient of beta (β), and R^2 are used to interpret the regression results. These indicators are considered as evidence to accept or reject the hypothesis. Table 4 represents the multiple-regression that includes the four levers of control, answering the main research question, i.e. do management control systems foster or hinder innovation? Overall, the results reveal that MCSs have a significant influence on R&D performance ($R^2 = 0.30$, $P < 0.01$).

Regarding the effects of individual control systems on R&D performance, Table 4 shows that the model is also significant at $P < 0.01$ with R^2 being 0.66. The coefficients for BfSs and ICSs are positive and significant at 0.34 and 0.43, respectively, providing support for H1 and H4. The regression for BSs reveals significance negative, which means that H2 is also accepted. However, the results for DCSs reveal an insignificant coefficient which leads to rejection of H3. The findings also indicate that ICSs have the most prediction of variation happened in R&D performance for medium-sized manufacturers, with $\beta = 0.43$.

The results from both regressions – control levers as higher order construct acting as a control package and the multiple regressions – have given some interesting insights on Simons' control levers. Given the lower R^2 of the control package (0.30) as compared to that of the multiple regressions ($R^2 = 0.66$), it shows that the power of Simons' control levers appears when all the levers are used simultaneously as a separate lever. As argued by Simons (1995b) the levers should be selected by managers to manage the dynamic tensions in firms.

Table 3: Pearson correlation matrix of the variables

Construct	BfSs	BSs	DCSs	ICSs	R&DP
BfSs	—	-0.039^{ns}	0.613**	0.708**	0.697**
BSs		—	0.311**	-0.336**	-0.329**
DCSs			—	0.449**	0.417**
ICSs				—	0.767**
R&DP					—

Note: ** Correlation is significant at the 0.01 level; n.s. = Non-significant.

Table 4: Summary of multiple regression analysis for MCSs influencing R&D performance

	B	SE B	β	Sig.
BfSs	0.36	0.08	0.34**	0.00
BSs	-0.16	0.05	-0.20**	0.00
DCSs	0.07	0.06	0.08ns	0.25
ICSs	0.46	0.08	0.43**	0.00

Note: R^2 = 0.66; F = 73.36; significant level: **P < .01; ns = Non-significant;
B = Unstandardized coefficient; SE B = Standard error of coefficient; β = Beta coefficient.

Discussion and Implications

This study seeks to understand the role of MCSs in influencing R&D performance. First, it satisfies the numerous calls by Chenhall (2003), Davila (2000), Malmi and Brown (2008) and Otley (1999) to investigate the role of MCSs as one construct in the innovation setting. It provides evidence that MCSs as a package do influence innovation activities through enhancing R&D performance. The results indicate that MCSs explain 0.63 of the variation occurring in R&D performance. This finding is in line with the modern thinking that MCSs should foster innovation rather than impede it (Bedford, 2015; Chenhall et al., 2015; Davila et al., 2009b; Simons, 2000). It also supports the arguments about the beneficial role of accounting in the R&D setting (Ahrens & Chapman, 2004; Chapman, 1997). Regarding the influence of MCS levers on R&D performance, our findings contribute to the growing literature investigating the role of MCSs in innovation settings in several ways.

First, boundary systems are found to have a significant negative influence on R&D performance, agreeing with Simons' (1995b) argument. The negative relationship refers to BSs limiting the discretion of employees in medium-sized firms in communicated arenas of innovation. Secondly, the results, unexpectedly, indicate that there is no relationship between DCSs and R&D performance. This perhaps can be attributed to the fact that the period covered by these systems is short, i.e. one year or less, whereas R&D projects tend to span at least three-year periods. Also, given the constraint of resources, the MCSs of medium-sized firms may be less sophisticated than that of large companies, and hence may not have appropriate performance measures to help them measure and therefore monitor the R&D-related activities. However, other types of control remain. The results also show that both interactive and belief control systems have significant positive relationships with R&D performance. We can therefore safely conclude that medium-sized manufacturing firms direct more attention to innovation using these systems.

Thirdly, for belief systems, the results show a positive and significant relationship with R&D performance. This finding suggests that managers of medium-sized firms do consider the competitive advantage of innovation in their firms' sustainability. They communicate their interest through utilizing belief control systems to motivate their employees to think differently and be creative. This finding is consistent with Bedford (2015) and Widener (2007). Further, through belief control systems, leaders are aware of the importance of innovation, focusing their attention on and encouraging innovative thinking in their mission statement and objectives. Good innovation outcomes can be attributed to clear and pre-determined strategies and policies.

Fourthly, as with belief control systems, a positive and significant relationship was found between ICS use and R&D performance. Frequent and regular meetings and communicating plans for new ideas would improve the R&D performance in medium-sized firms. Communication and discussion and the consequences of information flowing top-down and bottom-up encourage

innovative ideas in R&D, in turn improving the productivity of R&D projects. This study confirms the results of previous work, that interactive and informal controls are helpful for innovation. This result is also consistent with the conclusion of Bisbe and Otley (2004), that interactive controls enhance the effectiveness of innovative processes.

Conclusion

This paper reviewed the literature on management control systems, in particular the attention given to MCSs by top management and the possible implications for R&D performance. While past studies on control systems and R&D have been widely discussed, the findings are somewhat mixed due to different concepts employed by researchers. This paper contributes to the existing literature by adding some insights to the use of accounting controls and discusses their possible relationship with R&D performance. The main difference of the current paper from previous literature is employing the countervailing forces of LOC framework in a new context, i.e. SMEs. With its limited sources, using MCSs to manage innovative activities is substantial for such context to compete and grow. This paper also differs in identifying the way that leaders of SMEs use of MCSs which may help them to enhancing R&D outcomes.

Based on the above discussion, our study contributes to filling the research gap identified, by investigating the ambiguous relationship between control levers and R&D performance (Davila, 2005; Simons, 2000). The results show that control levers BfS, BS and ICS have a role in the innovative environment and do relate to R&D performance. The study also has implications for practitioners. The results are a practical tool supporting leaders from medium-sized firms in taking important decisions regarding their use of accounting controls to encourage innovation initiatives and processes. This will increase their potential of getting competitive advantage upon their competitors. Overall, a more comprehensive approach is needed to manage and foster innovation and maximize the benefits from it. The results of the current study show that managers should be aware of how they use control systems, ensuring that the firm's vision and values are communicated and delivered with clarity. This may affect their employees' innovativeness and in turn R&D performance.

The current study has a number of limitations. First, it was based on data obtained from a questionnaire, and so may be affected by common method bias. However, its development and implementation were considered carefully, and diagnostic tests suggest that any bias is unlikely to be of significant concern. Secondly, the measurements of R&D performance depend on subjective evaluation by leaders. Future studies may use more objective and real indicators.

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THE IMPACT OF WORK ENVIRONMENT TOWARDS EMPLOYEES' PRODUCTIVITY IN PEJABAT DAERAH JOHOR BAHRU

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Abstract: *Achieving excellent employees' productivity is the focal point of most organizations. In an organization, the issue of employees' productivity has been long debated due to its subjectivity. In this study, an attempt will be made to investigate the relationship between work environment and employees' productivity in Pejabat Daerah Johor Bahru. To achieve the objective, the questionnaires will be collected from the 65 respondents of staff from Pejabat Daerah Johor Bahru using a questionnaire survey. The respondents will be selected using probability simple random sampling technique. The collected data will be analysed using correlation analysis to identify which work environment influence employees' productivity. The results are expected to be significant.*

Keywords: *work environment, employee productivity*

Introduction

Employees is significant to an organisation. Without employees, an organisation unable to compete with other competitors. Therefore, to sustain competitive advantage among competitors, an organisation should retain employees with high productivity. There are several factors that should be considered in producing employees with high productivity including rewards, motivation, and work environment. Previous study found employees who engaged well with the working environment will have positive relationship on the performance as well as productivity (Ollukkaran and Gunaeelan, 2012). Therefore, this study will be focused on elements of work environment that influence employees' productivity among staff in Pejabat Daerah Johor Bahru.

In this organisation, work environment is vital to employees. The nature of business in this organisation is employees must deal with customers. Hence, if an organisation did not provide

conducive work environment, the employees will dissatisfy with the job and the performance will be decreased and it will impact employees' productivity. The problem occurs when employees discomfort with the current working environment.

The physical working environment such as seating arrangement is not suitable for an employee, the lighting and temperature in the workplace will influence employees' productivity. Ali (2013) productivity of employees will increase by ensure working conditions and working environment satisfy employees' needs. This is also supported by Abdul Ghafoor and M. Tafique (2015) the level of productivity could be increased through providing conducive working environment to an employee. Thus, organisation especially Pejabat Daerah Johor Bahru should ensure the working environment is suitable for the employees.

Research Objectives

1. To examine the relationship between work environment and employees' productivity in Pejabat Daerah Johor Bahru.

Research Questions

1. Is there any significant relationship between work environment and employees' productivity in Pejabat Daerah Johor Bahru?

Research Hypotheses

H1 There is a significant relationship between elements of work environment and employees' productivity in Pejabat Daerah Johor Bahru.

Literature Reviews

According to Aram and Samir (2017) employee productivity is referred as an assessment of the efficiency of a worker or group of workers. In addition, employee productivity also defined as the output per worker or per hour from the job that has been done (Chinn, 2012). Many organisations rely the success on employees' productivity. Therefore, employee productivity is vital for business.

Haynes (2008) defined work environment as working conditions or environment that consists of components related to the office occupiers' ability to physically connect with their office environment. In addition, work environment is the environment where people work together to achieve its objectives Abdul Ghafoor and M. Tafique (2015).

Therefore, it is important for employer to ensure the working environment in a good condition. It is because when employees feel comfort with the surrounding, the employees will increase the performance as well as the productivity. Noah and Steve (2012) found that environment in a workplace will increase the level of job satisfaction and leads to achieve organisation goals. This is also supported by Vischer (2006) a good working environment lead to better fit between workspace and employees and it will result in improving the behaviour and productivity of employees. Hence, employees comfort on the job, determined by workplace conditions and environment has been recognized as an important factor for measuring their productivity (Leblebici, 2012).

Conceptual Framework

Work Environment

Figure 2:1 Work environment and employees' productivity. Adapted from Sehgal Shruti (2012).

Research Methodology

Research Design

The research design that will be applied in this study is correlational research. According to Sekaran and Bougie (2010) correlations research is conducted when to describe the important variables related with the problem. Therefore, this study will be conducted to identify the relationship between work environment and employees' productivity among staff in Pejabat Daerah Johor Bahru.

Population and Sample Size

Salkind (2012) population is the entire of some group. The population for this study is 65 of staff from Pejabat Daerah Johor Bahru. However, there is no sample size in this study as all the 65 staff will be act as respondents.

Sampling Technique

The sampling technique that will be applied in this study is census sampling technique. Census sampling technique can be referred as an entire population is taken as the respondents.

Measurement of Variables

The five elements of work environment will be measured by statements using five (5) points of Likert Scales.

Survey Instrument

The respondents will be required to answer the three (3) sections. The questionnaire adopted from Sehgal and Shruti (2012). will be divided into three (3) sections;

Section A: This section will be asked about demographic profiles including gender, education background etc.

Section B: This section will be asked about elements of work environment that affect employees' productivity among staff in Pejabat Daerah Johor Bahru.

Section C: This section will be asked about employees' productivity

Reliability of Instrument

Zamalia (2009) refers reliability to the degree the measures of question are free from errors and lead to consistent result. The pilot test for this study was conducted at Pejabat Daerah Muar that will involved 30 staff. Even the actual survey will be conducted at Pejabat Daerah Johor Bahru, the similar characteristics possessed by the staff will be represented the actual respondents. The results shown below.

Independent Variables	Cronbach Alpha
Furniture	0.650
Noise	0.888
Lighting	0.655
Temperature	0.804
Spatial Arrangement	0.862
Dependent Variables	
Employees' Productivity	0.791

Table 3.1 Reliability test result for Work Environment and Employees' Productivity

Conclusions

The actual result from this study is expected to be significant. This is supported by the result from reliability test that had been conducted before. The five elements of working environment (furniture, noise, lighting, temperature, and spatial arrangement) are expected to have significant relationship that will influence employees' productivity among staff in Pejabat Daerah Johor Bahru. The result if significant will help an organisation itself as well as staff to improve the productivity.

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DO POLITICAL CONNECTIONS AFFECT THE PERFORMANCE OF INDONESIAN REGIONAL DEVELOPMENT BANKS?

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Abstract: *This study was conducted with the aim of examining whether Regional Development Banks (RDBs) in Indonesia which fall under the category as Government Linked Companies (GLCs) can maintain their independence in performance when political relationships exists between these GLCs and the government as the owner. Data for the study was obtained directly from the official websites of 26 RDBs from the year 2013 to 2016. The collected data was analyzed quantitatively using the Generalized Least Square (GLS) method. The results show that political connections have no effect on the RDBs performance. This finding is consistent with our previous research on RDBs which suggests that even though RDBs are government-owned banks, the operations of RDBs remain independent and professional.*

Keywords: *Regional Development Bank, Political Connections*

Introduction

Government ownership of companies is always a dynamic issue and subject to political and business criticisms. Thus, the topic provides a room for research study. Many researchers have examined the theme of government ownership in businesses. Among others, research by Lau & Tong (2008), Janang, Suhaimi and Salamudin (2015) and Ting and Lean (2015) examine state-owned enterprises in Malaysia. Mak & Li (2001), Rodan (2004) and Ang & Ding (2006) research this issue in Singapore while Zou & Adam (2008) and Yu (2013) explore the topic in China. In Indonesia, Buchory (2014) and Harsanti, Ghozali and Chalili (2016) also investigate the issue of government ownership. Interestingly, the use of the term government-owned companies also varies. For example, Malaysia and Singapore more often refer to government-owned companies as Government-Linked Companies (GLC). Indonesia and some other Asian countries, on the other hand, call it State-Owned Enterprises (SOEs) and in the United States the term Government-Sponsored Enterprises (GSEs) is commonly used.

Most studies conducted on GLCs focus on performance (e.g., Ding, 2006; Lau, 2013; Ab Razak et al., 2013). The specific group of research focusing on GLCs suggests a level of curiosity among researchers in the uniqueness of the GLCs and their operations. In fact, according to Huang, Xie, Li and Reddy (2016), there are at least three weaknesses of GLCs, namely (i) the small opportunity to compete widely; (ii) the rapid development of markets; and (iii) competition with similar companies that can reduce the company's profit. Also, Huang et al. (2016) reveals the shortfalls of government ownerships in these companies. They also suggest that there are opportunities that can be utilized by the GLCs and one of them is the broad political connection.

Unique to Indonesia, government-owned enterprises also include the banking sector and there are several objectives for setting-up government-owned banks. Based on Law 19 of 2003 on State-Owned Enterprises, there are three major purposes of establishing state-owned enterprises. Firstly, to contribute to the development of the national economy and increase state revenues. Secondly, to become a pioneer of business activities that cannot be left to the private sector, and thirdly, to actively provide guidance and assistance to small and medium entrepreneurs. At present, 116 banks are operating in Indonesia and 30 of them are government-owned. These 30 government-banks can be further categorized as state-owned banks (4) and local government banks (26). They are often referred to as Regional Development Bank (RDB). RDB in Indonesia has attracted a lot of interest in recent times. The local government established RDB for regional economic development, and on average has been more than 40 years old. The long-existence of RDBs suggests that these RDBs have had a long experience in the banking business. Almost all local government funds are placed in the RDBs and uniquely, every province in Indonesia has its own RDB. A study conducted by Amdanata & Mansor (2017) provides evidence that local government ownership of RDBs has no significant effect on the RDBs' performance. The finding also suggests that the RDBs have performed the banking activities professionally. Agustin (2016) also reports superior performance of RDBs in Indonesia based on comparisons of financial performance between sharia bank units of national banks and the RDBs' financial performance.

The findings of Agustin (2016) highlight an interesting point. Even though the RDBs are directly controlled by local governments, in addition to being regulated by the Central Bank of Indonesia (CBI) and the Indonesian Financial Services Authority (IFSA), the RDBs' performance was better than the sharia units of the private banks. Indirectly, according to Augustin (2016), the local government has strong influence on the performance of RDBs. Consistent with Augustin (2016), Abdallah & Ismail (2017) also document that the positive effect of corporate governance on performance is the highest when the majority of shareholders are government or local corporations. The findings of Agustin and Abdallah contradict those of Pina, Torres and Bachiller (2011) who report that the non-ownership structure of savings banks, the lack of best practices of corporate governance mechanisms, and political presence have weakened the RDBs. Similarly, Shen & Lin (2012) conclude that government intervention also results in poor performance of the RDBs.

To date, many studies on the effect of political connections on business performance conclude that political connections benefit firms by providing business opportunities, preferential access to financing, lower tax rates, preferential access to government funding, bailout possibilities and improved corporate performance (e.g., Claessens, Feijen and Laeven, 2008; Faccio, 2006; Ferguson and Voth, 2008; Fisman, 2001; Wu, Wu, Zhou and Wu, 2012; Chen, Luo and Li, 2014). However, the issue of political connections has not been researched on GLCs involved in the banking sector.

Political and Corporate Conditions in Indonesia

After the economic crisis, Indonesia has made many improvements in various sectors to keep up with economic growth and development in order to compete effectively in the global economy. Laws, politics, and economics are the sectors that are of primary concerns to the government for reform. Many regulations were put in place to properly regulate these three sectors since they are interconnected. All parties are aware that the economic crisis that hit Indonesia in 1997 was caused by the weakness of corporate governance, added with the absence of legal and political certainty of corruption, collusion and nepotism practices that have taken root in Indonesia. The valuable lesson then becomes the background for Indonesia

to implement various regulations so that the economic crisis will not repeat itself, and if repeated, Indonesia is ready to properly handle it.
It is possible that these government reforms may have contributed to local leaders being given opportunities which allow them to work for personal gain. By embracing the system of many parties and the provision of special autonomy, not all provincial leaders in Indonesia belong to the same party as the winning party in the national election. This condition sometimes causes local leaders to attempt to maintain their power. Furthermore, being involved in politics in Indonesia can be very costly. As such local leaders could be forced to use their political power and influence in the operations of companies operating in their areas. In addition to private companies, of course, the easy target would be companies owned by the local governments. According to La Porta et al. (2002) politicians use the existence of state-owned banks for their purposes. The magnitude of influence and ownership of this regional heads on the local government-owned companies may negatively affect their professionalism. As a result, these companies may avoid political connections with the authorities or with the government.

Literature Review

Political Connections

Previous studies describe political connections differently. For example, Faccio (2006) mentions the political connection as a special relationship between company officials and politicians. On the other hand Fisman (2001) states that the political connection is the proximity of employers and companies to the regime and the family in power. Claessens et al. (2008) include as political connections when companies provide certain facilities to government employees. According to Chen et al. (2014) describe political relations as a relationship between company officials and politicians. They also state that the political connections between one country and another is not the same as the political connection of individuals. Wan Adibah (2012) refers to political connections as when former government officials become high-ranking government-owned companies.
In the present study, political relation is defined as when government officials or retired government officials occupy high positions in government-owned companies. Many conditions occur in Indonesia, when many officials or retired elected officials become commissioners in the company. The role of the commissioner in determining the way the company in Indonesia is regulated by Law no. 40 year 2007 on Persero and is very comprehensive. This condition causes the position of the commissioner to be very significant. The government, as a party providing capital, entrusted the status of this commissioner to government officials or retired government officials. Therefore, having a political connection with the government has its advantages for companies to the extent that it is difficult to distinguish between the government and politics.

Regional Development Bank

Based on Law No.13 of 1962 on Basic Provisions of Regional Development Banks, the main objective of RDB is to provide financing for the implementation of regional development efforts to succeed national development. The Act also states that the implementation of such businesses involves lending for investment purposes, expansion, and renewal of regional development projects in the region concerned.
As locally government-owned banks RDBs have an advantage in raising public funds, especially from the local governments where the RDB was established. Almost every local government places government funds in RDB. One of the objectives of RDB is to finance the

development of provincial and district governments. However, the provincial governments have limitations in loan financing and collections of loan payments. The governments can only raise taxes and restricts the community. Also, the government can not engage in government to business activities, so that the usual agreements of business to business cannot be done. Therefore, the RDBs as intermediary institutions are needed to support the provincial government in in conducting fund-raising activities and fund disbursement. However, with their status as government-owned banks and the dynamic political conditions of each region, the operational activities and objectives of the RDBs are at risk of being subject to political influence and power which eventually may disrupt the efforts of RDBs to achieve their goals. Pina et al. (2016) conducted a study of 45 savings banks in Spain and report that banks which are influenced by politicians produce low performance. According to them this is due to politicians as holders of power having a strong influence on the policies of companies under the control of the government. Similarly, Sapienza (2004) also supports the finding and concludes that politicians have a strong influence on government-owned companies.

Accordingly, the hypothesis in this study is:
H_1: Political connections influence the performance of Regional Development Banks in Indonesia.

Methodology and Data
The sample of this research consists of 26 RDBs in Indonesia. The data used are bank data from the years 2013 to 2016 or a total of 104 bank years. The bank data was sourced from the Annual Reports of RDBs and downloaded from the official website of each RDB. The study adopted and modified the research model from Chen et al. (2014); Bliss & Gul (2012) and Agustin (2016). Chen and Agustin used the Return on Assets (ROA) of the company in measuring the performance of the company's financial. In this study ROA represents an independent variable. The dependent variable is political connection (POLCON) which is measured by comparing the number of government-linked commissioners, i.e., senior government officer (SGO); former SGO and politician.
To test if political connection influenced bank performance the natural logarithms of board of directors (BOARDSIZE), natural logarithms of the asset (ASSETS), leverage (LEV), Nonperforming Loan (NPL) and Loan to Deposit Ratio (LDR) were used as panel data with pooled ordinary least square (OLS), random effect and fixed effect analysis using the following model:

$$PERF_{it} = \beta_0 + \beta_1 POLCON_{it} + \beta_2 AGE_{it} + \beta_3 lnASSETS_{it} + \beta_4 lnBOARDSIZE_{it} + \beta_5 LEV_{it} + \beta_6 asinNPL_{it} + \beta_7 LDR_{it} + \varepsilon_{it}$$

Where:
PERF = Profit before tax and interest on outstanding loans;
POLCON = Commissioners are Senior Government Officers or retired Senior Government Officicers or politicians. This variable using the dummy variable; 1 refers to if the Commissioners are Senior Government Officers and 0 if not.

AGE	=	Age of the RDB
ASSET	=	Total assets of the company
BOARDSIZE	=	Size of Directors
LEV	=	Leverage
NPL	=	Non Performing Loan
LDR	=	Loan to Deposit Ratio

Results and Discussion

Table 1 shows the results of the regression model. After doing Hausman Test, the Random Effect model was performed and the analysis suggests that POLCON has no significant effect on the RDBs performance. The Fixed Effect model also produces similar finding. Durbin-Watson Statistic shows a value of 1.976434 which is below 2 and thus, indicating that there is no autocorrelation problem.

Based on the output in Table 1, the Random Effects model results in the adjusted R-square value of 0.1073 while the Fixed Effect model shows the value of 0.6238 for the adjusted R-square. All variables of AGE, ASSETS, BOARDSIZE, LDR and LEV show no significant effect on the RDBs performance except for the NPL ($p=0.0004 < 0.01$). Together, all of the independent variables have a significant influence on the performance of the RDBs at the 10 per cent confidence below ($p= 0.0783$). Although none of the independent variables have a significant influence on the RDBs' performance other than the NPL, the F-test result ($p= 0.011472 <0.05$) suggests that simultaneously the independent variables affect the performance of the RDBs at a degree of confidence level below 5 per cent.

Table 1: Regression Result

Variable*	Fixed Effects				Random Effects			
	Coefficient	Std. Error	t-Statistic	Prob.	Coefficient	Std. Error	t-Statistic	Prob.
C	8.890115	4.582923	1.939835	0.0564	3.868450	2.173779	1.779597	0.0783
POLCON	-0.133123	0.193959	-0.686348	0.4947	-0.125912	0.171592	-0.733785	0.4649
AGE	-0.050536	0.114773	-0.440309	0.6611	-0.013288	0.035857	-0.370595	0.7118
lnASSETS	-0.355938	0.813064	-0.437773	0.6629	-0.014532	0.210376	-0.069076	0.9451
lnBOARDSIZE	0.130600	0.563423	0.231798	0.8174	-0.078703	0.509978	-0.154327	0.8777
LDR	0.005327	0.009631	0.553042	0.5820	0.006419	0.007675	0.836326	0.4050
LEV	-0.000762	0.029482	-0.025848	0.9795	0.018890	0.021084	0.895931	0.3725
asinNPL	-0.073814	0.038337	-1.925386	0.0582	-0.109883	0.029665	-3.704190	0.0004

Effects Specification

Cross-section fixed (dummy variables)		Weighted Statistics	
R^2	0.740693		0.168058
Adjusted R^2	0.623822		0.107395
S.E. of regression	0.617814		0.627422
Sum squared resid	27.10031		37.79121
Log likelihood	-77.63764		
F-statistic	6.337705		2.770372
Prob(F-statistic)	0.000000		0.011472
Mean dependent var	2.949519		1.314337
S.D. dependent var	1.007306		0.664095
Durbin-Watson stat	2.751495		1.976434
		Hausman ($P > 0.05$)	0.188100

*Sample: 2013 2016; Periods included: 4; Cross-sections included: 26; Total panel (balanced) observations: 104

The regression output provides evidence that the POLCON coefficient on RDB performance is (-0.12). This result indicates that POLCON has a negative but insignificant effect on the RDBs performance (p= 0.4649 > 0.05) and thus, the hypothesis is rejected. The finding indicates that RDBs in Indonesia operate professionally since there is no evidence of significant political influence on the RDBs performance. These findings are similar to studies conducted by Saeed et al. (2016), Berkman (2016), Faccio (2010) and Amdanata & Mansor (2017). The result, however, is inconsistent with the conclusion by Bencheikh & Taktak (2017) and Coulomb & Sangnier (2014).

Conclusion

Politics in Indonesia is unique since election winners in each province can be different from other regions which make the political map in each area also different. However, the pattern of interactions between the RDBs and political winners is almost the same, that is, local leaders tend to have a strong influence in controlling the RDBs, including in the selection of the president or director. However, seeing the bad experiences faced by Indonesia when hit by the economic crisis caused the government of the Republic to make many regulations related to the banking industry, not least the RDBs.

At this time, banks in Indonesia have many regulations that prevent them from deviating from the main task. Strict supervisions are conducted by BCI since 2014 and furthermore banks in Indonesia are also overseen by the Indonesian Financial Services Authority. In addition, the Indonesian government has also issued a special Corporate Governance Guideline for the banking sector. These various regulations and regulatory bodies cause banks to run the banking operations professionally. Local governments as owners can provide wide economic access to the RDBs and also have direct access to control the RDBs and maintain the required level of professionalism in running these local government-owned companies.

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COMPUTER APPLICATION SOFTWARE TO PREDICT MECHANICAL DEFECT ON THE BUILT OBJECT PRODUCED BY LASER-BASED ADDITIVE MANUFACTURING PROCESS

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Abstract: *Additive manufacturing implies layer by layer shaping and consolidation of powder feedstock to arbitrary configurations, normally using a computer controlled laser. Laser-based additive manufacturing is a promising manufacturing technology that can be widely applied to part preparation, surface modification, and solid freeform fabrication. Unfortunately, this process is dominated by one serious weakness, the tendency of the process to build an unbalanced stress profile into the part between the layers during processing because the material's powder expose to the heat of the laser beam repeatedly. This has become known as the residual stresses problem and will cause the mechanical defect on the built object. However, integrating numerical approach and formulation with a finite element analysis model can determine the heat transfer and stresses for a very small area. Finite element model built in commercial computer application software and multi-scale modelling is use to predict the mechanical defect on the object. The important of this technology is very important to obtain high degree of accuracy in determine the parameters required by process produce the object. The main objective of this review was to identify various finite elements and modelling built in commercial computer application software to predict defect and failure on the built object. To accomplish this, a survey of the literature was undertaken, focusing on type of residual stress, process modelling for finite element analysis, direct process parameters, experiment development support structure optimization and typical commercialize computer application software. The major findings of this review were that the development of numerical formulation algorithm in finite element modelling and analysis is play an important role to obtain accurate result to predict the mechanical defect on the built object produced by laser-based additive manufacturing processes.*

Keywords: *Laser melting, laser sintering, finite element analysis, heat transfer, computer application software*

Introduction

Additive manufacturing is defined as the process of joining materials to build an object from 3D model data, usually layer upon layer, as opposed to subtractive manufacturing methodologies, such as traditional machining or conventional method as defined by ASTM standard. Laser-based additive manufacturing processes use a laser source of medium to low power in order to melt, solidify or cure the material. Bikas, Stavropoulus and Chryssolouris (2015) distinguished laser-

based additive manufacturing processes in two sub-categories, depending on the phase change mechanism, namely laser melting and laser polymerization. In the laser melting processes, the material is supplied, in the form of powder, either to a powder bed or via nozzles directly to the processing head. A laser beam is used in order to melt the material, which then cools down and solidifies in order for the part to be produced. In laser polymerization, the material is usually a photosensitive resin, which is being cured upon its exposure to UV radiation, provided by a low-power laser source. Table 1 shows the categories and type of laser-based additive manufacturing processes. Figure 1 shows laser polymerisation additive manufacturing process schematic (Woesz 2010) and Figure 2 shows laser melting additive manufacturing process schematic (Woesz 2010).

Table 1: Categories and Type of Processes.

Laser Polymerization	Laser Melting
Stereolithography (SLA)	Selective laser sintering (SLS)
Solid Ground Curing (SGC)	Selective laser melting (SLM)
Liquid thermal polymerization (LTP)	Direct metal laser sintering (DMLS)
Beam interference solidification (BIS)	Laser engineered net shaping (LENS)
Holographic interference solidification (HIS)	Direct metal deposition (DMD)
	Laser powder deposition (LPD)
	Selective laser cladding (SLC)

Figure 1: Laser Polymerisation Additive Manufacturing Process Schematic

Figure 2: Laser Melting Additive Manufacturing Process Schematic

Laser-based technologies can cause mechanical defect on the built object. This will affect the mechanical properties of the object such as formation of the crack and deformation on the built object. This is called as residual stress. Residual stresses develop during most manufacturing processes involving material deformation, heat treatment, machining or processing operations that transform the shape or change the properties of a material. They arise from a number of sources and can be present in the unprocessed raw material, introduced during manufacturing or can arise from in-service loading (Whiters & Bhadeshia 2000, Rudd 1992, Borland 1997, Kandil 2001). Residual stresses can be defined as those stresses that remain in a material or body after manufacture and processing in the absence of external forces or thermal gradients. Residual stress measurement techniques invariably measure strains rather than stresses, and the residual stresses are then deduced using the appropriate material parameters such as Young's modulus and Poisson's ratio. Often only a single stress value is quoted and the stresses are implicitly assumed to be constant within the measurement volume, both in the surface plane and through the depth. There are three classifications of residual stresses, namely, mechanical, thermal and chemical. Table 2 shows the classification of residual stresses. Schajer (2013) classified all the type of residual stress, methods to measure and strategies for measurement method choice of residual stress.

Table 2: Classification of Residual Stresses

Classification	Explanation
Type I	Macro residual stresses that develop in the body of a component on a scale larger than the grain size of the material.
Type II	Micro residual stresses that vary on the scale of an individual grain. Such stresses may be expected to exist in single-phase materials because of anisotropy in the behaviour of each grain. They may also develop in multi-phase materials because of the different properties of the different phases.
Type III	Micro residual stresses that exist within a grain, essentially as a result of the presence of dislocations and other crystalline defects.

In order to reduce the effect of residual stress, a lot of studies related to this process include the development of finite element analysis and computer application software. Finite element model built in commercial computer application software and multi-scale modelling is use to predict the mechanical defect on the object. The complexity in numerical modelling cased by the variation of

the molten pool can be regulated by the closed-loop controlled laser- based additive manufacturing process. A constant width of the molten pool can be achieved in the laser- based additive manufacturing process, and a single-bead wall with a uniform thickness can be built. The closed-loop controlled laser- based additive manufacturing enables the establishment of a simpler but more realistic numerical model for single-bead wall building in which a constant wall thickness can be applied. A three-dimensional finite element model is developed using ANSYS to study the thermal behaviour of the molten pool in building a single-bead wall via a closed-loop controlled laser- based additive manufacturing process. The building process of one layer on top of the single-bead wall with a certain height *h* is simulated. The model of the single-bead wall has a constant thickness *w*. The input laser power is varied to ensure the width of the molten pool is identical to the thickness of the wall during the deposition process. The temperature distribution, geometrical feature of the molten pool, and cooling rate for different process conditions are investigated.

Literature Review

The scope of this review is based on the process to construct the built object from stainless steel 316L such as selective laser melting and direct metal laser sintering. This review also focuses only on thermal residual stress. Both process parameters and material properties are needed to construct finite element analysis for simulation in computer application software.

Type 316L grade stainless steel is particularly effective in acidic environments. This grade of steel is effective in protecting against corrosion caused by sulphuric, hydrochloric, acetic, formic and tartaric acids, as well as acid sulphates and alkaline chlorides. Common uses for type 316 stainless steel include in the construction of exhaust manifolds, furnace parts, heat exchangers, jet engine parts, pharmaceutical and photographic equipment, valve and pump parts, chemical processing equipment, tanks, evaporators, as well as pulp, paper and textile processing equipment and any parts exposed to marine environments. Therefore, the suitable processes to fabricate an object are selective laser melting and direct metal laser sintering.

In selective laser melting process, the stainless steel 316L powder is fully melt to create chemical bonding to form an object. In this process, layers of powder material are melted and layered over each other using a laser until the built part is fabricated (Torabi, Farjood & Hamedani 2015, Kruth, Mercelis, Van Vaerenbergh, Froyen & Rombouts 2005). However, in direct metal laser sintering, only the outer layer of powder particles (sintered) to create mechanical bonding to form an object. The absorption of energy of the laser beam by metal powder will generate the cure and sinter the particles of the already solidified areas below. This process fabricates layer-by-layer until all parts in a job is completed (Traini, Mangano, Sammons, Mangano, Macchi & Piattelli 2008). Both of the processes expose the particles to the heat from the laser beam repeatedly. This condition can cause thermal residual stress.

Thermal residual stresses are primarily due to differential expansion when a metal is heated or cooled. The two factors that control this are thermal treatment (heating or cooling) and restraint. Both the thermal treatment and restraint of the component must be present to generate residual stresses. Table 3 shows the elements in stainless steel 316L powder. Figure 3 shows the microstructure of stainless steel 316L (Ramli, Sulong, Ariffin, Muchtar & Muhamad 2012).

Table 3: Elements in Stainless Steel 316L

Elements	Percentage by weight (%)
Iron	Balance
Carbon	0.03 max
Manganese	2.00 max
Phosphorus	0.045 max
Sulphur	0.03 max
Silicon	0.75 max
Chromium	16.00 – 18.00
Nickel	10.00 – 14.00
Molybdenum	2.00 – 3.00
Nitrogen	0.10 max

Figure 3: SEM of Stainless Steel 316L Powder

Thermal analysis of laser processes can be used to predict thermal stresses and microstructures during processing and in a completed part. Thermal analysis is also the basis for feedback control of laser processing parameters in manufacturing. Since temperature distribution in laser sintering is important, many researchers have put their efforts toward understanding this process (Kruth, Levy, Klocke & Childs 2007, Kruth & Vandenbroucke 2005, Levy & Schindel 2003) and formulating models to describe thermal evolution (Wang & Laoui 2002, Simchi 2006). Simulation models proved beneficial for demonstrating the influence of various parameters. Those models are the essential tools for identifying proper parameters without extensive testing (Kruth, Wang, Laoui & Froyen 2003). Understanding of the interaction between the powder bed and laser beam is key to the laser penetration and powder bed absorption. In research done by Shiomi, Yoshidome, Abe & Osakada (1999), a constant absorption rate has been assumed in their modelling schemes. The assumption value of the constant thermal absorption rate is also used by other researchers with same modelling method but using different elements, Ti6Al4V (Song, Dong, Liao, & Coddet

2012). Thermal conductivity of Ti6Al4V starts off from a low conductivity value for powder material and rises sharply at it nears the melting point. The thermal conductivity of this alloy increases considerably with temperature above room temperature. In absence of any reliable experimental data, a constant value of thermal conductivity, 20 W/(m K) has been assumed, which is obtained by extrapolation to the melting point.

The temperature distributions of laser scanning on the metallic powder was studied and use computer application software by including the temperature dependent thermal conductivity and heat capacity in computer simulation i.e. ANSYS, Fortran and Matlab (Song et. al 2012 ,Matsumoto, Shiomi, Osakada & Abe 2002, Patil & Yadava 2007, Yin, Zhu, Ke, Lei, Dai & Zuo 2012, Ibraheem, Derby & Whiters 2003, Williams & Deckard,1998).In their researches, thermal field of a wide band laser heat source scanning a single track has been studied and the heat source is considered volumetric. This method provides a fully converged solution to the model, is employed to predict the temperature distribution on the top surface of a powder bed during sintering or melting of metal powders. This model shows the sintering of a single line, whereas two dimension models are used for longitudinal and crosscuts of the sintering process and provides information about the thermal field and hence to predict mechanical failure when using different sets of parameters. Other researcher conducted both simulation analysis and experimental analysis. Childs, Hauser & Badrossamay (2004) and Taylor (2004) was conducted both computer simulation analysis and experimental analysis. Similarity of these researches is their finding. Both found out, there is slightly different in between computer simulation and experimental analysis. Real parts have a greater change in shape (deformation) than is predicted by the model. This applies to changes in processing parameters, and to random changes in parts made at the same parameters.

Discussion

The quality of laser sintered or laser melted built object greatly depends on proper selection of the processing parameters, such as laser power, scanning speed, spot size and material. These have significant influence on the temperature distribution in the powder bed. Since the absorption parameter is not known accurately, a constant absorption ratio of pure was assumed. This assumption also utilizes the absorption ratio for the bulk material. Similarly a constant absorption rate has been assumed in modelling schemes for computer simulation. The laser energy absorptance of a material is known to depend on a number of factors such as the nature of the surface, level of oxidation, the wavelength of the incident laser beam and surface temperature. Though, in the case of metallic powders, the absorption ratio varies from the in-coupling absorption within a few percent of the molten metal or sintered metal absorption ratio. Thermal properties include density, thermal conductivity, heat capacity and enthalpy. Thermal conductivity is not a constant value and seems to vary with temperature. In SLM and DMLS the effective thermal conductivity can be developed using reasonable formulation or experimentation to measure temperature and thermal conductivity to apply in numerical method for simulation software. Therefore, it is suggested by obtain the accurate amount of thermal conductivity; the computer application software can detect precise location of the effect of thermal residual stress on the built object.

Conclusion

Currently, the thermal conductivity for both SLM process and DMLS process was assume with a constant value and cause slightly difference on the results between simulation by computer application software and experimentation. As a conclusion, thermal conductivity must measure accurately to develop numerical formulation algorithm in finite element modelling and finite element analysis to obtain accurate result to predict the mechanical defect on the built object produced by laser-based additive manufacturing processes.

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THE RECONSTRUCTION OF PROGRESSIVE LAW-BASED BUREAUCRATIC LEGAL CULTURE OF HEALTH CARE SERVICES

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Abstract: *Bureaucratic legal culture in health care services is extremely important. The expected bureaucratic legal culture is the one that is fair for the public so that the healthcare services can satisfy and be accepted by the public. The importance of bureaucratic legal culture in health care services becomes the reason why this research is done. The proposed research questions for the study on bureaucratic legal culture in health care services for mothers and babies are: (1) How is the current bureaucratic legal culture in health care services? (2) Why hasn't the current bureaucratic legal culture reflected the sense of justice for the people? (3) How should the ideal construction of progressive law-based bureaucratic legal culture in the health care services be to reflect the sense of justice for the people? This is a qualitative research, which uses a synergy between constructivism paradigm and a socio-legal approach. To reveal the practice of bureaucratic legal culture in the health care services, some theories of symbolic interaction, legal culture, bureaucratic, state administration, and power of authority are used. The participants of the study are determined through a purposive sampling method. The data gathering method is done through interviews, focus group discussions, and participant observation, which are analyzed by using an interactive method. This research showed that the bureaucracy in health care services applied Weberian and Marxian's models, which influenced the bureaucratic legal culture, resulted in the practice of health care services. The community's rights to attain fairness in health care services were ignored because of the economic and power factors that were in line with paternalistic and patron-client cultures, as well as legal factor that did not side to the disadvantage community and the people in the border areas. The principles of progressive law had been applied but they had not been understood thoroughly and done consistently to form bureaucratic legal culture in health care services. Therefore, the bureaucratic legal culture in health care services should be reformed by using the principles of progressive law.*

Keywords: *Bureaucratic legal culture, health care services, and progressive law*

Introduction

Background

Health care service is one of public services, that gains special attention from various parties, including practitioners, academicians, as well as public service and justice observers because the health care services in Indonesia are considered so complicated, procedural, ineffective,

inefficient, and annoying.[1] It is proven by the fact of the low level of public services done by the bureaucracy, which is ranked in the second place after India in the efficiency of public services and foreign investment.[2] Similar finding is also found in the research results done by *Governance Assessment Survey*, which shows that public access in health care, education, and investment sectors are still low.[3]

Although health care services as the part of public services become the authority of the regional government,[4] but the services are still far from satisfactory to the community.[5] The discrimination in health care services is deeply felt by the poor. They have no other option except using the government facilities of community health centers (Puskesmas) and regional public hospitals. To increase health care services for the public, decentralization policy has been issued. However, the MDGs target, especially to increase the health of mothers and babies, has not been met. This condition highly influences the attempt to increase Human Development Index.[6] Many researchers have been done to find out the causes of the low quality of health care services in Indonesia, including the research on bureaucratic culture,[7] especially in association to the failure to implement

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[1] Achmad Ainur Rohman, et. al..2010.*Reformasi Pelayanan Publik.*Averoes Press.Malang. page.5

[2] The results of the bureaucracy survey 2010 by Political and Economic Risk Consultancy (PERC) toward 1.373 expatriate in the beginning of 2010. Media Indonesia Daily, 4 June 2010. With the scale of 1 for the best an 10 for the worse, in which India is the worst with the score of 9.41; Indonesia 8.59 ; Philipina 8.37; Vietnam 8.13; China 7.93; Malaysia 6.97; Taiwan 6.60; Jepang 6.57; Korea Selatan 6.13; Thailaind 5.53; Hongkong 3.49 and Singapura 2.53.

[3] Juniarso Ridwan and Achmad Sodik Sudrajat.2009.*Hukum Administrasi Negara dan Kebijakan Pelayanan Publik*.Nuansa.Bandung. page.67.

[4] Based on Article 13 and 14 Of the Law No. 32 Year 2004 on Local Government that states that the authority of the local government includes the health care services. Next, based on the law no 23 Year 2014 on the Local Government (the amendment of the law No 32 Year 2004), that the health care services is included in the basic services, so their management is the congruent responsibility between the local and central government.

[5] Budi Santoso in Media Indonesia dated 18 December 2014 revealed that Ombudsman Indonesia received 6.180 complaints, and 43.7% of them were related to local government public service and 3.9% of them related to health care services. Read also Tempo Daily dated 18 December 2014 that covered the statements from Indonesian Ombudsman that in the last 3 years, local government becomes the institution that is often reported. Read also Hasbullah Thabrany, et. al..2009.*Sakit, Pemiskinan dan MDGs.*Kompas.Jakarta.page.77-78 which give testimonials on how bad is the services in the Hospital. Read Azhari.2011.*Mereformasi Birokrasi Publik Indonesia (Studi Perbandingan Intervensi Pejabat Politik terhadap Pejabat Birokrasi di Indonesia dan Malaysia).*Pustaka Pelajar.Yogyakarta.page.xv. Read Tempo dated 2 December 2014 and a book from Ratminto and Atik Septi Winarsih.2010.*Manajemen Pelayanan : Pengembangan Model Konseptual, Penerapan Citizen's Charter dan Standar Pelayanan Minimal*.Pustaka Pelajar.Yogyakarta.page.45-49.

[6] The Working Group of Mothers and Children Health of Medical Faculty of Gadjah Mada University.2015.*Inovasi-Inovasi dalam Program Penurunan Kematian Ibu dan Bayi*.page.5 which explain that the mothers' mortality rate in Indonesia is above the MDGs 2015, which is from 395 per 100,000 living births in 1990-2012 whereas the MDGs standard is only 102 per 100,000 living births. Meanwhile, for babies' mortality rates, although there were 34 cases from 1000 living births (2012), the number is above the MGDs target of 24 per 1000 live births. HDI in Indonesia was in the 121st rank out of 187 countries, under Singapore (18), Malaysia (64), Thailand (103), Philipina (114), and above Vietnam (127), Laos (138) and Myanmar (149).

[7] Erwan Agus Purwanto,*"Merumuskan Kembali Agenda Pembangunan Budaya Birokrasi yang Terlupakan", in Agus Pramusinto and Wahyudi Kumorotomo (Editor).2009.Governence Reform di Indonesia : Mencari Arah Kelembagaan Politik yang Demokratis dan Birokrasi yang Profesional*.Gava Media.Yogyakarta.Page : 286. Read also Agus Dwiyanto.2008.*Mewujudkan Good Governance Melalui Pelayanan Publik.* Gajahmada University Press.Yogyakarta. and Agus Dwiyanto.2015.*Reformasi Kontekstual.*Gajahmada University Press.Yogyakarta and Miftah Thoha.2010.*Birokrasi dan Politik di Indonesia.*thafa Media.Yogyakarta as

some regulations governed by the law that is caused by the current legal culture.[8] Therefore, the aspect of bureaucratic legal culture in health care services is considered as the factor that significantly influences the quality of health care services so that further examination is needed.

The Focus of The Study And Research Problems

This research is focused on the reconstruction of progressive-law-based bureaucratic legal culture in health care services for mothers and babies in the attempt to reduce the mortality rate of mothers and babies. The focus of this study is done with several considerations, such as: (a) the government bureaucracy is a central and important factor in health care services, (b) the bureaucratic legal culture is so urgent to be examined because there is not any single research done in this field and also it can fasten the effort to reform the bureaucracy in Indonesia, (c) the focus of serving mothers and babies has a close relation with the effort to deal with the failure of Indonesia to reach the 2015 MDGs target and the mortality rates of mothers and babies in Sambas Regency is increasing, so it highly influence the Human Development Index in this regency, and (d) progressive law is said to be a means to reconstruct the bureaucratic legal culture in health care services because some of its principles state that progressive law is sided to the people and justice.

Considering the above backgrounds and focus, the problems of this research are: (a) How is the current bureaucratic legal culture in health care services? (b) Why hasn't the current bureaucratic legal culture reflected the sense of justice for the people? (c) How should the ideal construction of progressive law-based bureaucratic legal culture in the health care services be to reflect the sense of justice for the people?

Research Process and Locations

This is a qualitative research[9] on progressive law-based bureaucratic legal culture. Because this research examines the legal aspect viewed from social science perspective, the approach used in this research is socio-legal approach[10] with constructivism paradigm and critical paradigm.

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well as Mas'ud Said.2007.*Birokrasi di Negara Birokratis : Makna, Masalah dan Dekonstruksi Birokrasi Indonesia*.UMM Press.Malang.

[8] Read Esmi Warassih.2011.*Pranata Hukum : Sebuah Telaah Sosiologis.* UNDIP.Semarang. Read also Lawrence M.Friedman.1975. *The Legal System : A Social Science Perspective.*Russell Sage Foundation.New York and Lawrence M.Friedman.1984. *American Law.*W.W.Norton and Company, Inc.New York.

[9] According to Lexy J.Moleong.2012.*Metodologi Penelitian Kualitatif.*PT.Remaja Rosdakarya.Bandung.page.44, qualitative research is based on the natural background that fully rely on human as the research instrument using the qualitative method, inductive data analysis, targeting the goal of the research in the attempts to find general theories that limit the study, having a set of criteria to make sure the reliability of the data, the research design is temporary, and the results are agreed by two parties—the researcher and the research subjects.

[10] According to Shidarta, "*Epistemologi Socio-Legal"*in Esmi Warassih, et. al. (editor).2012.*Refleksi dan Rekonstruksi Ilmu Hukum di Indonesia,* explains that socio-legal discussion is a study that present how to see the law contextually rather than textually. It is a legal study based on the point of views of social studies on law. So, it is not a discipline, but an approach to understand a legal phenomenon. As an approach, a socio-legal method can be based on more than one discipline to strengthen the legal phenomenon. Meanwhile, FX.Adji Samekto, "*Studi Hukum Kritis Dalam Perspekti Studi Sosio-Legal",* in ibid.page.127-142 explains that socio legal studies is a legal science in between the normative study (doctrinal) and a non doctrinal study. There must be understandings on the legal doctrines and non doctrinal law related to how the law works. Di dalamnya harus ada pemahaman tentang doktrin-doktrin hukum yang bersifat doktrinal sekaligus So, socio-legal studies works beyond the theory based on the social studies but also the legal doctrines themselves.

This research is done in the Community Health Centers and Public Hospitals in Sambas Regency of West Borneo. The choice of the research locations is based on several considerations. First, Sambas Regency is the only region located in the border area of Indonesia and Malaysia (Serawak), which make this area has unique or special characteristics. The focus of development in the border line area is closely related to the third NAWACITA policy, which is to develop Indonesia from the border areas by strengthening the regions and villages in the frame of the unitary state. In addition, the border areas should be developed in relation to the ASEAN Economic Community (AEC) which has been started on 31 December 2015, in which ASEAN becomes a single market entity and a united production base so that the flow of goods, services, investment, capitals, and skilled workforce become free. This condition is an opportunity as well as a challenge that should be addressed by Indonesia.

Sambas Regency is one of the pilot project areas of bureaucracy reform in Indonesia, which is specified in the Minister of State Administration and Bureaucracy Reform's Regulation Number 96, Year 2013 on the Determination of Pilot Project in Bureaucracy Reform in the Local Government. As a pilot project, it is expected that the goals of the bureaucracy reforms, especially in public services, can satisfy the community.

The Human Development Index of Sambas Regency is the lowest in West Borneo although there are 2 Public Hospitals—the regency in West Borneo with the highest number of public hospitals. The mortality rate of the mothers and the babies as one of the indicator of Life Expectancy Rate is increasing, in which the mortality rate of the mother increased from 15 cases (2011) to 17 cases (2012), 15 cases (2013), 13 cases (2014), and 21 cases (2015). On the other hand, the mortality rate of the babies increased from 98 cases (2012) to 108 cases (2013), 111 cases (2014), and 114 cases (2015)).[11]

In addition, it is recorded that the delivery process helped by traditional birth attendants (TBAs) are still high, which is 27.25% (2011) 34.28% (2012), and 20.08% (2013). Moreover, only 55.98% of the villages in Sambas have easy access to hospitals, 87.77% of the villages in sambas have easy access to community health centers, and 77.17% of the villages have easy access to doctors' services.[12]

The Construction of Bureaucratic Legal Culture in Health Care Services

The Levels of Health and Health Care Services

The case of mothers' mortality decreased at the beginning, which was 11.7% or 17 cases in 2012 becomes 15 cases in 2013 and decreased by 15.4% or 13 cases in 2014. However, this number increased significantly in 2015 to 21 cases. Based on WHO criteria, 13 cases of mother's mortality ratio (MMR) out of 10,436 cases, or about 120 MMR per 100,000 live births was considered lower than West Borneo's MMR in the same year, which was 240 MMR per 100,000 live births and the national MMR of 259 per 100,000 live births.[13] Meanwhile, babies mortality rate (BMR) in Sambas increased from 98 cases (2012) to 108 cases (2013), 111 cases (2014), and 114 cases (2015) or about 12 BMR from 1,000 live births. Although the BMR in Sambas Regency tended to increase each year, but compare to the BMR in West Borneo (31 per 1,000 live births) and national

[11] Sambas Regency Public Health Office.2015.Profil Kesehatan Kabupaten Sambas Year 2014.
[12] Statistic Bureau of Sambas Regency 2014.
[13] Public Health Office of West Borneo.2015.*Profil Kesehatan Provinsi Kalimantan Barat Tahun 2014.*

BMR in 2012 (32 per 1,000 live births) the number is considered lower based on WHO criteria, which is less than 20 per 1,000 live births.

From the secondary data analysis, it is understandable that there has been decreasing number of Minimum Standard Service (MSS) in the public health because from 22 indicators, only 10 indicators that could be attained in 2013. This number, however, is better than the achievements in 2012, which were 8 indicators. In 2014, only 5 indicators were reached. The number of pregnant mothers who attended health care services was targeted to reach 95%, but the reality was only 41% (2012), although increases to 95.97% (2013) and decreased again to 90.98% (2014). The scope of treated midwifery complications that was targeted to reach 100% was only attained for 70% (2012), 76.02% (2013) and 76.11% (2014). In addition, the scope of childbirths which are assisted by medical professionals that was targeted to reach 90% could be reach at the beginning, which was 92.20% (2012). However, this number decreased to 91.46% (2013) an 86.33% (2014). The percentage of childbirths which was assisted by medical professional in urban areas is 90.5% (2012) and 92.8% (2014), whereas in the rural areas, almost 90% of the entire rural areas in sambas only reached 59.1% (2012) and 67.8% (2014). The post labor services, which were targeted in MMS to reach 90% had never been realized, which was only 86% (2012), 86.88% (2013) and 83.12% (2014). Similarly, the scope of nonatus with treated complications which was targeted to reach 85% had also never been realized and even far from the target, which was only 58% (2012), 56.01% (2013) and 51.55 (2014). The scope of the babies' or infants' visit to the health care services which was targeted to reach 94% had also never been reached, which was only 63% (2012), 82.52% (2013) and 84.41% (2014). The service given to toddlers was still far from the target of 95%, which was only 32% (2012), 44.68% (2013) and 43.38 (2014). Worse, the scope of the supplementary food to breast milk for babies of 6-24 months old was not attained, which was 0% (2012), 81.22% (2013), and 0% (2014). Only the scope of assisting toddlers with malnutrition that reached the target of 100% in the last three years.

Considering the data above, it can be concluded that the health care services for mothers and babies/children in Sambas Regency in the last three years were far from satisfactory although a policy on Financial Management for Regional Public Services (PPK-BLUD) for public hospitals had been applied to Pemangkat Public Hospital and Sambas Public Hospital since 2012 and to 27 (out of 28) Community Health Centers in Sambas regency since 2013. In addition, some other policies have also been applied, including:

- The Acceleration of Human Development Index of Sambas Regency since 2012-now.
- The Establishment of Bureaucracy Reform Roadmap with the Regent's Regulation Number 35, Year 2013 which was amended into Regent's Regulation Number 43, Year 2014 on Bureaucracy Reforms Roadmaps year 2015-2019. In addition, there is also a determination of Sambas Regency as a Pilot Project of Bureaucracy Reforms in the Regional level through the Minister of State Apparatus and Bureaucracy Reform Number 96 Year 2013.
- The establishment of Sambas Regent's Regulation Number 44 Year 2012 on Safe Labor, Early Breastfeeding Initiative, and Exclusive Breastfeeding.
- Pink flag installation in every house that has a pregnant mother in it.
- Small workshops in district and regional level that are held regularly, which involve several components in the society.

- Partnership with village midwives and TBAs to reduce the mother's mortality rates and to care for the infants.
- Recruiting Scholars to assist the acceleration of Human Development Index (SP_3 IPM) to be located in every village in Sambas Regency in order to record the data, analyze, and plan prioritize programs in each of the village to accelerate the HDI in the village.
- Determining several Community Health Centers for Basic Obstetric and Neonatal Emergency Services (PONED) and Public Hospitals for Comprehensive Obstetric and Neonatal Emergency Services (PONEK) to increase the labor services in emergency situations.
- Forming multi stakeholder forum (MSF) in healthcare, which is a group of community members who are trained to record data, discuss, and agree upon the policy on health care services.
- Determining goals in health care services that are discussed and agreed by health care providers and MSF in every working area of the Community Health Centers and Public Hospitals as a proof of commitment on health care services given to the people.

Although many policies in national and regional levels on the efforts to increase the health care services have been issued, the bureaucratic culture in the research locations has not changed much. The bureaucratic legal culture[14] in health care services is still oriented to the power of authority instead for the public. This fact implies that bureaucracy in health care services tends to follow

[14] Bureaucratic legal culture is the mixture between the concept of legal culture and bureaucratic culture. A legal culture based on Lawrence M. Friedman.1975.*The Legal System : A Social Science Perspective.*Russell Sage Foundation.New York is attitude and social values elements of the general culture, such as habits, opinion, behaviors, mindsets, that directed the social powers toward or away from the law. Bureaucratic culture is values, norms, and souls that underlie the behaviors of the bureaucracy. Bureaucratic culture is often called as collective culture of the people in understanding bureaucracy. (Erwan Agus Purwanto, "*Merumuskan Kembali Agenda Pembangunan Budaya Birokrasi Yang Terlupakan"* dalam Agus Pramusinto and Wahyudi Kumorotomo (editor).2009.*Governance Reform di Indonesia : Mencari Arah Kebijakan Politik Yang Demokratis dan Birokrasi Yang Profesional.*Gava Media.Yogyakarta). Read also Mas'ud Said.2007.*Birokrasi di Negara Birokratis.*UMM Press.Malang dan Agus Dwiyanto.2015.*Reformasi Birokrasi Kontekstual.*Gajahmada University Press.Yogyakarta.

Weberian[15] and Marxian,[16] although Public Service law Number 25 Year 2009 has adopted the good governance[17] and New Public Service[18] principles.

The Bureaucratic Legal Culture in Health Care Services That Does Not Reflect The Sense Of Jutice For The People

Bureaucratic Legal Culture and Economic Interest

The economic consideration in health care services by medical professional in the border area is basically rational because the professional, especially doctors, have lower economic opportunity that those who work in the cities. The law No. 36 Year 2014 on Medical Professionals only rewards them with special promotions. There is no other economic and non-economic incentive. Therefore, it is rational if they prefer the area with higher economic incentives. Posner[19] calls it as an opportunity cost, which is a choice among two or several interesting alternatives with relatively similar cost. They can only choose one from the alternatives because it is impossible to choose all of them since the opportunity to choose are only available at that time. A similar case also applies to the community when choosing the health care services (in the labor process). The access to health care services by professional is low in the rural areas because of economic reason, such as the cost of going to the midwives is higher than TBAs. So, TBA is chosen because of the relatively lower cost so that they can save the money to hold a celebration for the coming of the baby. This tradition is highly valued and sacred for the community members because when it is not done, there was a social sanction. Worse, it is also believed that it can bring disadvantages to the life of the baby.

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[15] The ideal type of Weber bureaucracy is done through: (1) personally, the individual of the authority holders is free, but is limited by his or her position when he or she does his or her individual duties or interests in his or her position. (2) the positions are governed into hierarchy levels from the top to below and horizontally. The consequence is there is subordinate and superordinate; there is also bigger and lower authority. (3). The duty and function of the position are different depending on the level. (4) Every position holder has a contract of their position that should be done. The job description of the holder is the authority of the holder to be done based on the contract. (5). Every position holder is selected based on the qualifications of their professionalism. Ideally, it is done through a competitive test. (6). Every position holder receives salary and pension based on the hierarchy level he or she has. They have rights to end the contract on their own will and the contract can be ended in certain conditions. (7). There is clear career path and promotion based on the seniority and is considered based on objective consideration. (8). They are not allowed to use their authority and its resources for personal or family interests. (9). Every position holder is under control and supervision of a system that is run in discipline. Miftah Thoha.2010.*Birokrasi dan Politik di Indonesia*.Raja Grafindo Persada. Jakarta. page.17-19.

[16] The type of Marxian bureaucracy says that bureaucracy is basically the ruler, instead of public servants. Read also Miftah Thoha.2009.*Birokrasi Pemerintah Indonesia di Era Reformasi*. Kencana Prenada Media Group.Jakarta. Read also Miftah Thoha.2010.*Birokrasi dan Politik di Indonesia*.Grafindo Persada.Jakarta.

[17] The principle of *good governance* covers : *participation, the rule of law, Transparency, responsiveness, consensus orientation, equity, effectiveness and efficiency, accountability dan strategic vision.* Read Mustopadidjaja,et. al..2000.*Akuntabilitas dan Good Governance*.LAN-BPKRI. Jakarta.

[18] *New Public Service* is a bureaucracy system based on the principle that public interest is the result of the dialogue on shared values as a respond on the efforts to establish strong trust and collaboration between bureaucracy and citizens. Read Janet V.Denhardt and Robert B.Denhardt.2003. *The New Public Service : Serving not Steering*.M.E.Sharpe.New York.

[19] Richard A.Posner.1998.*Economic Analysis of Law*.A.Walter Kluwer Company.New York.page.3. baca juga Nicholas Mercuro and Steven G.Medema.1999.*Economic and the Law.* Princeton University Press.New York.

Bureaucratic Legal Culture and the Power of Authority

The power of authority factor in the bureaucracy in health care services can be seen in the Regional Budgeting Planning (APBD). It is started from the policy of the Local Government and the Local House of Representatives that agree to accelerate the HDI in Sambas Regency by prioritizing the development of facilities and infrastructures of health care services. After that a regional budget is planned. However, the member of the House believed that the budgeting function belongs to the Regional House of Representatives, as is stated in the Law Number 2007 Year 2010 (amended in the Law No. 17 Year 2014 on $MD_{3)}$ followed by Government Regulation No. 16 Year 2010 and Home Affairs Ministry Regulation No. 54 Year 2010 as the follow up of the Law No. 25 Year 2001 on National Development Planning System and Government Regulation No. 8 Year 2008 on Stages, Procedure of Preparation, Control and Evaluation of Local Development Plan, in which the Local House of Representatives have the authority to propose the budget as its subject matter. As a result, the budget for health care services allocated to the Local Government Working Units (SKPD) is recognized as the House's aspiration budget, which implementation should be discussed in person with certain members of the House. In this case, the SKPD in health care services feels that there is a pressure from the authority that highly impacts their services. The behaviors of the House's actors can potentially be viewed as an abuse of authority.[20]

According to Agus Dwiyanto,[21] position in paternalistic bureaucracy is viewed as a function of trust from the super ordinates, whereas from rational bureaucracy, position is the function of working achievements. Moreover, in paternalistic, loyalty and seniority become criteria that is more important than achievement at work. Conversely, in rational bureaucracy, working achievements are more important than loyalty. In the reality, it is common that a staff always seeks for his or her super ordinate's considerations and agreement in every action that he or she does, such as by asking for disposition or "asking for directions". Ideally, the staff gives suggestion, considerations, and alternatives to help his or her super ordinate in the decision making. However, in its practice, the super ordinates have already decided something and the staff's duty is only to prepare the administration in line with the leader's decision. If the staff does this, the person is considered as a loyal and dedicated staff because there is no evidence that the leader command something to the staff. When a legal issue happens, the one to blame is the staff, instead of the leader. This kind of bureaucracy is classified as pre bureaucratic[22] type or the mixture between Weberian and Marxian by Nonet and Selznick.

The Law That Does Not Side the Special Interests of Areas In The Border

There are several rules that do not side the interest of the public, especially those who live in the border area, such as:

- The Ministry of Health's Regulation Number 741/Menkes/Per/VII/2008 on the Minimum Standard in Health Care Services in the Regency/Municipality, especially which states that the labor process done by professional midwives is 90% in 2015. This rule is interpreted that one day, there will be no more labor process that is not attended by health care professionals. If this is what is intended by the regulator, the rule can be considered

[20] Read Aminuddin Ilmar.2014.*Hukum Tata Pemerintahan.*Prenada Media Group.Jakarta.

[21] Agus Dwiyanto.2015.op.cit.page.47.

[22] Read Philippe Nonet and Philip Selznick.2013.*Hukum Responsif*. Translated by : Raisul Muttaqin.Nusa Media.Bandung.

immoral because it destroys the local wisdoms and mutual cooperation among community members in the rural and border areas. TBAs are a symbol of local wisdom, a patron-client culture[23] that is still highly valued by villagers and communities in the border areas. Meanwhile, village midwives are the symbol of modernization and capitalism because their services are valued with money. The conflict of interest creates worrisome in the society. As a result, Sambas government try to initiate partnership between midwives and TBAs in the attempt to save the mothers and babies by sharing roles and cooperation (working in a team).[24]

- Article 37 verse (2) of the law No. 29 Year 2004 on Medical Practice that governs a doctor to maximally serve 3 institutions. This rule is considered unfair by the public although it has been decided that this rule does not against the constitution by the Supreme Court.[25]
- The Minister of Health's Regulation No 75 Year 2014 on Community Health Center (Puskesmas), which is considered insensitive to the development of the community in the border areas because it is not in line with the development policy in border areas that has been established in RPJMN year 2004-2009 with President's Regulation No. 7 Year 2005 and RPJMN 2010-2014 with President's Regulation No. 2 Year 2015. In those RPJMNs, it has been determined that Sambas Regency in the Central of National Strategic Activities (PKSN). The Health Minister's Regulation No. 75 Year 2014 should be in accordance to the national policy by creating special criteria for urban *Puskesmas* that has the quality of C type Hospital.
- The regulation of the Social Security (BPJS) is considered unfair by the public because of the constantly changing rules that it has that have not been socialized properly to the community. The BPJS rules often conflicted to those made by the Ministry of Public Health. This Include the minimum number of doctors as a basis of the tariff of IDR 6,000 is when the community health center has at least 3 doctors, with the ratio of 1 doctor for maximum of 5,000 participants. However, the Ministry's rule says that the minimum number of doctor in an out-patient center is 2 doctors and in an in-patient center is 3 doctors. In the reality, the number of doctors who are willing to be assigned in remote areas is limited although the local government has given additional incentives. Moreover, the ration of doctors and patients in Sambas Regency is 1 doctor for 11,000 patients with only one medical specialist for more than 100,000 citizens.
- The rule in the Article 8 of Government's Regulation Number 100 Year 200 on the appointment of civil servants in the structural position, which is still in force at the moment contradict to Article 34, verse (1) of the law Number 44 Year 2009 about Hospital. Based on the Government Regulation Number 100 Year 2000, a functional officer appointed to a structural position will automatically loose his or her functional position. It means that if a doctor (a functional officer) is appointed to a structural position, the person cannot run his

[23] Read Kausar.2009.*Sistem Birokrasi Pemerintah Daerah Dalam Bayang-Bayang Budaya Patron-Klien.*Alumni.Bandung

[24] The type of bureaucracy that works in a team is categorized as post bureaucracy type. Read Nonet Selznick.2003.*ibid.*page.27.

[25] Constitutional Court Decision Number 4/PUU-V/2007, in Titon Slamet Kurnia.2015.*Interpretasi Hak-Hak Asasi Manusia oleh Mahkamah Konstitusi Republik Indonesia,* The Jimly Court 2003-2008.CV.Mandar Maju.Bandung.page.319-320.

or her practice as a doctor. Meanwhile, to be appointed as the director of a Public Hospital based on the Law Number 44 Year 2009 about Hospital, someone should be a medical professional (a doctor). If the Public Hospital's director should be a doctor and the structural position is basically has managerial qualification, so for Sambas Regency that is lack of doctors will feel that the rule is unfair because once the doctor is appointed as the director of a Public Hospital, he or she will lose his or her functional position. This condition does not reflect justice for the doctors or other medical professions.

The New Construction of Progressive Law-Based Bureaucratic Legal Culture In The Health Care Services

The Practice of Progressive Bureaucratic Legal Culture in Health Care Service

The implementation of PPK-BLUD in the health care facilities is the follow-up action from the Law Number 1 Year 2004 on National Treasury and the Government Regulation Number 23 Year 2005 on the Financial Management of Public Service Agency which was amended in the Government Regulation Number 74 Year 2012 and The Home Affair Ministry's Regulation on the Technical Guideline on Financial Management of Public Service Agency. The implementation of PPK-BLUD is a special policy in financial management that is establishes to give public services in the form of goods/services without emphasizing on seeking for profitability. Its implementation is based the efficiency principles and business patterns. PPK-BLUD is a financial management that gives flexibility to the management to implement healthy business practices to improve services to the public in order to promote general welfare and educate the nation.[26] PPK-BLUD is implemented to correct the former financial management that hindered public services. According to Mediya Lukman,[27] the execution of BLUD as the new form of public service administration was a breakthrough to change the old Weberian bureaucracy system and traditional public administration.

The policy to enforce PPK-BLUD in health care services is an attempt to break the general rules that were no longer satisfactory for the public (rule-breaking) and at the same time form a new rule (rule-making),[28] which have distinctive characteristic from other form of financial management. The direct impacts that are felt by the public and the public service officers due to the changing of the bureaucracy in health care sector include:

- The public satisfy with the health care services after the application of PPK-BLUD in Community Health Centers and Public Hospitals, which is proven from the Community Satisfaction Index done by the government of Sambas Regency in 2013 and 2015.
- The societies participate actively in various policies in health care services although their participation in the attempt to improve the level of health is still low. The community's

[26] The Minister of Home Affairs' Regulation No. 61 Year 2007 on Technical Guidelines of Financial Management of Public Service Agency in the Local level.

[27] Mediya Lukman.2013.*Badan Layanan Umum Dari Birokrasi Menuju Korporasi*.PT.Bumi Aksara.Jakarta.page.6

[28] BLUD policy is in line and applies the progressive law principles. Read Satjipto Rahardjo including : 1. *Hukum Progresif : Sebuah Sintesa Hukum Indonesia, 2. Membedah Hukum Progresif, 3. Penegakan Hukum Progresif. Read also* Suteki.2015.*Masa Depan Hukum Progresif*.Thafa Media.Yogyakarta and Romli Atmasasmita.2010.*Teori Hukum Interaktif : Rekonstruksi Terhadap Teori Hukum Pembangunan dan Hukum Progresif*.Genta Publishing. Yogyakarta

involvement in the development of health care services in Sambas Regency include: (a) the formation of Multi Stakeholders Forum (MSF) in Sambas Regency, (b) the involvement of the community members to form and determine the goals of health care services in all community health centers and public hospitals (Sambas and Pemangkat Hospitals), (c) the community's active participation in small workshops in health care sectors, especially in the effort to reduce the mortality rates of mothers and babies as well as malnutrition problems, (d) the active participation of the society to install pink flag in the household that has a pregnant mother, and (e) the active participation of the community to weigh their babies regularly in the integrated health care services center (Posyandu) every month.

The partnership of village midwives and TBAs was initiated by the local government together with the community, and was facilitated by USAID-Kinerja and PKBI of Sambas Regency, West Borneo. The program was then continued by the local government and facilitated by PKBI of Sambas Regency since 2012 up to now. The main goal of this partnership is to reduce the mortality rate of mothers and babies that is still high in Indonesia and in Sambas Regency.

Based on the report of the Statistic Bureau of Sambas Regency on *Susenas* Survey 2012, the scope of labor process attended by TBAs was 34.28%, midwives 56.94%, doctor 4.84% and other medical professionals 3.94%. The scope of labor process attended by TBAs in Sambas Regency was also high, which was 27.25% (2011), 34.38% (2012), 20.08% (2013), and 13.67% (2014) although the number of midwives in Sambas Regency is increasing from 43.05 (2012) became 59.36 (2013) and 127.02 (2014).[29]

The policy of partnership between village midwives and TBAs is viewed to be the policy that implements the principles of progressive law, which is a policy to change positivistic point of view of health care professionals. The positivistic point of view means that they always blame the TBAs' practices and think that only midwives are able to give labor services in the areas because it is allowed and legal based on the current rules. However, the fact is that the community still uses the service of TBAs in the delivery process. The partnership between midwives and TBAs is a real example of New Public Service (NPS) in health care services, especially in relation with the collaboration between medical professionals and the community in forming and creating the policy to increase the level of community's health, especially for mothers and babies.

The New Construction of Progressive Law-Based Bureaucratic Legal Culture in Health Care Services

Previously, it has been discussed that the bureaucracy in health care services is still traditional. The construction of bureaucratic legal culture from the traditional perspectives includes:

1. The current values of bureaucratic health care services are:
   a. The value of authority, in which bureaucracy is the ruler, the one who knows everything, the party that is most needed. Public, on the other hand, is a vulnerable party who do not know what to do. This value is rooted in the health care services' bureaucracy so that it becomes a bureaucratic legal culture related to the formation and enforcement of law. It is believed that law can or may not be done depending on the interpretation and the interests of the bureaucracy. Public should follow whatever decision is made by the bureaucracy because bureaucracy in a development agent. This belief is pre-bureaucratic bureaucracy or old public administration.

[29] Public Health Office of Sambas Regency.2015.*Profil Kesehatan Kabupaten Sambas Tahun 2014.*

b. The value of obedience toward the enforced law. Law is enforced if it is considered beneficial economically and can promote the long-lasting position in someone's social status. The obedience toward the leader is valued better than the obedience toward the law.
c. The value of concern toward the poor and the disadvantaged. The economic and power orientation cause the concern to the poor and the disadvantaged ignored. As a result, the poor and the disadvantaged are seen as burdens, whereas the wealthy members of the society are viewed as the source of income so that they need to be paid attention to maximally to make them satisfy and become regular patients. The relationship toward working colleagues is based on mutual benefits.

2. The current attitudes of health care bureaucracy can be described as follow:
   a. The attitude to wait for the command from the leader to work. This attitude of seeking guidance is a part of the consequences of paternalistic and/or patron-client culture in the bureaucracy, and from the hierarchy Weberian bureaucracy and authority-based Marxian bureaucracy. The staff of public services does not have courage to do something unless there is a direct order or guidance from the leader. As a result, the service becomes ineffective and complicated. This creates difficulties for the field staff that directly face the public.
   b. The attitude to serve the leader, instead of the public. This attitude is rooted in the bureaucracy behaviors through the honoring behavior displayed when a leader approach him or her. A completely different behavior is shown when the face the public/patients. Often, the officers are not friendly when facing the public/patients and even when facing the patients' family. On the other hand, the officer would be so friendly to treat patients who have privilege from the position or wealth they have.
   c. The superiority and seniority over other parties. Doctors are the skillful experts, so that they are positioned in an honorable place and they should receive higher reward than other professionals, including the managerial positions. The attitude of being the most important causes the doctors to be indiscipline. They come late and go home earlier although maybe there are still patients waiting for the doctors' services to save them.
3. The hopes for the current health care bureaucracy, especially from the medical professionals in the border areas are:
   a. That there will be distinctive in the rule of law in health care services and civil servants who work in the border areas. For example, the midwives and nurses are allowed to open clinics to help the sick people.
   b. It is expected that there is a policy from the central government and local government to give incentive for the medical professionals who work in the border area. The incentive can be additional income, priority to get technical trainings regularly, and priority to continue to higher education or to higher level of position. It is also expected that international quality health care facilities and infrastructure are constructed.

The new construction of bureaucratic legal culture in health care services based on progressive law is values, attitudes, and expectations of fairer health care services, including:

1. The values that should be established in health care bureaucracy are:
   a. Responsibility to save people which should be put above other values, such as economic orientation that viewed patients as the source of income. The responsibility to save the people is above the enforced law. It means that although something is forbidden, but if the purpose is to save people's lives, it can be done. Things related to the values of progressive law are

that the law should be pro people and pro justice. In addition the law is made for happiness of the public. This is especially in the border area where the facilities, infrastructures, and human resources are limited so that the public expect the service of the medical professionals when they are sick or in emergency situations.

b. The value of togetherness and the spirit to help each other which should be developed because health care services are not only the duty of the medical professionals, but also other parties, such as other related Government Working Unit and even the community in general.

2. The attitude that should be constructed and developed to increase the bureaucratic legal culture of health care services are:
   a. Viewing the patients and their families with dignity and understanding that they have an equal position with the health care professionals since they are partners that can be invited into discussion to find solutions to cure their diseases. Health care professionals with the knowledge and skills they have are also vulnerable to mistakes in diagnosing and making decision to cure the patients.
   b. Other attitude that is considered important is also available in the new bureaucratic legal culture, which is the sincerity to serve the patients as a good deed that will be rewarded by God.
   c. Being humble so that with the knowledge and skills, the medical professionals do not threat other as stupid low people. This will be followed by developing respect to other people and tolerance so that everyone can collaborate easily.
3. The expectation toward the bureaucratic legal culture in health care services is when the health care services are improving in the future and able to satisfy the public, the community becomes healthier because preventive and promotive health care services have been fully supported by the people.

In the researcher's point of view, there are two kinds of reconstructions that should be proposed to improve bureaucratic legal culture in health care services, including: a) the reconstruction of mindsets or point of view in progressive health care bureaucracy, and b) the reconstruction of working methods of progressive health care bureaucracy

In order to make the new construction of bureaucratic legal culture in health care services mindsets and culture sets of progressive health care services should be changed.

1. The reconstruction of mindsets of progressive health care bureaucracy.

It is time to reconstruct the mindsets of progressive healthcare bureaucracy because the traditional mindsets can no longer be applied in today's era. The current bureaucracy follows the positivistic point of views, which indentified through the current rules of laws. The laws are enforced based on the procedures and cannot be changed except by the authority makers who make the same level of rules. Law is an order from the state (central and/or local government) which is imposed to the public and the public must follow it. Violation or rejection toward the law is illegal and should be punished.

The progressive law refuses the rigid positivistic principles, which claims that the law created by the authority is the righteous one. The progressive law does not mean to reject the positive law, as long as the law is fair and acceptable. However, if the law does not bring the sense of justice or

fairness, the law can be ignored.[30] The progressive law does not only aim to impose the law and follow the procedures, but the law should also be viewed as a wholesome human issue. Progressive law is made for human being, whether to interact with other people or with the nature or universe.[31] Thus, in progressive law, to determine whether or not a law should be enforces should be based on whether or not the law has substantial fairness (not be based on personal consideration). It can be seen from the response and expectation of the public. The responses and expectations are resulted from intensive dialogues with the public (through collaboration).

Moreover, the bureaucrats in health care services think that the law is done if it brings economic or social advantages (non-positivistic). This is wrong and against the law. One clear example is there are still many Public Hospitals and community health centers in the local government levels that do not apply PPK-BLUD although the policy is oriented for public services, which are pro people and pro justice. BLUD Policy is a rule-breaking toward the traditional regulation of financial and assets management. BLUD is a progressive policy, which break the current law in the creation of a new rule under the Law, Government Regulation, and Minister's Regulation.

Another example of non-positivistic bureaucracy in health care services is that when the officers do not respond quickly to the bad conditions of the patients only because the patients have not registered in the registration booth. There is also a case where doctors refuse to help emergency patients because they are not in duty so they don't want to break the ethic code. On the other hands, in the remote areas, there are many midwives and nurse who open clinics (helping patients), doing something which should be done by general practitioners or medical specialists. It is done with the reason to help people in need.

It is traditionally believed that only the nation has the authority to create the law. The fact is that the public can create a law. For example, in the research was found there was a community (MSF) that created an agreement with health care providers in the form of "service goals/promises". The promises were written to be met and if they are broken, there will be sanction. The sanction can be in a form of warning, position mutation, and/or dishonor dismissal as civil servants.[32] Another example of reconstruction is the partnership between village midwives and TBAs to decrease the mortality rates of mothers and babies in the research location. The creative mindsets to adopt the progressive law through the partnerships are ways to uphold humanity over the rule of law, which is to save the people. The midwives and TBAs build partnership because they put the safety of the people (mothers and children) over their personal interests (economic, social, pride, etc). They equally support each other in a harmonic partnership for saving the people's lives.

The positivistic in health care bureaucracy is so dominant. Through this principle, the law should be enforced based on procedural and rational principles. The law is believed to be a foundation that can govern the people. The law is considered to be enforced if the logical procedures are done based on the legal substance. It does not see whether or not the law is fair or just.

The positivistic is not humane because the law is not made for human but for the law itself. The law is indeed created as a logical attempt to make the law universal and can be accepted by people in general, to make sure that legal certainty is achieved. Law is seen as a formal justice in which

[30] Baca Mahfud MD, et. al..2013.*Dekonstruksi dan Gerakan Pemikiran Hukum Progresif.* Thafa Media dan Konsorsium Hukum Progresif UNDIP.Yogyakarta

[31] Syamsudin.2012.op.cit.page.237

[32] Based on the Law No. 25 Year 2009 on Public Service and Government Regulation No 46 Year 2012 on the implementation of Law No. 25 year 2009 on Public Services.

it is enforces based on the applied legal substances and procedures. On the other hand, the progressive law is made for human beings and not the other way around. Therefore, the law should be beneficial and fair for the people because the law is made to govern the people so that they can live in good orders and prosperous. The law that is oriented to the people tends to establish substantial, instead of formal justice.

The dominance of positivistic point of view in Indonesia is because this country is still in pre-bureaucratic stage which is in progress toward bureaucratic. [33] The power of authority is also dominant in public services, including in health care sector. In addition, many regulations and procedures of public services have been made to characterize that the health care services in moving toward bureaucratic. The overwhelming laws and regulations make the health care services become more rigid. The officers do not have courage to act away from the law although they often face situations in which they need to be tolerant, such as when they face poor or disadvantaged patients.

When health care officers take actions that violate the law in an attempt to help poor patient, the actions will for sure be blamed by the examiners. The officers often have to pay the services they give from their own money. Therefore, positivistic mindsets are the safest way to escape from the legal consequence although it is against their consciousness. Therefore, the positivistic bureaucracy that has been governed by the state through so many legal products makes the bureaucracy in health care services inhumane. The Constitution has stated that health care services are part of the human rights that must be realized by the bureaucracy (the state).

The implication of progressive mindsets that refuses the positivistic mindsets is a philosophical and legal change in mindsets. It is philosophical because there is a shift in mindsets of the officers who at first only wait for commands become more creative and innovative. It means that they ideally can meet the fact that fulfilling the health of mothers and children is part of the attempt to fulfill human rights that should be done (ontology aspect) and the implementation should be done in humane and constitutional ways (epistemology and axiology aspects). Creativity comes because the officers always want give the best services. They tend to seek for information and discuss them with the public to find out what is best for the people. It is continuously done and becomes a never ending process. Further implications are that the bureaucracy in health care services are dynamic, always changed, and improved depending on the needs or interest of the public, which are stipulated in the rule of laws in health care services.

2. The Progressive Reconstruction of Culture Sets

The culture sets are the basis to govern attitude and behavior in the working place. It is based on the values owned by the officers. If the officer's orientation of working is to get as much money as possible and ignore other people's burdens, he or she will display different attitudes and behaviors when working in a place where he or she can easily get money and when working in a place with no potential of earning money.

Earning money is not forbidden, but if it becomes the only reason to work, it will be unfair for the public. The services in health care sectors are full of humanity values because most of the patients are sick people and poor people. From the research, it was found that some mothers' mortality cases came from poor people. They were not helped by the professionals or when they were helped,

[33] Read further P.Nonet and Selznick.2013.*Hukum Progresif*.Translated by: Raisul Muttaqin.Nusa Media.Bandung..

the treatment was not maximum. They could only give limited amount of money or they often asked for free services because they did not have money. They preferred to go to TBAs because they did not have the budget of IDR 600,000 to be given to get the service from midwives. Going to the TBA was usually free of charge. This economic orientation influences the officers' behaviors in giving services.

Next, the officers display different attitudes when servicing poor patients because their orientation is economical. They face the 3rd class security card holder differently from the VIP patients. This attitude should be reconstructed through the understanding that the main purpose of the service is to save people. The progressive law teaches moral values based on the consciousness and spiritual values—a deeply rooted substantial justice. The substantial justice in health care services can be changed if the working orientation is shifted to charity orientation.[34] According to the researcher's opinion it is a concrete example or real practice on the implementation of conscious and progressive law-based legal principle.

The new construction of culture sets in progressive law-based health care service bureaucracy can influence the real action of culture sets as mandated in the goals of bureaucracy reforms.[35] Philosophically, the new construction can trigger the authority and officers in health care services to work better through better discipline, better behaviors (polite, friendly, ethic), and serve with hearth (sincere in helping others in need). Moreover, they can make some efforts to form contextual health care regulations when the existed law is considered unfair for the people. It can be done in line with the regional autonomy principles, which is to serve the public and to create prosperous society.

Closing

Conclusion

Based on the discussion above, the conclusions of this study are:

First, the current bureaucratic legal culture in health care services tends to adopt Weberian and Marxian theories in its practice because: (1) the implementation of health care bureaucracy that still implement traditional ways, in which they think of themselves as rulers instead of public servants, (2) in its practice, the bureaucracy try to cover its mistakes through so many ways, including hiding behind the SOP that the old-fashioned and complicated procedure have met the SOP although the SOP itself was made for personal interest, was not properly written, and was not legally issued, (3) Indiscipline practice of bureaucracy in performing its duties, including coming to the office as the wish, (4) bureaucracy practice, which emphasize on the hierarchy of the authority so that the officers who directly face the public cannot make any decision if they face a concrete problem, (5) bureaucracy practice that consider patients as vulnerable people who know nothing so that they only rely on the medical professionals' helps, (6) bureaucracy practice, which has economic orientation for his or her own interests, (7) disintegrated bureaucracy practice who works discretely without the help of other profession, (8) bureaucracy practice that consider the law can and/or may not be enforced (plastically) depending on personal judgment and direction

[34] The orientation to do charity according to Islamic perspective is a behavior which is based on the good and sincere intention because the person believes that a good and sincere intention based on the faith to Allah SWT will be rewarded.

[35] Re-read the Ministry of State Apparatus and Bureaucracy Reforms Number 20 Year 2010 on Bureaucracy Reforms Roadmap Year 2010-2014 and Number 11 Year 2015 on Bureaucracy Reforms Roadmap Year 2015-2019.

from the super ordinates because law is enforced only if it benefits interest of the authority economically, and (9) No matter how rational, hierarchy, and professionally written, the bureaucracy can be changed through direct order from the leader and because of the loyalty reason and paternalistic and patron-client culture that are flourished in the government bureaucracy.
Second, the rights of the public to seek for justice or fairness in health care services are ignored because: (1) The health care professionals seek for more economic interests rather that the need to serve and save the patients, (2) the political interests and the interest of the authority holders in the government, including the member of the House of the Representatives, force the bureaucrats to side on their interests because the bureaucrats cannot escape from the patron-client chain, and (3) the legal factors that never side the interests of the people so that it influence in the bureaucratic legal culture in health care services. This includes the law that does not give incentive to health care professionals who work in the border areas except a special promotion for them.
Third, it is the construction of new bureaucratic legal culture in health care services that is based on common values and responsibilities, supported by mutual respect toward other people as partners and as fellow human beings that have ability to work together and stay humble toward the skills that they have so that it will then be followed by tolerance and mutual helps, which resulted on good supports from various parties to establish better level of health for the community.

Recommendation

In order to make the results of this research to be beneficial for the improvement of community health care services, especially those who live in the border areas, it is suggested that:

1. The local government leader in the border area should:
   a. Use the result of this research to form some policies, such as:
      (1). Forming and stipulate policy to improve public service's bureaucratic legal culture, especially in health care services, as a part of regional bureaucracy reform policy.
      (2).Socialize the policy to all divisions in the regional government institution, especially in health care provider's institutions so that all of their personnel understand and enforce the law of health care services so that the community will feel satisfied.
   b. Follow up the discussion, analysis, and suggestions written in this research, supported by the availability of funds and human resources.
2. The central government is suggested to:
   a. Create special policies in health care services for border areas, including:
      (1). If the regulation that doctors should be available in every community health center, as stated in the Minister of Health's Regulation No. 75 Year 2014, the government should provide incentives for the doctors and other health care professionals apart from the special promotion reward as stated in the Law No. 36 Year 2014 on health care professionals. The incentives include: (a). to be prioritized to continue education in higher level with the fund from the central government, (b) to be given complete health care services' facilities, and (c) to be given opportunities to participate in technical trainings.
      (2). In line with NAWACITA policy, which is the development from the suburbs and underdeveloped as well as border and isolated area, it is suggested to create policies in health care sector in those area to be planned and directly managed by the central

government. This policy is supported by all related parties in the central, provincial, and local levels of the border areas.

b. Enforcing the policies in the border areas, which are supported by National Budgeting, though (a) the construction of Central Government's Owned Public Hospital and (b) the establishment of higher education institution to support the development in health care sector.

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SOCIAL AND ENVIRONMENTAL ACCOUNTING DISCLOSURE: A REVIEW OF RECENT LITERATURE

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Abstract: *Sustainability accounting or so-called social, environmental and economic accounting has received increasing attention in recent years from researchers, communities, governments and investors. This is consistent with the growing demand and sensitivity of all stakeholders in understanding how companies plan and manage the sustainability issues in their operations. The literature on accounting disclosure is very rich and addresses a wide range of disclosure related issues such as corporate practices in disclosure, type and level of disclosure, as well as factors affecting disclosure. Many studies have focused on determining which factors contribute to influence the disclosure level and they can be grouped into three categories. The first group examine the characteristics of companies, the second group studies the governance attributes and the third group looks at the ownership structure of companies as determinants of social and environmental accounting disclosure. The purpose of this article is to review very recent studies and examine the consistencies in findings of the factors affecting the disclosures in different countries, and business sectors. The results reveal a number of similarities as well as differences in the research findings of these most recent works. The present study contributes to the existing literature by highlighting the complexity of the accounting disclosure issues in corporate reporting and provides a direction for future research on corporate sustainability reporting.*

Keywords: Accounting disclosure; environmental and social disclosure; governance attributes; ownership structure; s*ustainability accounting*

Introduction

The disclosure of information in corporate reports has aroused a great interest of academics (Marston & Shrives, 1991). In the past, organizations in their various forms assumed that their corporate responsibility was limited to their financial performance and thus, maximizing profits and disclose them in their annual financial reports were the main focus. Companies paid very little attention, if any, to environmental and social disclosure issues as these were non-financial matters. Unlike financial performance, the qualitative issues of social and environmental accounting were not in the organizational interest. However, the scenario has changed and the non-financial reporting is growing in significance as companies, shareholders and stakeholders realize that these issues eventually affect their overall sustainability. According to Mansor, Jamil and Bahari (2017), the emphasis of non-financial disclosure should focus on future or planned activities which would preserve and generate values, guided by the organizational strategy and business model.

Today, stakeholders have become increasingly demanding and require organizations to be sensitive to social and environmental aspects in managing their business (Duker & Olugunna, 2014). Disclosure of the non-financial information in annual reports is no longer taken lightly by companies even though not mandatory. Various efforts have been initiated to enhance social and environmental reporting among companies. Adam (2002) states that understanding the factors which influence the disclosure process may help companies to enhance reporting transparency for users and at the same time improve their image in the communities.

This article reviews the literatures on social and environmental accounting and examines factors which influence the disclosure level in various countries. The study then provides a recommendation for future research in the disclosure of social and environmental accounting.

Literature Review

The literature on accounting disclosure is very rich and addresses a wide range of disclosure issues such as corporate practices in disclosure, type and level of disclosure, as well as factors affecting disclosure. Many studies have focused on determining which factors contribute to influence the disclosure level and they can be grouped into three categories. The first group of studies examine the characteristics of companies, the second group studies the governance attributes and the third group look at the ownership structure of companies as determinants of social and environmental accounting disclosure.

Company characteristics

Among others, recent studies which focus on the impact of characteristics of companies on the extent of disclosure include Nguyen, Tran, Nguyen, Tran, Nguyen & Le (2017), Trencansky & Tsaparlidis (2014), Bani-Khalid, Kouhy, & Hassan (2017), Sánchez, Bolívar & Hernández (2017), Nawaiseh, Boa, & El-shohnah (2015), Akbas (2014), Ibrahim (2014), Bhattacharyya (2014), Grecco, Milani Filho, Segura, Sanchez, & Dominguez (2013), Bayoud, Kavanagh, & Slaughter (2012), Thompson & Ke (2012), Gray, Javad, Power, & Sinclair (2001).

In Vietnam, Nguyen et al. (2017) examine factors related to company's characteristics and their effects on environmental disclosure. The study used quantitative analyses and the data were collected from 74 construction firms listed on the Vietnam Stock Exchange. The results showed a positive relationship between the size and age of the company and the level of disclosure of environmental accounting information. The influence of size and age of companies on the disclosure provide support for an earlier study by Trencansky & Tsaparlidis (2014) where the findings showed that the age, size and type of industry of the companies positively affect the level of social disclosure. Prior to that, Bayoud, et al. (2012) and Gray et al. (2001) also document the same findings related to age and size of companies. In addition, they also report that profitability is positively related to social and environmental disclosure in a study involving 42 publicly listed forestry companies in china.

Sánchez et al (2017) examine the characteristics of companies and managers as drivers of social responsibility disclosure on 167 state owned enterprises in the public administration sector in Spain. According to his findings company size is an important factor in social disclosure. In Turkey, Akbas (2014) also studies the effect of company characteristics and environmental disclosure using a sample of 62 non-financial companies. His results suggest that company size and industry type have a positively effects on the environmental disclosure. Similarly, Ibrahim

(2014) provide the same conclusion as Akbas (2014) that the company size and the industry type are positively related to the voluntary disclosure, but he found that the company age is negatively related. Bayoud et al (2012) also reports that there is a positive relationship between company size, age, industry type and the levels of social disclosure in a study of 40 Libyan companies.
In another research Bani-Khalid (2017) sampled 66 listed Jordanian companies and examines the effect of organizational factors on the disclosure. In contrast, his results indicate that company age and the type of industry do not have significant impact on social and environmental disclosure practices. He reports that only the size of the company is important to affect the level of disclosure. Nawaiseh, et al. (2015) also conclude that the company size has is a negative relationship with the social disclosure. In a study on the characteristics of the company and voluntary disclosure Grecco et al. (2013) perform a comparative research between Brazil and Spain. A total of 306 listed companies in Brazil and 106 listed companies in Spain were studied. Using the Global Reporting Initiative's (GRI) indicators to measure the level of social aspect disclosure their results show that the company size has a positively effect on the voluntary disclosure.

Governance attributes

Many prior studies have dealt with the subject governance attributes as potentially influential factors in determining the level of disclosure. Recent research in this category include Alhazmi (2017), Bani-Khalid et al. (2017), Elfeky (2017), Dibia & Onwuchekwa (2015), Albawwat &Basah (2015), Samaha, Khlif, & Hussainey (2015), Rouf (2011) and Akhtaruddin, Hossain, Hossain, & Yao (2009).
Alhazaimeh et al. (2014) assess the relationship between the elements of corporate governance including the board of directors' activity, foreign ownership, and block holder ownership and the voluntary disclosure. Based on the annual reports of 72 Jordanian listed companies, the results suggest that foreign ownership and block-holder ownership have a significant role in influencing the voluntary disclosure. Akhtaruddin et al (2009) study which selected a sample of 110 Malaysian companies, showed a positive relationship between board size and voluntary disclosure. Also, Rouf, (2011) also studied factors of governance attributes on a sample of 120 non-financial listed companies in Dhaka Stock Exchanges in Bangladesh, that results indicated that there is a positive relationship between board size and voluntary disclosure, and between audit committee and voluntary disclosure. Samaha et al. (2015) examine the impact of the board and audit committee on voluntary disclosure. Using a sample 64 empirical studies potential moderators to the relationships between board, audit committee characteristics and voluntary disclosure were identified. The study shows that there is a significant positive relationship between board size, board composition, audit committee and voluntary disclosure. The finding on the influence of audit committee is supported by Bani-Khalid et al. (2017) who demonstrates that the type of audit company is significantly related to the social and environmental disclosure.
Under the same category of governance attributes Alhazmi (2017) focuses on factors such as board size and board meeting frequency. According to his study the attributes have so significant relationship with the social disclosure. Similarly, the results of study by Elfeky (2017) indicate no relationship between the board size and the voluntary disclosure. The same conclusion was reported by Albawwat & Basah (2015) who study 72 selected Amman Stock Exchange listed companies. The study reveals no significant relationships between audit committee, board meeting, board size, and voluntary disclosure. On the other hand, they provide evidence that the

size if the audit company has a significant positive impact on the voluntary disclosure. Also, in an empirical study in Nigeria, Dibia & Onwuchekwa (2015) sample of 15 companies drawn from the oil and gas sectors of the Nigerian stock exchange. Their findings suggest that there is no significant relationship between the type of audit company and the level of environmental disclosure.

Ownership structure

A series of recent literature which focus on the relationships between the ownership structure and the level of disclosure include Persson & Vingren (2017), Alhazmi (2017), Bani-Khalid et al. (2017), Elfeky (2017), Albawwat & Basah (2015), Haddad, AlShattarat, AbuGhazaleh, & Nobanee (2015), Alhazaimeh et al. (2014), Juhmani (2013), Rouf (2011) and Barako, Hancock, & Izan (2006).

Persson & Vingren (2017) report that a governance ownership factor significantly affects State Owned Enterprises (SOEs) sustainability disclosures. Similarly, in a study conducted on 169 companies in Saudi Arabia Alhazmi (2017) also documents that ownership structure has a significant influence on companies social responsibility disclosure practices. In addition, a research by Albawwat & Basah (2015) on 72 selected Amman stock exchange listed companies provides evidence that board compensation and government ownership significantly impact voluntary disclosure. However, the findings of the study show a negative relationships between number of shareholders, block holder ownership, foreign ownership and voluntary disclosure. in Kenya, Barako, et al. (2006) examine factors affecting voluntary disclosure. The study included 54 Kenyan companies and the results suggest that the extent of voluntary disclosure is influenced by the ownership structure. The study also concludes that the levels of foreign ownership has a significantly positive impact on the voluntary disclosure.

In Jordan, Alhazaimeh et al. (2014) assess the effects of board activity, foreign ownership, and block holder ownership on the voluntary disclosure in the annual reports of 72 listed companies. Their results reveal that foreign ownership, and block-holder ownership significant influencing the level of voluntary disclosure. Haddad et al. (2015) also conclude that the extent of voluntary disclosure is positively affected by government ownership base on a study of 57 non-financial Jordanian companies listed on the Amman stock exchange. However, the results indicate that outside ownership and number of shareholders are not related to voluntary disclosure.

Although many previous studies have shown a positive effect of ownership structure on the level of disclosure, there were also studies which report the opposite effect. For example, in a study conducted by Juhmani (2013) the results show a negative effect of the ownership structure on the level of disclosure of voluntary information for companies. In the same research he also reports mixed findings of the effects on dislcosures. For example, the study shows a significant negative relationship between block-holder ownership and voluntary disclosures and governance ownership is not related to voluntary disclosures. The latter provides support for Rouf (2011) who concludes that the extent of voluntary disclosure is negatively related to ownership structure. Bani-Khalid et al. (2017) and Elfeky (2017) also documents that ownership is not related to the disclosure practice.

Conclusion and suggestion for future research

The reviews suggest that some of the studies do not address any aspect social and environmental disclosure clearly (e.g., Akhtaruddin et al,2009: Juhmani, 2013: Ibrahim, 2014: Barako, et al 2006: Haddad et al, 2015: Alhazaimeh et al 2014). Furthermore, most of the studies do not take into consideration all of the three groups of factors simultaneously. For example, Haddad et al. (2015) and Juhmani (2013) only examine the factors associated with ownership structure while Nawaiseh, et al. (2015) and Trencansky & Tsaparlidis (2014) only assess company characteristics in their research on voluntary disclosures. There were also variations in results obtained regarding the effects of the factors examined on the disclosure levels. Furthermore, only very few studies have evaluated the combined factors influencing disclosure of all the three aspects (i.e., economics, social, and environmental) of sustainability accounting in a single study.

Future research could address a comprehensive view which include all the three dimensions of factors to study their impact on the level of disclosure since most of the previous literature examines them separately. New studies may also address the issue of external factors such as government pressures, local communities, media pressures, investors, customers and competitive environment and measure the extent of their impacts on the level of the disclosure.

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KERANGKA KONSEPTUAL KELESTARIAN USAHAWAN INAP DESA

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Abstrak: *Sektor pelancongan negara terbukti menjadi antara penyumbang utama kepada pendapatan negara. Program inap desa memberi kesan yang amat baik kepada ekonomi negara dan sektor pelancongan negara terutamanya serta memberi manfaat kepada penduduk tempatan. Kebanyakan pengusaha inap desa mengalami kekurangan dan kelemahan dari segi kompetensi keusahawanan menyebabkan mereka gagal dalam mengendalikan perusahaan inap desa. Kajian ini menunjukkan bahawa pengusaha inap desa perlu mengambil inisiatif untuk menerapkan kompetensi keusahawanan dalam diri mereka bagi meningkatkan pendapatan dan taraf hidup pada masa hadapan. Walaupun terdapat banyak inisiatif yang diberikan oleh pihak kerajaan, kompetensi keusahawanan berkesan untuk memberi sokongan kepada pengusaha inap desa untuk meningkatkan semangat dan memberi mereka peluang baru untuk membangunkan perusahaan inap desa di kawasan mereka.*

Kata Kunci: *Kompetensi keusahawanan, kelestarian, ekonomi, sosial, persekitaran*

Pengenalan

Sektor pelancongan telah berkembang menjadi sektor kedua terbesar Malaysia yang menyumbang kepada pendapatan negara selepas sektor perkilangan. Negara Malaysia merupakan antara 10 negara yang tertinggi menerima kedatangan pelancong asing pada setiap tahun. Dengan peningkatan jumlah pelancong mempunyai kaitan rapat dengan produk pelancongan yang pelbagai yang dimiliki oleh negara Malaysia. Antara produk yang turut dibangunkan adalah pelancongan inap desa atau lebih terkenal sebagai program *homestay*. Produk pelancongan ini telah mendapat sambutan dan dibangunkan di semua negeri di Malaysia. Pelancongan inap desa ialah kemudahan rumah orang awam yang menyediakan ruang atau bilik untuk disewakan kepada pelancong. Kaedah penubuhan inap desa ini adalah memberi alternatif kepada pelancong menginap bagi menampung kekurangan bilik hotel di sesetengah tempat. Sesetengah tempat yang kecil dan terpencil tidak mempunyai hotel, resort, chalet dan sebagainya. Selain itu, pelancongan inap desa adalah produk pelancongan yang diperkenalkan untuk memberi peluang kepada pelancong untuk tinggal bersama keluarga tempatan terpilih dan mengalami gaya hidup harian mereka dan mempelajari budaya mereka. Dilihat konsep pelancongan inap desa ini dapat memberi kesan yang baik dan manfaat terutamanya kepada pembangunan sektor pelancongan negara.

Sektor pelancongan sebagai satu industri yang dinamik yang dapat menawarkan peluang kepada komuniti luar bandar yang terlibat dengan inap desa. Pelancongan inap desa adalah salah satu

bentuk pelancongan berasaskan komuniti atau *Community-Based Tourism (CBT).* Melalui pelancongan inap desa ini, pelancong dapat berinteraksi secara terus dengan keluarga yang menjadi tuan rumah mereka dan mengalami sendiri aktiviti yang dijalankan demi mewujudkan keserasian antara tuan rumah dan tetamu yang berbeza latar belakang kehidupan dan kebudayaan. Pelancongan inap desa ini juga membolehkan tetamu menikmati keindahan dan keunikan alam semula jadi di samping dapat menjalankan pelbagai aktiviti kebudayaan tradisional masyarakat tuan rumah. Pelancongan berbentuk ini mampu berfungsi membangunkan masyarakat luar bandar dengan pelbagai peluang baru bakal diwujudkan menerusi aktiviti tersebut. Kementerian Pelancongan secara rasminya telah menjadikan inap desa sebagai salah satu produk pelancongan Malaysia dan ianya giat dipromosikan ke seluruh dunia. Produk inap desa tidak digolongkan sebagai kemudahan penginapan semata-mata, namun lebih memfokuskan kepada gaya hidup dan pengalaman termasuk juga budaya dan kegiatan ekonomi (Kementerian Pelancongan, 2010). Produk inap desa bukan sahaja memberi kesan ke atas ekonomi negara malah turut memberi kesan terhadap penduduk tempatan iaitu kesepakatan dalam menjayakan produk inap desa. Hal ini adalah disebabkan oleh semangat kemasyarakatan yang tinggi dan kerjasama ahli-ahli Jawatankuasa Kemajuan dan Keselamatan Kampung (JKKK) dalam menjayakan program inap desa di Malaysia. Melalui pentadbiran program inap desa juga dapat mewujudkan hubungan yang erat serta kesepakatan antara penduduk kampung.

Selain itu, pelancongan inap desa mampu meningkatkan ekonomi penduduk setempat dengan menawarkan pelbagai peluang pekerjaan dan sumber pendapatan iaitu dalam perkhidmatan dan pengurusan seperti pemandu, tukang masak, pemandu pelancong, pekerja perkhidmatan pembersihan serta memberi peluang kepada mereka untuk bergiat dalam bidang keusahawanan dan perniagaan. Dengan penubuhan pelancongan inap desa di kawasan luar bandar mampu menjana pendapatan sekali gus dapat meningkatkan pendapatan isi rumah komuniti setempat. Melalui penglibatan ini juga, kawasan luar bandar dapat dibangunkan dan dimajukan terutamanya dalam meningkatkan kualiti kemudahan asas dan infrastruktur pembinaan baru oleh kerajaan seperti jalan raya, telekomunikasi, masjid, balai raya dan sebagainya kepada penduduk. Selari dengan strategi pelaksanaan dasar kerajaan ke arah pembangunan sektor pelancongan di Malaysia, program inap desa dapat memberi sumbangan kepada negara iaitu mempromosikan pertukaran wang asing, menggalakkan pembangunan ekonomi dan sosial, menggalakkan pembangunan luar bandar, menjana peluang peluang pekerjaan, mempercepatkan integrasi bandar/luar bandar, pertukaran budaya, menggalakkan penglibatan semua komuniti etnik dalam sektor, membentuk imej kelas pertama Malaysia di peringkat antarabangsa dan membina perpaduan negara (Leh & Hamzah, 2012).

Tetapi, dalam mengendalikan perusahaan inap desa di sesebuah tempat, pengusaha inap desa masih menghadapi beberapa masalah utama seperti yang dihadapi oleh pengusaha kecil dan sederhana (PKS) yang lain walaupun kerajaan telah menunjukkan kesungguhan, komitmen serta memperuntukkan pelbagai dana untuk pembangunan industri pelancongan. Antaranya ialah kelemahan kompetensi keusahawanan seperti system pentadbiran dan pengurusan yang lemah, kurangnya strategi pemasaran yang mantap, bertujuan untuk mempromosi, kurang keyakinan diri dan kurang sikap positif, kekurangan kemahiran dan kekurangan pengetahuan perniagaan, kegagalan dalam perusahaan dan kesukaran mendapatkan dana untuk memulakan dan mengembangkan perusahaan. Maka, masalah yang paling utama adalah merupakan kompetensi

keusahawanan pengusaha inap desa secara keseluruhannya masih kurang diberi perhatian berbanding dengan isu-isu lain dalam bidang pelancongan.

Jabil Mapjabil dan Kadir Din (2012) mendakwa kerajaan mengakui kebanyakan pengusaha sektor pelancongan berskala kecil tiada pengalaman dalam menangani kehendak pelancong yang pelbagai. Hasil kajian yang dijalankan oleh Salime (2012) ke atas pengusaha kecil pelancongan termasuk pengusaha penginapan mendapati sebanyak 80 peratus pengusaha mendapat pendidikan sehingga sekolah menengah dan 50 peratus pengusaha mempunyai pengalaman kurang sepuluh tahun dalam bidang pelancongan. Manakala Reynolds et al. (1994) pula menyatakan kelemahan pengurusan adalah faktor utama kegagalan perusahaan kecil pelancongan. Pengusaha inap desa turut mengalami masalah kompetensi keusahawanan seperti pengusaha penginapan pelancongan yang lain. Penyertaan pengusaha di dalam perusahaan inap desa di Semenanjung Malaysia menunjukkan penurunan sebanyak 8.7 peratus pada tahun 2010 iaitu seramai 2,520 orang pengusaha sahaja berbanding tahun 2009 bilangan pengusaha berjumlah 2,760 orang kesemuanya (Kementerian Pelancongan Malaysia, 2011). Masalah kompetensi keusahawanan yang lemah menyebabkan ramai pengusaha inap desa menarik diri dari perusahaan ini kerana tidak berupaya untuk mengendalikan perusahaan yang kurang mendapat sambutan dan tidak menerima pelancong dalam jangka masa tertentu. Menurut kajian yang dilakukan oleh Kalsom (2010a, 2010b), purata pendapatan bersih yang diperolehi oleh pengusaha daripada perusahaan inap desa adalah sangat kecil iaitu sebanyak RM17 sahaja untuk setiap orang pelancong. Pengusaha tidak mengambil kira beberapa kos penting iaitu kos untuk menyediakan satu pengalaman pelancongan kebudayaan yang berkualiti termasuk kos pemasaran, kos pembinaan imej serta kos insurans untuk perlindungan terhadap apa-apa risiko.

Kenyataan ini turut disokong oleh Ismar Liza Mahani, Rosyidah dan Nurulhuda (2007) yang mendapati pengusaha inap desa memperolehi pendapatan secara langsung yang sangat rendah daripada perusahaan ini. Mereka mendapati ianya tidak dapat menambah pendapatan pengusaha seperti yang dijangkakan. Amran dan Hairul Nizam (2003) juga menyatakan pengusaha inap desa tidak menunjukkan peningkatan yang memberangsangkan dalam jumlah pendapatan isi rumah setelah pembabitan mereka di dalam pengusahaan inap desa.

Konsep kompetensi keusahawanan amat penting diterapkan dalam pengusahaan inap desa kerana ia dapat membantu pengusaha inap desa dari pelbagai aspek. Menurut Man (2001), kompetensi keusahawanan adalah diukur berdasarkan kepada lapan dimensi keusahawanan iaitu kompetensi peluang, perhubungan, konseptual, pengurusan, strategi, komitmen, pembelajaran dan kekuatan personal. Manakala berdasarkan Nor Hazlina (2007) mempunyai pendapat yang sama dengan Man (2001) dan menunjukkan pertambahan dua lagi kompetensi di bawah kompetensi keusahawanan iaitu teknikal, tanggungjawab sosial dan kekeluargaan. Selain itu, Halipah (2009) berpendapat bahawa kompetensi keusahawanan boleh dikategorikan kepada dua kumpulan iaitu kompetensi keusahawanan khusus dan kompetensi kemahiran. Kompetensi khusus terdiri daripada peluang, perhubungan, komitmen, pembelajaran, kekuatan personal, analitikal dan inovatif. Manakala operasi, strategi dan manusia merupakan kompetensi kemahiran. Dimensi-dimensi bagi kompetensi keusahawanan yang digunakan dalam Halipah (2009) ini juga disokong oleh kajian (Man et al., 2008).

Kajian ini juga menggunakan model kelestarian keusahawanan yang dicadangkan oleh Young dan Tilley (2006). Model ini menyelidik tentang trend pengusaha masa kini yang menunjukkan bagaimana pengusaha melestarikan perusahaan mereka dengan menyelesaikan isu-isu masyarakat

dan alam sekitar bukan hanya menumpukan kepada keuntungan semata-mata. Izaidin dan Koe (2012) menyatakan keusahawanan boleh membantu mengurangkan pencemaran alam sekitar dan masalah sosial yang ditekankan dalam konsep pembangunan lestari (Shephherd & Patzelt, 2011). Menurut Choi dan Gray (2008), keusahawanan lestari adalah memenuhi keperluan pada masa sekarang dengan mengambil kira keperluan generasi akan datang. Masurel (2007) mendefinisikan kelestarian keusahawanan sebagai satu konsep keusahawanan yang diterajui dengan seimbang antara keuntungan manusia dan alam sekitar. Dalam kajian beliau pengusaha yang mengamalkan konsep ini turut terlibat dalam aktiviti-aktiviti yang berkaitan dengan pemeliharaan alam sekitar. Menurut Sarbutts (2003), kebanyakan kajian emperikal berkaitan kelestarian keusahawanan lebih memberi fokus kepada organisasi-organisasi yang besar berbanding Perusahaan Kecil dan Sederhana (Fuller & Tian, 2006; Jenkins, 2006; 2004, Perrini, 2006; Perrini, Russo & Tencati, 2007; Spence & Schmidpeter, 2003; Williamson, Lynch Wood & Ramsay, 2006). Kajian ini akan menilai kelestarian pengusaha inap desa dari aspek ekonomi, sosial dan alam sekitar bukannya dari segi kewangan sahaja.

Objektif Kajian

Kajian ini adalah bertujuan untuk mengkaji hubungan antara kompetensi keusahawanan dan kelestarian pengusaha inap desa di Pantai Timur Semenanjung Malaysia. Kajian ini mempunyai potensi untuk menambah pengetahuan baru kepada bidang pelancongan dan keusahawanan. Secara khusus ia bertujuan untuk memahami kepentingan kompetensi keusahawanan yang menyumbang kepada kelestarian pengusaha inap desa di dalam sector pelancongan. Di samping itu, kajian ini akan bermanfaat sebagai input bagi pembentukan model kompetensi keusahawanan lestari pengusaha inap desa di Pantai Timur Semenanjung Malaysia.

Kajian Literatur

Kelestarian

Sejak kebelakangan ini, kelestarian menjadi tumpuan utama bagi kebanyakan organisasi disebabkan oleh berlakunya perubahan iklim, tekanan kawal selia dan keperluan sosial untuk lebih bertanggungjawab terhadap alam sekitar dan sosial. Kelestarian mendapat perhatian yang serius oleh eksekutif korporat dan menjadi fokus utama dalam matlamat strategik oleh kebanyakan organisasi (Chouinard, Ellison, & Ridgeway, 2011).

Sebuah dokumen yang berjudul Our Common Future atau dikenali juga sebagai Laporan "Brundtland" yang diterbitkan oleh World Commission on Environment and Development (WCED) pada 1987, mentakrifkan pembangunan lestari sebagai pembangunan yang memenuhi keperluan masa kini tanpa menjejaskan keupayaan generasi akan datang untuk memenuhi keperluan mereka sendiri (WCED, 1987). Prinsip Triple Bottom Line (TBL) atau disebut juga dengan "Tiga Pilar Keberlanjutan" telah diperkenalkan untuk menggambarkan tiga pilar kelestarian iaitu ekonomi, alam sekitar dan sosial (Elkington, 1987). Organisasi bukan sahaja perlu menunjukkan kejayaan dari segi kelestarian ekonomi tetapi juga kelestarian alam sekitar dan kelestarian sosial (Svensson, Wood, & Callaghan, 2010).

Kelestarian ekonomi adalah penting untuk kejayaan kewangan korporat yang mana sesebuah organisasi mestilah dapat menghasilkan barangan dan perkhidmatan secara berterusan dan mengelakkan perbelanjaan yang melebihi pendapatan untuk terus beroperasi. Kelestarian alam

sekitar memberi tumpuan kepada kesan perniagaan terhadap alam sekitar. Kelestarian sosial pula merangkumi konteks kemanusiaan dalam perniagaan, yang menekankan keadilan dalam pengagihan dan peluang dan berkaitan dengan isu kesihatan dan pendidikan, ketidaksamaan pendapatan dan kemiskinan (Aggerholm, Andersen, & Thomsen, 2011; Harris, 2003). Kelestarian sosial dan alam sekitar sudah lama mantap dalam kalangan leksikon perniagaan (Sengers et al., 2016; Shrivastava & Guimaraes-Costa, 2017). Oleh itu, tindak balas terhadap tuntutan permintaan sosial dan alam sekitar ke atas operasi perniagaan merupakan cabaran utama kepada sesebuah perniagaan (Gunasekaran et al., 2014).

Kelestarian pembuatan keputusan dalam keusahawanan ialah satu proses yang mana pengasas sesebuah perniagaan membuat pilihan bagi aktiviti perniagaan semasa dan masa depan yang selari dengan implikasi sosial, alam sekitar dan ekonomi bagi aktiviti perniagaan yang dijalankan (Munoz, 2017). Keputusan ini memberi keutamaan kepada aktiviti yang kritikal bagi kejayaan sesebuah perniagaan, yang mana pada masa yang sama tidak mengetepikan persekitaran ekologi dan sosial yang mana perniagaan beroperasi (Shepherd & Patzelt, 2011), dan/atau mengutamakan yang mempunyai potensi untuk memulihkan atau memelihara alam sekitar ke arah pemulihan keseimbangan antara aktiviti alam semulajadi, masyarakat dan ekonomi (Parrish, 2010). Oleh itu, pengurus dan pengarah berpendapat bahawa pelaksanaan kelestarian adalah langkah yang signifikan ke arah memperbaiki daya saing sesebuah organisasi pada masa depan (Oudshoorn, 2005).

Kompetensi Keusahawanan

Kompetensi merujuk kepada tingkah laku seseorang untuk mencapai minimum standard prestasi (Phelan & Sharpley, 2012). Sanchez (2011) mentakrifkan kompetensi sebagai ciri-ciri yang mana dapat meningkatkan prestasi individu atau keberkesanan di tempat kerja. Manakala, kompetensi keusahawanan pula merujuk kepada spesifik kompetensi yang berkaitan dengan pelaksanaan perniagaan yang berjaya (Mitchelmore & Rowley, 2010). Bird (1995) pula mentakrifkan kompetensi keusahawanan sebagai ciri-ciri dasar seperti pengetahuan generik yang spesifik, motif, sifat, imej diri, peranan sosial dan kemahiran yang akan tertubuhnya sesebuah perniagaan, meneruskan sebuah perniagaan dan/atau pertumbuhan (Bird, 1995).

Man et al. (2002a) menegaskan bahawa kompetensi keusahawanan merupakan isu yang lebih penting berbanding dengan menyediakan sumber yang banyak dan persekitaran yang positif. Penerapan kompetensi keusahawanan yang tepat pada awal perniagaan dapat menjamin kelestarian sesebuah perniagaan. Ini kerana ciri-ciri keusahawanan yang mempunyai kesan jangka masa panjang juga mempunyai perkaitan yang rapat dengan prestasi organisasi (Man et al., 2002). Seseorang usahawan yang akan berjaya dan yang akan kekal berjaya apabila mereka mempunyai kompetensi, kebolehan dan keinginan untuk terus belajar bagi menghadapi cabaran baharu seperti perubahan teknikal dan ekonomi serta inovasi (Kyndt & Baert, 2015).

Pendekatan kompetensi adalah satu kaedah untuk mempelajari ciri-ciri individu yang dapat membantu menyelesaikan sesuatu peranan atau kejayaan sesebuah organisasi (Man et al., 2002). Man et al. (2002) berpendapat bahawa penggunaan pendekatan kompetensi bersesuaian dengan ciri-ciri daya saing yang berorientasikan jangka masa panjang. Kompetensi keusahawanan individu adalah asas kepada kebolehan organisasi untuk memupuk dan mengekalkan inovasi dan penciptaan usaha yang baharu (Hayton & Kelly, 2006).

Terdapat kepelbagaian kategori bagi kompetensi keusahawanan. Barlett dan Ghoshal (1997) mengenalpasti tiga kategori kompetensi keusahawanan iaitu – sikap dan ciri-ciri peribadi, pengetahuan, pengalaman, dan kemahiran. Selaras dengan Teori Kompetensi Keusahawanan oleh Bird (1995), kompetensi keusahawanan adalah mekanisme yang dapat menjamin peningkatan kepada kejayaan sesebuah perniagaan. Kerangka kajian bagi kompetensi keusahawanan terdiri daripada enam dimensi iaitu peluang, perhubungan, komitmen, pengurusan, pembelajaran, dan motivasi.

Peluang

Kemampuan seseorang usahawan untuk merebut peluang adalah sangat penting. Kebolehan mereka untuk belajar akan menentukan samada mereka mampu untuk menggunakan pengalaman yang ada bukan hanya untuk merebut peluang malah kebolehan mereka untuk meningkatkan sumber kewangan bagi menjamin kejayaan sesebuah perniagaan yang diceburi.

Seseorang usahawan yang dapat mengawal sumber yang boleh menyebabkan sesuatu peluang menjana keuntungan, tekaan mereka terhadap harga sumber mestilah berbeza dengan pemilik sumber dan usahawan lain yang berpotensi (Casson, 1982). Sekiranya pemilik sumber mempunyai tekaan yang sama dengan usahawan, mereka perlu mencari keuntungan yang bersesuaian daripada peluang dengan menentukan harga sumber berkenaan suoaya keuntungan usahawan tersebut menghampiri kosong (Shane & Venkataraman, 2000). Oleh itu, untuk menjadikan keusahawan itu berlaku, pemilik sumber tidak boleh berkongsi sepenuhnya dengan tekaan usahawan (Shane & Venkataraman, 2000).

H1: Peluang sebagai kompetensi keusahawanan mempunyai hubungan yang positif dengan kelestarian pengusaha inap desa.

Perhubungan

Hubungan dalaman yang wujud antara usahawan dengan organisasi dapat memberikan maklumat yang tepat untuk membuat sesuatu keputusan pasaran dan menilai akan kesahihan keputusan yang dibuat. Contohnya, terdapat organisasi yang bersifat keusahawanan memperolehi maklumat tentang pelanggan daripada rangkaian jaringan mereka dan menggunakan maklumat yang diperolehi untuk memperbaiki struktur harda dan menyesuaikannya dengan komunikasi. Penemuan kajian membuktikan maklumat dan nasihat yang diberikan kepada usahawan daripada jaringan boleh dipercayai, sahih dan boleh diaplikasi. Johannisson berpendapat jaringan individu oleh usahawan amat signifikan kepada firma.

H2: Perhubungan sebagai kompetensi keusahawanan mempunyai hubungan yang positif dengan kelestarian pengusaha inap desa.

Komitmen

Sejak awal tahun 1980an lagi isu komitmen pekerja telah menjadi topik perbincangan dan berlakunya peningkatan dalam bidang penyelidikan. Komitmen kepada organisasi dilihat dapat memberi kesan yang signifikan kepada prestasi organisasi dan juga kesejahteraan kepada pekerja (Yalabik et al., 2016). Menurut Abdul Aziz et al. (2011), di antara salah satu kriteria individu yang layak dipanggil usahawan ialah mereka yang mempunyai komitmen yang tinggi untuk mencapai kemajuan yang berterusan.

H3: Komitmen sebagai kompetensi keusahawanan mempunyai hubungan yang positif dengan kelestarian pengusaha inap desa.

Pengurusan

Pengurusan juga dikenal pasti sebagai cabaran dalam menguruskan perusahaan inap desa kerana perbezaan budaya dan gaya hidup pelawat (Azlina, 2009). Aspek pengurusan dalam mengendalikan sesebuah perusahaan amatlah penting dan harus dilaksanakan bagi kelancaran perjalanan keseluruhannya. Noor Zalika (2013) menyatakan aspek pengurusan adalah penting untuk kejayaan seseorang usahawan. Dengan adanya pengurusan yang baik dalam sesebuah perusahaan, maka pengeluaran sumber dapat digembleng dengan berkesan dan pembahagian kerja dapat dilaksanakan dengan cekap.

H4: Pengurusan sebagai kompetensi keusahawanan mempunyai hubungan yang positif dengan kelestarian pengusaha inap desa.

Pembelajaran

Proses pembelajaran yang menyebabkan usahawan mengembangkan kompetensi mereka ada hasil dari tindak balas terhadap jangkaan masa depan dan pengalaman yang lepas (Reuber & Fisher, 1999). Pembelajaran untuk usahawan menurut Kirzner (1973) adalah aspek yang amat penting supaya lebih bersiap sedia kepada peluang ekonomi dan merebut peluang terhadap kebaikan maklumat. Kirzner (1973) menegaskan juga bahawa keusahawan itu berdasarkan pembelajaran secara spontan. Minniti dan Bygrave (2001) juga berpendapat bahawa keusahawanan perlu difahami sebagai proses pembelajaran dan teori mengenai fenomena ini memerlukan teori pembelajaran.

Pendekatan sedia ada mengenai pembelajaran keusahawanan menunjukkan proses pembelajaran banyak berlaku sebelum perniagaan dijalankan (Gelderen et al., 2005). Namun sebaliknya, hanya sedikit sahaja kajian yang dijalankan untuk mengkaji bahawa pembelajaran mempunyai hubungan langsung dengan keusahawanan kecuali oleh Cope (2005), Leitch dan Harrison (2005), dan Corbett (2007). Antara penulis yang menulis mengenai proses pembelajaran yang berterusan sebelum memulakan perniagaan ialah Minniti dan Bygrave (2001), Ravasi dan Turati (2005), dan Politis (2005).

Sejak beberapa tahun kebelakangan ini, pembelajaran keusahawanan lebih terarah kepada perspektif sosial (Jones & Macpherson, 2014) yang mana ia adalah satu perkembangan yang dianggap sangat relevan dengan sifat usahawan yang individualistik sepertimana yang dihujahkan oleh Wang dan Chugh (2014). Wang dan Chugh (2014) mencabar pemahaman dominan tentang pembelajaran keusahawanan sebagai fenomena individu.

H5: Pembelajaran sebagai kompetensi keusahawanan mempunyai hubungan yang positif dengan kelestarian pengusaha inap desa.

Motivasi

Motivasi ditakrifkan sebagai keadaan keperluan yang mendorong 'individu' ke arah beberapa jenis tindakan yang mungkin membawa kepuasan mereka (Moutinho, 1987 dalam Syed et al., 2014). Virginia dan Carlos (2012) menyatakan bahawa keinginan dan keperluan untuk pencapaian dapat mempengaruhi individu mengenai keputusan untuk menjadi bekerja sendiri dan menjadi bos sendiri. Di samping itu, dari beberapa penulis terdahulu bersetuju bahawa mempunyai tiga

keperluan atau motif tersendiri bagi usahawan yang memerlukan pencapaian, keperluan persaingan dan keperluan untuk kemerdekaan. Selain itu, faktor luar juga memainkan peranan dalam mempengaruhi motivasi manusia ke arah keusahawanan seperti status ekonomi, ketersediaan modal teroka, tindakan pesaing, dan peraturan kerajaan (Scoot et al, 2003).
Di samping itu, faktor lain yang boleh mempengaruhi motivasi manusia ialah faktor kognitif seperti pengetahuan, kemahiran, dan kebolehan (Scoot et al, 2003). Dengan motivasi yang lebih tinggi dapat membantu seorang pengusaha memperoleh pengetahuan, kemahiran, dan kebolehan di tempat pertama dan mengembangkan visi untuk mencapai tujuan. Scott et al (2003) juga mendapati bahawa motivasi mempunyai kesan positif terhadap keusahawanan. Penemuan ini disokong oleh Alberto dan Inaki (2010) bahawa seorang usahawan mempunyai tahap motivasi yang lebih tinggi secara positif dikaitkan dengan prestasi usaha. Untuk berjaya dalam perniagaan tertentu, usahawan memerlukan faktor motivasi dan persekitaran yang memberikan keselesaan dan sokongan kepada mereka.
H6: Motivasi sebagai kompetensi keusahawanan mempunyai hubungan yang positif dengan kelestarian pengusaha inap desa.

Kerangka Konseptual
Berdasarkan sorotan literatur dan kerangka konseptual yang dicadangkan, 6 hipotesis dibentuk untuk mengkaji hubungan antara pembolehubah yang dikemukakan. Hipotesis dibina bagi mencapai objektif kajian dan menjawab persoalan kajian bagi penyelidikan ini.

Pembolehubah Tidak Bersandar ***Pembolehubah Bersandar***

Rajah 1. Kerangka Konseptual Kelestarian Pengusaha Inap Desa

Kajian Metodologi

Populasi dan Sampel
Kajian ini akan dijalankan di Pantai Timur Semenanjung Malaysia. Populasi dan sampel bagi kajian ini ialah pengusaha inap desa yang berdaftar dengan Kementerian Pelancongan Dan Kebudayaan Malaysia (Statistik Program Homestay April, 2017). Pemilihan pengusaha inap desa kerana ianya merupakan program pelancongan luar bandar yang berpotensi tinggi sebagai produk pelancongan alternatif antarabangsa dan domestik. Kajian ini akan menggunakan kaedah kuantitatif yang mana kajian lapangan, akan dijalankan untuk mendapatkan maklumat. Saiz

sampel akan ditentukan berdasarkan Jadual Krejie & Morgan (1970). Kajian ini akan menggunakan teknik pensampelan kebarangkalian yang terdiri daripada pensampelan rawak mudah (Chua, 2008). Keseluruhan sampel seramai 235 orang pengusaha inap desa daripada tiga buah negeri Pantai Timur Semenanjung Malaysia iaitu di Pahang, Terengganu dan Kelantan.

Instrumen Kajian dan Analisis Data

Borang soal selidik akan digunakan sebagai instrumen dalam kajian ini untuk mendapatkan maklumat dan pengumpulan data. Borang soal selidik itu telah direka dalam Bahasa Melayu sebagai bahasa ibunda yang menggunakan pengumpulan data melalui bersemuka dengan pengusaha-pengusaha inap desa. Para penyelidik telah menjalankan kajian dan menemuramah pengusaha-pengusaha inap desa yang terdiri daripada tiga buah negeri Pantai Timur Semenanjung Malaysia iaitu di Pahang, Terengganu dan Kelantan. Daripada 6 konstruk kompetensi keusahawanan, setiap kompetensi mempunyai beberapa soalan berkaitan. Secara keseluruhannya, jumlah soalan adalah sebanyak 35 soalan. Responden diminta menjawab kesemua 35 soalan dengan mengisi borang soal selidik kompetensi keusahawanan berdasarkan skala Likert 1 hingga 5 (1=sangat tidak setuju, 2=tidak setuju, 3=kurang setuju, 4=setuju, 5=sangat setuju). Data akan dianalisa menggunakan perisian SPSS versi 20. Ujian t, ANOVA, korelasi dan analisis regresi akan digunakan untuk menjawab objektif kajian.

Kesimpulan

Secara umumnya, pelancongan inap desa mempunyai potensi yang besar untuk dibangunkan berdasarkan reputasinya yang mampu memberi impak positif kepada komuniti setempat terutamanya dari segi ekonomi yang menyumbang kepada penjanaan lebih banyak peluang pekerjaan kepada penduduk dan penjanaan pendapatan yang lebih baik melalui aktiviti-aktiviti inap desa yang ditawarkan kepada pelancong. Perusahaan inap desa sememangnya dapat membantu meningkatkan ekonomi dan taraf hidup komuniti di luar bandar, namun matlamat ini akan dicapai sekiranya pengusaha inap desa mempunyai pengetahuan dan kemahiran dalam bidang perniagaan dan keusahawanan. Maka, kompetensi keusahawanan amat penting diguna pakai oleh setiap pengusaha inap desa demi mencapai matlamat mereka. Kertas konseptual ini merupakan salah satu langkah pertama dalam membangunkan model untuk perusahaan inap desa.

Pembangunan perusahaan inap desa ini dapat diteruskan dan ditingkatkan dengan penyediaan cadangan – cadangan yang dapat membantu para pengusaha pada masa hadapan. Penglibatan kerjasama antara jabatan kerajaan, Persatuan *Homestay* Malaysia, agensi-agensi dan institusi pendidikan amatlah penting untuk membantu menghasilkan perusahaan inap desa yang lebih baik terutamanya di kawasan komuniti luar bandar. Pelaksanaan perusahaan inap desa perlu diberi perhatian khusus untuk kebaikan pengusaha inap desa menjana pendapatan. Dengan pelaksanaan program dan aktiviti yang menarik boleh dilakukan di kawasan inap desa dapat membantu menarik perhatian dan meningkatkan jumlah para pelancong untuk datang ke inap desa mereka. Penambahbaikan pengurusan inap desa juga perlu menyediakan kemudahan di dalam kawasan inap desa. Selain itu, pengusaha inap desa perlu mempunyai perhubungan yang kuat dengan pihak-pihak luar bagi mengambil peluang untuk mempromosikan perusahaan inap desa di tahap global. Di samping itu, pengusaha inap desa juga boleh menyertai program dan forum yang dapat memberi inisiatif dan idea baru bagi meluaskan perusahaan mereka. Idea yang baik dapat diguna pakai dan dipraktik oleh pengusaha inap desa bagi mempromosikan inap desa mereka.

Melalui pembangunan inap desa yang terancang, pelancongan ini secara tidak langsung dapat membantu melindungi alam sekitar, menjaga dan memulihara aspek warisan budaya serta meningkatkan kualiti hidup masyarakat setempat. Oleh itu, pembangunan perusahaan inap desa ini sangat baik kerana dapat memberi menyumbang impak yang positif bagi kesejahteraan komuniti setempat. Ini kerana perusahaan inap desa bersesuaian dengan konsep yang dibawa adalah satu bentuk produk pelancongan yang perlu ditawarkan oleh sekelompok ahli masyarakat. Justeru, penawaran produk inap desa ini pastinya membawa manfaat dari segi ekonomi, sosial dan persekitaran kepada komuniti yang terlibat.

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MODEL ANALISIS KEPERLUAN BAHASA ARAB UNTUK PELANCONGAN ISLAM DI SELANGOR: KAJIAN AWAL (NEEDS ANALYSIS MODEL ARABIC FOR ISLAMIC TOURISM IN SELANGOR: A PRELIMINARY STUDY)

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Abstrak*: Kajian ini adalah berdasarkan kepada kajian awal terhadap analisis keperluan linguistik bagi model Bahasa Arab Untuk Pelancongan Islam di Selangor. Kajian ini berasaskan kepada teori Analisis Keperluan Bahasa yang dipelopori oleh Hutchinson dan teori Waters yang mengumpul maklumat mengenai keperluan pelancong Arab dan pengamal industri pelancongan yang terdiri daripada tiga elemen; "keperluan", "kekurangan" dan "kehendak". "Keperluan" adalah untuk mengesan faktor pelancong Arab memilih Malaysia khususnya negeri Selangor sebagai destinasi pelancongan Islam. Manakala "kekurangan" meninjau persepsi mengenai penggunaan bahasa Arab dalam sektor pelancongan Islam. "Kehendak" pula mengkaji kehendak pelancong Arab terhadap penggunaan bahasa Arab sebagai bahasa pelancongan Islam. Kajian ini akhirnya mencadangkan modul bahasa Arab untuk pelancongan Islam di Selangor.*

Kata kunci: *Bahasa Arab Pelancongan Islam, Analisis Keperluan, Keperluan, Kekurangan, Kehendak*

Abstract*: The study is based on a preliminary study of linguistic needs analysis of Arabic for Islamic tourism. The study uses the "need analysis philosophy" of language teaching mainly from Hutchinson and Waters theory to collect information about the needs of learners, which consists of three elements; necessities, lacks, and wants. The "necessities"is to detect the factors of Arab tourists chose Malaysia and spesifically Selangor as the Islamic tourism destination. The "lacks"is to define the perception of using the Arabic language in Islamic tourism sector. Meanwhile, the "wants" is to identify the will of Arab tourist to use Arabic language in Islamic tourism sector. This study finally proposes module of Arabic for Islamic Tourism In Selangor.*

Keywords: *Arabic For Islamic Tourism, Need Analysis, Necessities, Lacks, Wants*

Pendahuluan

Mengembara dan melancong sememangnya telah menjadi sebahagian daripada cara hidup umat Islam. Malah Islam menggalakkan umatnya untuk mengembara dan mengenali dunia, memahami serta menghargai keajaiban ciptaan Allah S.W.T. Mengembara dalam Islam adalah merupakan suatu aktiviti yang bermatlamat bagi mencapai keperluan fizikal, sosial dan rohani (Kadir, 1989). Firman Allah:

"Katakanlah (Muhammad) mengembaralah kamu di muka bumi, serta lihatlah begaimana Allah memulakan ciptaan makhluk dari asal jadinya: kemudian Allah akan memulakan ciptaan itu semula dalam bentuk kejadian yang baharu.

(Al-Ankabut:20)

Secara tradisi, pelancongan Islam dikaitkan dengan aktiviti keagamaan seperti haji dan umrah. Dimensi pelancongan Islam menjadi semakin meluas apabila semakin ramai manusia mula menjelajah keluar ke destinasi-destinasi Islam yang lain. Kewujudan dimensi baru ini telah mendorong kepada perubahan dan perkembangan komponen-komponen lain yang berkaitan dengan industri pelancongan iaitu industri pemakanan, penerbangan, pengangkutan dan sebagainya. Malaysia adalah sebuah negara yang tidak ketinggalan menyediakan pakej pelancongan Islam ini. Pelancong Islam terutama dari negara Timur Tengah telah mula menjadikan Malaysia sebagai salah satu destinasi pelancongan mereka khususnya pada percutian musim panas. Jumlah pelancong Arab yang melancong ke Malaysia semakin bertambah setiap tahun khususnya selepas peristiwa 11 September 2001. Kajian mengenai kepentingan bahasa Arab di dalam industri pelancongan Islam masih belum banyak yang dihasilkan. Bertitik tolak daripada ini, penyelidik merasakan perlunya satu pembinaan model keperluan analisis bahasa Arab untuk pelancongan Islam bagi memenuhi keperluan.

Pernyataan masalah

Penggunaan bahasa Arab di dalam bidang pelancongan Islam di Malaysia memerlukan persediaan tenaga kerja yang mahir dan kemudahan lain yang berkaitan. Persediaan ini amat penting dalam memastikan objektif memberikan perkhidmatan terbaik dan mesra kepada pelanggan tercapai, khususnya kepada pelancong Arab. Melihat kepada senario ini kerajaan Malaysia melalui Kementerian Pelancongan disokong oleh agensi lain perlu melipatgandakan usaha menarik lebih ramai pelancong Arab supaya terus menjadikan Malaysia khususnya negeri Selangor sebagai destinasi pelancongan Islam mereka. Bertitik tolak daripada isu ini, penyelidik merasakan perlu ada satu model bagi menganalisis keperluan bahasa Arab untuk pelancongan Islam di Malaysia terutama di negeri Selangor. Kajian terhadap faktor pelancong Arab memilih beberapa tempat di Selangor sebagai destinasi pelancongan Islam yang perlu dianalisis. Seterusnya penyelidik perlu juga menganalisis persepsi pelancong Arab mengenai kekurangan serta kehendak mereka terhadap penggunaan bahasa Arab sebagai bahasa pelancongan Islam di Selangor. Melalui kajian ini, model bahasa Arab pelancongan Islam akan dibina.

Persoalan kajian

1) Apakah bentuk Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam?
2) Bagaimanakah Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam dapat diimplementasikan di sekitar negeri Selangor?

3) Sejauh manakah keberkesanan Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam dapat diukur di sekitar negeri Selangor?

Objektif kajian

1) Membina satu Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam.
2) Mengimplementasikan Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam kepada cabang-cabangnya mengikut keutamaan di sekitar negeri Selangor.
3) Menilai dan mengukur keberkesanan Model Analisis Keperluan Bahasa Arab Untuk Pelancongan Islam di sekitar negeri Selangor.

Kajian literatur

Kajian yang membabitkan analisis model bahasa Arab untuk pelancongan Islam ini belum pernah dijalankan sebelum ini. Walaupun kajian berkaitan penggunaan bahasa Arab dalam konteks pelancongan telah dijalankan oleh para pengkaji, namun kajian tentang penggunaan bahasa Arab dalam pelancongan Islam belum pernah dijalankan sebelum ini. Antara kajian yang melibatkan bahasa Arab dengan pelancongan umum di Malaysia ialah kajian yang dilakukan oleh Nurul Husna binti Roslan (2015) di dalam tesis sarjananya membincangkan tentang cabaran-cabaran yang dihadapi oleh para pelajar Bahasa Arab ketika mempelajari subjek Bahasa Arab Untuk Pelancongan dan sebab-sebabnya. Manakala Muhammad Nizwan Musligh (2015) di dalam kajiannya menganalisis keperluan bahasa Arab dalam kalangan pemandu teksi Malaysia di KLIA yang tersenarai dalam program Duta Teksi Pelancongan, untuk berkomunkasi lisan dengan penumpang atau pelancong Arab. Dapatan kajian menunjukkan keperluan komunikasi lisan dalam bahasa Arab sangat jelas yang terdapat di 24 situasi dalam 3 fungsi utama, iaitu komunikasi sosial (seperti ucapan selamat datang dan salam) dan komunikasi kerjaya (seperti penyediaan perkhidmatan dan bantuan).

Dalam pada itu Mohammad Najib Jaffar (2013) dalam kajiannya berkaitan dengan modul pengajaran Bahasa Arab Pelancongan Di IPT Malaysia menumpukan kepada kajian terhadap keberkesanan modul pengajaran bahasa Arab pelancongan di institusi pengajian tinggi di Malaysia. Kajian ini mendapati peratusan sikap dan motivasi terhadap modul pengajaran bahasa Arab pelancongan adalah tinggi. Sementara itu Zalika Adam (2013) dalam kajiannya menfokuskan kepada perbincangan mengenai ciri-ciri pengajaran bahasa Arab untuk tujuan pelancongan. Kajian ini berjaya memperkenalkan modul pengajaran bagi kursus Bahasa Arab Pelancongan yang seiring dengan keperluan semasa pelajar dan pengamal industri pelancongan di Malaysia. Manakala Hj Sulaiman bin Ismail (2008) di dalam kajiannya mengenai persepsi pelancong Arab dan pihak penyedia perkhidmatan terhadap penggunaan bahasa Arab dalam penyampaian maklumat dan informasi di Lapangan Terbang Antarabangsa Kuala Lumpur (KLIA), mendapati bahawa kebanyakan pelancong Arab berpuas hati dengan kemudahan umum dan kemudahan informasi seperti penunjuk arah berbahasa Arab yang disediakan di KLIA. Walau bagaimanapun, kemudahan informasi dalam bentuk bahan edaran bercetak seperti pamplet, brosur dan sebagainya amat kurang dan perlu diperbanyakkan untuk dijadikan panduan kepada pelancong Arab.

Hasil dan perbincangan

Bahasa Arab Untuk Pelancongan Islam

Menurut Hamira Zamani-Farahani (2010) agama memainkan peranan penting dalam pembangunan industri sesuatu negara. Kajian yang dijalankan oleh Mohamed Battour (2014) menunjukkan bahawa agama sesuatu negara mempunyai kaitan dengan kepuasan pelancong dari luar negara. Sehubungan dengan itu, pelancongan Islam ditakrifkan sebagai mana-mana kegiatan, peristiwa, pengalaman atau penglibatan, yang dilalui dalam keadaan penjelajahan yang akur pada nilai serta hukum Islam, dengan tujuan untuk menikmati dalam sebuah kerangka Islam, sama ada salah satu atau kesemua dari yang berikut: sejarah, seni, budaya, warisan, cara hidup, ekonomi, kesihatan, pendidikan atau mana-mana dimensi hidup manusia. Secara tradisi, pelancongan Islam dikaitkan dengan aktiviti keagamaan seperti haji dan umrah. Dimensi pelancongan Islam menjadi semakin meluas apabila semakin ramai manusia mula menjelajah keluar ke destinasi-destinasi Islam yang lain.

Kewujudan dimensi baru ini telah mendorong kepada perubahan dan perkembangan kompenen-kompenen lain yang berkaitan dengan industri pelancongan, misalnya industri makanan, penerbangan atau industri pengangkutan dan sebagainya, untuk memenuhi keperluan segmen yang unik ini. Ini termasuklah usaha yang telah dijalankan oleh institusi pengajian tinggi di negara ini yang memperkenalkan kursus Bahasa Arab untuk Tujuan Pelancongan di dalam pengajian peringkat ijazah sarjana muda. (Mohammad Najib, 2013 : 1) Kursus ini ditawarkan bagi memenuhi keperluan pasaran dalam sektor pelancongan. Menurut Abdul Rahman Chik (2007), Bahasa Arab Pelancongan merupakan salah satu bidang Bahasa untuk Tujuan Khusus yang memerlukan laras bahasa dan istilah-istilah khusus serta mempunyai modul pengajaran yang tersendiri. Manakala Bahasa Arab untuk Tujuan Pelancongan Islam, pengkaji meyimpulkan bahawa kursus ini bermatlamat untuk melahirkan pemain industri yang mahir menggunakan bahasa Arab yang mengambil kira prinsip syariah sebagai panduan di dalam pengurusan pelancongan.

Kepentingan bahasa Arab dalam industri pelancongan Islam di Malaysia

Pelancong Arab mula menjadikan Malaysia sebagai salah satu destinasi pelancongan mereka pada setiap kali percutian musim panas. Jumlah mereka melancong ke Malaysia semakin bertambah setiap tahun khususnya setelah berlakunya peristiwa 11 September 2011 (Mohammad Najib, 2016). Peristiwa ini memberi kesan besar terhadap trend pelancong Arab kerana mereka menghadapi kesukaran mendapatkan visa untuk ke Amerika Syarikat dan Eropah. Pada masa yang sama, mereka terpaksa keluar dari tanah air mereka kerana cuaca panas di sana kadangkala mencecah 50 darjah Celcius. Tambahan pula, Malaysia dianggap bertuah kerana memiliki aset berharga dengan kekayaan alam tropika yang mewah dengan kepelbagaian flora dan fauna dan masyarakat berbilang kaum. Tidak kurang juga pusat membeli belah bagai cendawan yang tumbuh selepas hujan di negara ini menggamit para pelancong dari Timur Tengah. (Bernama, 16 September 2007)

Statistik Pelancongan Selangor (*Tourism Selangor*) pula menunjukkan peningkatan bilangan pelancong Arab yang sangat ketara pada tahun 2017 berbanding tahun sebelumnya. Pelancong Arab Saudi (214,859 orang), Emiriah Arab Bersatu (25,357 orang), Lubnan (2,223 orang), Syria (6,504 orang), Yaman (10,025 orang), Kuwait (15,156 orang) dan Iraq (4,403 orang. Bilangan

keseluruhan mereka ialah 278,527 orang iaitu mencatatkan peningkatan 3 kali ganda berbanding tahun 2016 iaitu seramai 86,798 orang sahaja. Memang tidak dapat dinafikan peningkatan ketara pelancong Islam dari negara Timur Tengah ini disebabkan oleh peristiwa 11 September 2001. Bagi menyusun pelbagai program pembangunan pelancongan tempatan dan penyusunan strategi pemasaran produk budaya tempatan kepada pelancong Muslim, kerajaan melalui Pelancongan Malaysia (Tourism Malaysia) menubuhkan Islamic Tourism Malaysia atau Pusat Pelancongan Islam (ITC) pada 16 Mac 2009. ITC didaftarkan sebagai Syarikat Berhad menurut jaminan dengan Suruhanjaya Syarikat Malaysia di bawah Akta Syarikat 1965 (Abdul Ghani Abu, Dewan Budaya Mac 2013).

Kerajaan Malaysia telah mengadakan pelbagai usaha untuk menggalakkan pelancong Arab datang ke Malaysia. Sistem Penerbangan Malaysia (MAS) dan syarikat penerbangan yang lain, video dokumentari mengenai Malaysia ditayangkan semasa penerbangan dalam bahasa Arab, terutama 30 minit sebelum mendarat di Lapangan Terbang Antarabangsa Kuala Lumpur (KLIA). Video ini menerangkan maklumat penting berkaitan negara kita. Ambasador Arab yang bertugas sebagai penyambut tetamu kepada pelancong berbangsa Arab akan bersedia di balai ketibaan untuk menyambut para pelancong daripada Timur Tengah. Mereka yang bertugas sebagai Ambasador Arab merupakan pelajar yang fasih berkomunikasi dalam bahasa Arab. Program Ambasador Arab ini sememangnya hanya khusus untuk pelancong Arab sahaja dan ini merupakan keistimewaan dan keutamaan yang disediakan kepada mereka berbanding pelancong lain. (Sulaiman Ismail, 2008 : 20).

Bagi pelancong Arab, masih ramai dalam kalangan mereka yang tidak fasih berbahasa Inggeris. Oleh yang demikian, mereka memerlukan orang yang boleh berkomunikasi dan memberikan panduan dalam bahasa Arab di samping papan tanda dalam tulisan Arab untuk menunjuk arah lokasi yang terdapat di dalam KLIA (Sulaiman, 2008 : 17-18). Papan tanda berbahasa Arab ini memudahkan urusan mereka khususnya penumpang Muslim untuk urusan mengerjakan solat dan mendapatkan makanan yang halal. Sebagai makluman, KLIA menyediakan ruang solat yang boleh didapati di setiap tingkat bangunan terminal utama dan bangunan satelit dan 25 gerai makanan yang halal di kawasan umum dan kawasan transit. (www.halaltrip.com).

Pelancongan pendidikan

Kerajaan Malaysia berusaha untuk memastikan pendidikan bertaraf dunia dapat disediakan di negara ini. Para pelajar dari seluruh dunia datang ke Malaysia untuk melanjutkan pelajaran mereka. Pelancongan pendidikan adalah suatu usaha mempromosikan Malaysia di mata dunia. (Sim, 2007). Tambahan pula, Malaysia meruapakan negara yang terkenal sebagai negara Islam yang mengamalkan sikap sederhana dan toleransi yang baik dalam kalangan masyarakat antarabangsa. Malaysia disegani sebagai sebuah negara contoh dalam kalangan negara Islam di Timur Tengah seperti Jordan, Mesir, Iraq, Libya, Yaman, Arab Saudi, dan sebagainya. Pelajar luar negara dalam kalangan negara Arab dan pelajar Islam negara lain berasa begitu selesa berada di Malaysia. Mereka dapat hidup, melaksanakan tugas sebagai pelajar, dan bergaul dengan selesa dengan masyarakat setempat. Mereka juga bebas beribadat dan melaksanakan ibadat masing-masing bersama masyarakat tempatan. Kemudahan untuk beribadat dan mendapatkan makanan halal juga memberikan impak yang positif. (IPPTN, 2009)

Selain faktor kualiti pendidikan, program berkembar dengan universiti luar negara, keunikan budaya Malaysia, sistem pengangkutan yang efisien, kestabilan politik dan persekitaran fizikal,

kestabilan keadaan cuaca, (Ruzanna Syamimi, 2012 : 59-62) faktor bahasa dan komunikasi juga adalah penting bagi pelajar yang datang dari luar negara. (IPPTN 2009). Dasar Universiti Islam Antarabangsa Malaysia (UIAM) yang menjadikan bahasa Arab dan bahasa Inggeris sebagai bahasa pengantar dalam pengajaran dan pembelajaran serta urusan rasmi universiti, menjadi kriteria pilihan pelajar dari luar negara terutama dari Timur Tengah. (www.iium.edu.my) Universiti Sains Islam Malaysia (USIM) turut mewajibkan penggunaan bahasa Arab bagi kursus-kursus tertentu. (www.usim.edu.my). Manakala universiti lain seperti Universiti Malaya (UM), Universiti Kebangsaan Malaysia (UKM), membenarkan pengunaan bahasa Arab bagi penulisan disertasi atau tesis bagi bidang pengajian tertentu. (um.edu.my, ukm.edu.my).

Selain daripada melanjutkan pengajian tinggi, terdapat juga ahli akademik, penyelidik, pegawai kerajaan mahu pun pelajar dari Timur Tengah datang ke negara ini untuk tujuan menghadiri seminar, sama ada sebagai pembentang kertas kerja mahu pun peserta. Seminar-seminar tersebut menggamit para ilmuan dari Timur Tengah untuk hadir membentang kertas kerja dan mendaftar diri sebagai peserta. Di dalam seminar-seminar ini, kajian-kajian mengenai linguistik serta kesusasteraan Arab dibincangkan secara ilmiah. Bahasa pengantar yang digunakan semasa seminar bersidang adalah bahasa Arab, bahasa Inggeris dan bahasa Melayu.

Pelancongan perniagaan

Selain daripada itu, antara faktor utama kedatangan pelancong Arab ke Malaysia adalah untuk tujuan perniagaan dan perdagangan antarabangsa. (Abdul Ghani Abu, Dewan Budaya Mac 2013). Pameran Halal Antarabangsa Malaysia 2016 (MIHAS 2016) yang berlangsung Pusat Konvensyen Kuala Lumpur (KLCC) berjaya menarik lebih ramai peserta luar negara bagi memperkenalkan produk makanan berasaskan kesihatan di negara ini. Negara-negara Asia Barat berkesempatan untuk memperkenalkan produk baharu yang didatangkan khas dari negara mereka. (Utusan Malaysia, 1 April 2016). MIHAS 2016 disertai lebih 500 syarikat tempatan dan antarabangsa dengan 643 gerai pameran. (Utusan Malaysia, 1 April 2016).

Menurut Pengarah Kanan Bahagian Perancangan Strategik Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE), Wan Latiff Wan Musa berkata bahawa kedudukan Malaysia sebagai antara negara pelopor bagi industri halal juga memberi kelebihan kepada negara untuk menjadi antara destinasi yang menarik minat pengeksport bahan halal. (Nabila Yasmin Razib, Utusan Malaysia : 30 Mac 2016). Sesi perjumpaan diadakan menerusi suai niaga iaitu menemukan peniaga tempatan dan pembeli asing. Menerusi kaedah ini, kedua-dua pihak dapt mengenali antara satu sama lain. Malah pihak MATRADE dengan kerjasama daripada Institut Terjemahan & Buku Malaysia (ITBM) menyediakan penterjemah bahasa bagi memudahkan kedua-dua pihak. (Fadzil Zainol, Utusan Malaysia, 4 April 2014 ; 17-19) Memandangkan ada antara peserta MATRADE ini merupakan ahli perniagaan dari Timur Tengah, maka penterjemah Arab – Melayu/Inggeris – Arab disediakan bagi urusan suai niaga ini. Selain sektor makanan dan perkhidmatan, pelabur Arab juga berminat untuk melabur di dalam sektor hartanah di Malaysia. Terdapat usaha sama di pemaju hartanah Dubai, Arab Saudi dan Malaysia untuk membina Bandaraya Arab di Ampang, Kuala Lumpur.

Menurut seorang pemaju hartanah Arab, setelah mengkaji pasaran dunia, mereka mendapati bahawa Malaysia sahajalah lokasi yang baik untuk melabur. Budaya Malaysia boleh diterima oleh mana-mana rakyat asing dengan mudah. Disamping itu, Malaysia mempunyai infrastruktur yang baik dan dianugerah sumber alam semula jadi dan diperkukuhkan lagi dengan kestabilan

politiknya. Mereka tidak pernah mendengar mengenai keganasan berlaku di Malaysia. Dalam semua aspek mereka mendapati bahawa Malaysia tempat yang tepat untuk memulakan pelaburan mereka. (Utusan Malaysia, 26 Januari 2009)

Pelancongan kesihatan

Kedatangan pelancong Arab ke Malaysia tidak terhad kepada tujuan pendidikan dan perniagaan sahaja, malah ada juga antara mereka datang ke negara kita untuk mendapatkan perkhidmatan perubatan di pusat-pusat perubatan. Secara umumnya, permintaan terhadap pelancongan kesihatan di Asia semakin meningkat terutama di India, Thailand, Singapura, Malaysia, Korea Selatan dan Filipina. Para pelancong dari seluruh dunia terutama dari Amerika Syarikat, Britain, Eropah, Jepun dan negara-negara Teluk merupakan pasaran utama bagi pelancongan kesihatan di rantau ini.(http://www.asharqalawsat.com,21 Januari 2007)

Malaysia kini memberi tumpuan kepada industri pelancongan kesihatan sebagai salah-satu sumber ekonomi negara dengan mengambil faktor kedudukannya yang berada di Asia Tenggara yang menjadi tumpuan pelancong Timur Tengah. Beliau juga menyatakan bahawa antara faktor industri ini berkembang pesat di Malaysia adalah disebabkan terdapatnya kemudahan untuk membayar kos rawatan di samping prasarana kemudahan perubatan yang disediakan adalah bertaraf antarabangsa. Menurut Perbadanan Pelancongan Malaysia, kepakaran perubatan di Malaysia telah mencapai standard yang terbaik di dunia. (Madhu Pillai, 2008 : 62). Kebanyakan hospital swasta mendapat pengiktirafan antarabangsa dengan mencapai kualiti dan standard yang tinggi. Tambahan pula, semua pusat perubatan swasta perlu mendapat kelulusan dan kebenaran daripada Kementerian Kesihatan (http://www.bernama.com26September 2008). Kebanyakan hospital di Malaysia menyediakan ruang untuk pesakit yang terdiri daripada bilik rawatan atau wad yang mewah dan *suite* yang selesa dengan perkhidmatan jururawat sepenuh masa (Madhu Pillai, 2008 : 62). Beberapa hospital juga menyediakan tempat tidur bagi penjaga yang menemani pesakit. Dengan harga yang berpatutan, kebanyakan pesakit asing mendapatkan *suite* yang mewah bagi keselesaan dirinya dan mereka yang mengiringinya.

Teori Analisis Keperluan Bahasa

Analisis keperluan merupakan satu proses yang dijalankan secara sistematik dan menyeluruh untuk meneroka keperluan terhadap sesuatu perkara. Dalam bidang bahasa sebagai contoh, banyak definisi telah dikemukakan oleh sarjana bahasa berkenaan analisis keperluan ini. Nunan (1988:5) mentakrifkannya sebagai suatu teknik atau prosedur dalam mengumpul serta menghimpun maklumat yang dikehendaki dalam membentuk suatu modul atau program bahasa. Keberkesanan dan kejayaan sesuatu program bahasa adalah hasil daripada penerokaan dan pengumpulan terhadap keperluan berbahasa pelajar.

Brown (1995:36), melihat analisis keperluan sebagai suatu pengumpulan dan analisis yang menyeluruh dan sistematik terhadap segala maklumat yang konkrit dan subjektif dalam menentukan keberkesanan dan keampuhan sesuatu kurikulum atau program dalam memenuhi kehendak dan keperluan pembelajaran bahasa seseorang pelajar yang berada dalam lingkungan pengkhususan tertentu serta mampu mempengaruhi proses pengajaran dan pembelajaran. Analisis keperluan yang dilaksanakan dapat dijadikan satu senarai lengkap terhadap apa yang ingin dicapai dan disasar oleh pelajar. Ia sangat berguna dalam proses membangunkan bahan-bahan pembelajaran, aktiviti-aktiviti pembelajaran, menilai dan membangunkan strategi pengajaran dan

pembelajaran, membina pendekatan berkesan dalam sistem penilaian, serta berupaya dalam menilai semula keberkesanan dan kesesuaian program dengan keperluan asal pelajar. Iwai et al. (1999:6) menyebut bahawa secara umumnya analisis keperluan merujuk kepada aktiviti yang dilaksanakan dalam mengumpul maklumat untuk dijadikan asas dalam membina suatu kurikulum yang dapat memenuhi keperluan kelompok pelajar. Keperluan tersebut disusun mengikut keutamaan hasilnya secara efektif.

Objektif Analisis Keperluan Bahasa

Bagi tujuan membentuk pendidikan Bahasa yang mengimbangi keperluan institusi, pendidik dan peserta program, analisis keperluan menjadi suatu kaedah yang penting untuk menentukan material termasuk sukatan pelajaran bahasa untuk tujuan khusus. Pembinaan sesuatu kurikulum bahasa perlu mengambil kira analisis keperluan termasuk sukatan pelajaran (Evans & Maggie, 1998; Nation & Macalister, 2010). Analisis keperluan ialah suatu prosedur yang berterusan yang diwujudkan sebelum kursus atau program dilaksanakan (Evans & Maggie, 1998; Kharma, 1998; Nation & Macalister, 2010; Richards, 2001; Richterich & Chanceral, 1980), ketika dilaksanakan (Nation & Macalister, 2010; Richterich & Chanceral, 1980) dan selepas dilaksanakan (Nation & Macalister, 2010; Richards, 2001; Richterich & Chanceral, 1980).

Sekalipun begitu, Graves (2008) berpandangan bahawa analisis keperluan ialah suatu proses yang tidak teratur dan tidak sempurna kerana keperluan pelajar ditentukan dari pelbagai pihak iaitu bukan sahaja pelajar dan tenaga pengajar, tetapi turut melibatkan pihak atasan dalam kalangan pelbagai pihak. Menurut beliau, kepelbagaian pandangan boleh mencetuskan konflik. Pandangan Graves (2008) perlu dilihat dari konteks yang lebih positif kerana konflik boleh diatasi dengan memilih individu yang betul serta mampu memberi maklumat sesuai. Pemilihan individu yang sesuai dapat menjana kepakaran yang berbeza dan melengkapi keperluan bahasa yang diperlukan untuk pembinaan sukatan pelajaran bahasa. Sukatan pelajaran yang seimbang dengan keperluan bahasa memberi manfaat terhadap hasil pembelajaran (Nation & Macalister, 2010). Selain pemahaman pendidik terhadap kurikulum, yang perlu dikembangkan untuk kepentingan peserta kursus bertitik tolak antaranya melalui analisis keperluan bahasa (Print, 1993).

Kepentingan Analisis Keperluan Bahasa

Dalam usaha merealisasikan penghasilan dan pembinaan suatu program bahasa yang lengkap, padat dan praktikal, segala aspek dan faktor yang berkaitan perlu diambil pertimbangan. Polisi bahasa, harapan dan keperluan masyarakat, pengetahuan berkenaan sumber-sumber dan halangan-halangan program perlu dijadikan asas dalam menentukan kejayaannya. Aspek situasi, matlamat, sukatan pelajaran, prosedur serta teori pengajaran dan pembelajaran, pengujian dan pengetahuan berkenaan ciri-ciri semulajadi pelajar perlu diberi perhatian serius dalam memantapkan lagi keberhasilannya. Segala maklumat berkaitan aspek tersebut hanya boleh diperoleh melalui analisis keperluan (Najjah Salwa, et.al. 2012:656).

Oleh itu, ramai sarjana bahasa menekankan proses analisis keperluan ini dalam pembentukan suatu silibus atau program bahasa. Taba (1962) sebagai contoh menjelaskan bahawa langkah terawal dalam perancangan dan pembentukan kurikulum atau silibus adalah dengan melaksanakan analisis keperluan. Malah ia perlu dijadikan prasyarat penting dalam menentukan pembentukan objektif atau kandungan suatu program bahasa yang berkesan (Brindley, 1989). Brown (1995), melihat

bahawa analisis keperluan ini sebagai satu langkah permulaan yang penting dalam membangunkan sesuatu kurikulum atau program bahasa yang lengkap dan menyeluruh.

Penutup

Tourism Selangor menyokong segala usaha untuk meningkatkan bilangan pelancong Asia Barat Islam ke Malaysia. Jesteru itu, kajian susulan perlu dilakukan untuk mengetahui realiti sebenar faktor pelancong Arab memilih Selangor sebagai destinasi pelancongan Islam. Kajian tersebut juga perlu mengkaji persepsi mereka mengenai kelemahan atau kekangan penggunaan bahasa Arab dalam sektor pelancongan Islam di Selangor. Di samping itu, analisis perlu dijalankan terhadap kehendak mereka terhadap penggunaan bahasa Arab sebagai bahasa pelancongan Islam. Kajian ini akhirnya akan mencadangkan modul Bahasa Arab Untuk Pelancongan Islam.

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FAKTOR PENYERTAAN MASYARAKAT MALAYSIA DALAM INSURANS HAYAT: 1987-2016

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Abstrak: *Masyarakat pada masa kini lebih cakna dalam menguruskan masa depan. Peristiwa yang berlaku sepanjang tempoh kehidupan manusia seperti kematian, hilang upaya atau penyakit berpanjangan dan usia tua boleh memberi kebimbangan dan beban kewangan pada ahli keluarga individu. Setiap keadaan ini mewujudkan keperluan untuk perlindungan insurans hayat. Ini kerana satu insiden penyakit kritikal sudah cukup untuk melenyapkan simpanan seumur hidup. Namun begitu, masih ramai lagi orang di Malaysia yang tidak merperlihatkan kepentingan insurans hayat dalam perancangan kewangan mereka. Kertas kerja ini bertujuan mengkaji faktor-faktor yang mempengaruhi penyertaan masyarakat Malaysia dalam insurans hayat sepanjang tempoh 30 tahun (1987-2016). Keputusan analisis regresi linear berganda menunjukkan nisbah kebergantungan umur sahaja yang signifikan dengan penyertaan dalam insurans hayat. Manakala pembangunan kewangan, jangka hayat kelahiran, jumlah penduduk tidak signifikan***.**

Kata Kunci: *insurans hayat, regresi, faktor penyertaan*

Abstract: *People nowadays are more concerned in managing future. Events occurring during the period of human life such as death, disability or prolonged illness and old age can create the financial burden on individual family members. Each of these situations creates a need for protection of the life insurance. This is because the incidence of critical illness was enough to wipe out their entire life savings. However, there are still many people in Malaysia who have not shown the importance of life insurance in their financial planning. This paper aims to examine the factors affecting the participation of Malaysian society in life insurance over a period of 30 years (1987-2016). The results of the multiple linear regression analysis show a significant relationship between participation in life insurance with age dependency ratio. While the financial development, life expectancy, the population is not significant.*

Keywords: *life insurance, regression, participation factor*

Pengenalan

Kehidupan yang sentiasa berubah dan tidak menentu adalah penting bagi kita melindungi diri sendiri dan keluarga daripada perkara-perkara yang tidak diingini dan tidak dapat dielakkan. Oleh itu dalam menghadapi waktu kecemasan terutamanya melibatkan kesihatan dan kematian, seseorang individu seharusnya mempertimbangkan untuk mengambil polisi insurans hayat terutamanya bagi mereka yang mempunyai ahli keluarga yang bergantung kepada mereka dari segi kewangan. Ini dapat memastikan orang kesayangan terus dibiayai secara kewangan jikalau seseorang itu tiada lagi dan ataupun hilang keupayaan untuk mencari sumber pendapatan. Contoh produk insurans hayat ialah insurans hayat seumur hidup/ endowmen, pelan keluarga biasa dan insurans/takaful berkaitan pelaburan.

Insurans hayat adalah perlindungan yang membayar sejumlah wang kepada pemegang polisi atau penama sekiranya terjadi sesuatu yang tidak diingini kepada pemegang polisi, seperti kematian. Perlindungan ini juga ditawarkan dalam bentuk pelan takaful keluarga, sebuah pelan perlindungan untuk peserta dan keluarga yang berlandaskan prinsip Syariah. Lazimnya, tempoh perlindungan insurans hayat adalah lebih dari setahun. Ini bermakna bayaran premium secara berkala, sama ada bulanan, suku tahunan atau tahunan, perlu dijelaskan. Risiko yang dilindungi insurans hayat adalah: Kematian dalam tempoh polisi, pendapatan semasa persaraan, penyakit dan hilang upaya. . (Petikan Insurans Hayat, 2014).

Objektif Kajian

Objektif utama kajian penyelidikan ini adalah untuk mengenalpasti faktor penyertaan masyarakat Malaysia dalam insurans hayat menggunakan data siri masa untuk tahun 1987-2016

Kajian Literatur

Definisi Dan Faktor Penyertaan Terhadap Insurans Hayat

Kontrak insurans konvensional merupakan sebahagian daripada pengurusan risiko korporat Abdul Hamid, Jamil & Bany Ariffin (2009). Insurans hayat adalah kaedah perancangan keselamatan kewangan keluarga yang paling banyak digunakan di Malaysia. Insurans hayat membantu dalam memastikan keselamatan kewangan anggota keluarga, membantu tanggungan sebaik sahaja pemegang polisi meninggal dunia. Ini menjelaskan sebab mengapa individu dan keluarga perlu menyedari manfaat, isu, dan juga perbezaan dalam pelbagai pelan insurans hayat yang tersedia di dalam pasaran Chui dan Kwok (2008).

Program insurans hayat adalah salah satu komponen penting dalam sesuatu pelan kewangan individu. Ia membantu meringankan beban ahli keluarga yang terjejas oleh pemegang polisi atau bahkan pemegang polisi itu sendiri. Insurans hayat sentiasa menjadi sebahagian penting kehidupan seseorang. Berbanding dengan negara-negara Asia yang maju, perniagaan insurans hayat di Malaysia hanya menyumbang 2.8% daripada Kasar produk Domestik (KDNK) bertentangan dengan Singapura dan Jepun masing-masing sebanyak 6.1% dan 7.5% (Mahdzan dan Victoria, 2013).

Selvamony (1985) menyatakan melalui kajian Goh Sze Yin (2015), faktor pendidikan sebagai punca perkembangan yang cepat masyarakat dalam insurans. Kajiannya mendapati permintaan masyarakat Malaysia terhadap penyertaan dalam insuran adalah bagi tujuan perlindungan, kcsclamatan, simpanan dan pelaburan. Dapatan lain dalam kajiannya ialah pertambahan populasi menyebabkan peningkatan dalam penyertaan insurans. Kadar penyertaan wanita dalam sektor pekerjaan juga banyak membantu meningkatkan pendapatan keluarga. Keadaan ini mendorong lebih ramai ibu bapa dalam memastikan untuk memiliki polisi insuran bagi tujuan perlindungan keluarga bagi masa hadapan.

Pengetahuan, pengaruh dan pengalaman seseorang ejen dapat menarik minat pencarum pencarum untuk memiliki insurans telah dikaji oleh Cupach dan Carson (2002).

Chua dan Lim (2000) pula mengkaji sejauhmana faktor demografi telah mempengaruhi keputusan individu untuk membeli insuran di Singapura. Kajiannya cuba melihat hubungan antara ciri-ciri personel seperti jantina, status perkahwinan, umur, pekerjaan, pendidikan dan pendapatan sebagai pembolehubah bebas. Kajiannya mendapati bahawa pemilikan insurans adalah bagi tujuan pendapatan keluarga selepas kematian. Selain itu, penemuan yang didapati ialah pemilikan insuran adalah bagi tujuan simpanan, pelaburan dan terpengaruh dengan rakan-rakan.

Chua (2000) dalam kajian berasingan yang dijalankan, namun masih lagi menggunakan Singapura sebagai sampel kajian telah menyenaraikan lapan faktor asas yang dipertimbangkan oleh seseorang responden sebelum memiliki polisi insurans. Antara yang disenaraikan ialah daripada aspek pulangan polisi, perlindungan yang menarik yang ditawarkan dalam polisi, manfaat sampingan ditawarkan oleh syarikat, perkhidmatan yang baik dari ejcn syarikat, khidmat lepas jualan, reputasi syarikat dan cadangan yang diberikan oleh kawan-kawan atau keluarga.

Thiruchelva (1995) telah mcngkaji permintaan terhadap insurans nyawa dengan menggunakan faktor demografi seperti umur, jantina, perkahwinan, bilangan anak, agama, bangsa dan pendapatan tahunan sebagai ukuran individu terhadap permintaan insurans hayat. Kajiannya mendapati peranan media begitu besar dalam mempengaruhi masyarakat dan syarikat khususnya terhadap kepentingan pemilikan insurans.

Browne dan Kihong (1993) dalam kajiannya cuba mengaplikasi Teori Lewis terhadap permintaan insurans. Model Lewis menyatakan bahawa bilangan pembolehubah boleh menerangkan perbezaan antarabangsa bagi permintaan insurans nyawa. Mereka menganggap permintaan terhadap insurans nyawa berbeza mengikut keutamaan kajian dengan mencari matlamat isirumah sepcrti memaksimumkan faedah yang dijangka diperolehi dari insurans nyawa. Selain itu, beliau menjelaskan permintaan insuran banyak dipengaruhi oleh faktor unik budaya.

Babbel (1981) pula menyatakan kadar inflasi mempengaruhi permintaan terhadap insurans. Ini kerana, peningkatan inflasi akan mengurangkan kemampuan kewangan seseorang dalam permintaan terhadap insurans.

Kajian yang dilakukan Burnett dan Palmer (1984) pula mekaji demografik dan psikografik permintaan individu terhadap insurans nyawa. Antara pembolehubah yang digariskan ialah umur, jantina, status perkahwinan, bilangan anak, perbelanjaan, pendidikan, bangsa, pendapatan dan agama. Manakala faktor pembolehubah psikografik pula ialah risiko kesihatan, pemgambilan risiko, kepuasan kewangan, peranan kerajaan, tindakan sosial dan banyak lagi.

Fitzgerald (1987) pula melihat kesan bantuan kerajaan ke atas permintaan insurans nyawa oleh pasangan berkahwin. Beliau mendapati daripada hasil kajiannya bahawa kesan keselamatan sosial oleh kerajaan mengurangkan permintaan terhadap insurans nyawa. Pendapatan yang diperolehi dari skim keselamatan sosial ini akan dikenakan cukai apabila mereka bersara nanti menyebabkan pendapatan mereka berkurangan.

Pengaruh ejen adalah penting dalam kecenderungan seseorang dalam mengambil polisi insuran dengan amaun yang besar dan tempoh yang lama terhadap insurans nyawa, yang terdiri dari golongan muda, perempuan, bujang dan bimbang dengan kesihatan diri mereka dalam kajian yang dilakukan oleh Burnett dan Palmer (1983).

Negi dan Singh (2012) telah menjalankan kajian mengenai faktor demografi yang mempengaruhi pengguna membeli produk insurans hayat di India. Tambahan pula, menurut Yadav dan Tiwari (2012), kaedah chi kuasa dua dan purata pemberat juga digunakan untuk menganalisis faktor-faktor yang mempengaruhi pelanggan melabur dalam polisi insurans hayat di India.

Outreville (1996) berdasarkan analisis crosssectional dari 45 negara membangun, menganalisis permintaan untuk insurans hayat. Penulis menjalankan kajian yang menganggap pemboleh ubah makroekonomi seperti status pertanian negara, peratusan tenaga buruh dengan pendidikan tinggi dan tahap pembangunan kewangan. Dia mendapati bahawa pendapatan boleh guna peribadi dan tahap pembangunan kewangan amat berkaitan dengan permintaan insurans.

Neterova (2008) juga menguji model yang sama pada data panel dari 14 buah negara di Eropah Tengah dan Timur (CEE) dan Komanwel Negara-Negara Merdeka (CIS) untuk tempoh 1996

hingga 2006. Model regresi dilakukan dengan pembolehubah bebas yang digunakan iaitu tahap pendapatan (KDNK per kapita), harga insurans hayat, jangka hayat semasa kelahiran, inflasi, kadar faedah sebenar dan pembolehubah tambahan seperti tahap pembandaran, pergantungan lama, pergantungan muda, penunjuk kestabilan politik, keanggotaan Kesatuan Eropah (EU), penunjuk persekitaran undang-undang (peraturan undang-undang) dan kawalan rasuah. Kajian ini menerangkan bagaimana negara-negara yang mempunyai jangka hayat yang lebih tinggi pada kelahiran, tahap pendapatan dan pergantungan lama mempunyai tahap penggunaan insurans hayat yang lebih tinggi manakala negara-negara yang mempunyai tahap pembangunan kewangan yang rendah, kadar faedah sebenar dan inflasi cenderung untuk menggunakan perkhidmatan insurans hayat yang lebih rendah. Bagi keahlian di EU, keputusan menunjukkan ketika negara itu adalah anggota EU, permintaan untuk insurans hayat adalah lebih tinggi. Walau bagaimanapun, pembolehubah lain seperti kestabilan politik, peraturan undang-undang, kawalan rasuah, tahap urbanisasi, dan nisbah kebergantungan muda didapati tidak banyak berkaitan dengan permintaan untuk insurans hayat.

Kjosevski (2012) telah mengkaji penentu permintaan insurans hayat untuk 14 negara di Eropah Tengah dan Selatan-Timur (CSEE) menggunakan model panel untuk tempoh 1998 - 2010. Untuk mengukur permintaan untuk insurans hayat, dua proksi digunakan: penembusan insurans dan kepadatan insurans hayat. Hasilnya menunjukkan bahawa KDNK per kapita yang lebih tinggi, inflasi, perbelanjaan kesihatan, tahap pendidikan dan peraturan undang-undang adalah pengaruh penggunaan insurans hayat.

Ibiwoye, Ideji, dan Oke (2010) mengkaji faktor penentu penggunaan insurans hayat di Nigeria dalam tempoh 1970 - 2005. Penulis mencadangkan skop politik dalam menentukan penentu insurans hayat di Nigeria. Kajian ini mengkaji kesan kestabilan politik serta program pelarasan struktur mengenai permintaan insurans hayat. Kajian menunjukan kestabilan politik berkorelasi positif dengan penggunaan insurans hayat. Program pelarasan struktur memberi kesan buruk terhadap permintaan insurans hayat di kalangan warga Nigeria. Bagi konteks Nigeria, produk domestik kasar (KDNK) sebenar dijumpai sebagai pemboleh ubah yang signifikan, sebaliknya, pulangan atas pelaburan, kadar inflasi, keterbukaan ekonomi dan ketidakstabilan politik adalah pengaruh penting dalam penggunaan insurans hayat.

Beck dan Webb (2003) Berdasarkan analisis crosssectional dari 63 negara dari tahun 1980 hingga 1996, kajian mendapati kadar urbanisasi dan inflasi sebagai faktor yang mempengaruhi penggunaan agregat insurans hayat di seluruh negara. Penulis mendapati bahawa pencapaian pendidikan, pembangunan sektor perbankan, dan inflasi adalah penentu penggunaan insurans hayat yang paling utama, sementara pendapatan kurang mempengaruhi penggunaan insurans hayat.

Browne dan Kim (1993) meneliti rasional pengguna untuk penggunaan insurans hayat. Mereka mendapati bahawa nisbah ketergantungan dan agama adalah faktor penting yang membentuk permintaan terhadap insurans hayat di seluruh negara. Kajian ini menganalisis bagaimana kepercayaan agama dapat mengurangkan pembelian insurans hayat dengan menggunakan pemboleh ubah dummy. Nisbah keterbergantungan adalah sama dengan nisbah populasi yang bergantung kepada penduduk yang bekerja. Kajian ini menggunakan keagamaan negara menggunakan pembolehubah dummy yang mengambil nilai positif jika lebih daripada separuh penduduknya adalah Muslim. Islam melarang penyertaan dalam insurans hayat dan penemuan kertas menyokong andaian ini. Kajian ini juga menunjukkan korelasi positif antara nisbah kebergantungan dan penggunaan insurans hayat.

Satu lagi kajian di seluruh negara yang dijalankan mengenai agregat permintaan insurans hayat adalah yang diterbitkan oleh Donghui, Moshirian, Nguyen, dan Wee (2007). Penulis mengkaji pengaruh pendapatan, tahap pendidikan, jangka hayat, kadar faedah, nisbah kebergantungan

dan jaminan sosial mengenai permintaan insurans hayat di negara-negara Pertubuhan bagi Kerjasama Ekonomi dan Pembangunan (OECD) bagi tempoh 1993 - 2000. Model mereka menggunakan data crosssection dari Buku Statistik Insurans OECD untuk hampir kesemua 30 negara. Purata pendapatan boleh guna dan pembangunan kewangan negara dianggap sebagai pembolehubah bebas dalam model. Perkembangan kewangan diukur dengan jumlah bekalan wang M2 sebagai peratusan daripada keluaran dalam negara kasar. Donghui, et al (2007) menyimpulkan bahawa pendapatan boleh guna rakyat dan pembangunan kewangan negara adalah penentu penggunaan insurans hayat di negara-negara OECD. Kajian itu juga mendapati bahawa nisbah pendidikan dan pergantungan memainkan peranan positif dan penting dalam menentukan permintaan untuk insurans nyawa sementara keselamatan sosial mempunyai kaitan negatif dengan penggunaan insurans hayat.

Greenford dan Hwang (2005) mengkaji pelbagai pembolehubah penggunaan insurans hayat di Republik China. Model itu menyatakan permintaan terhadap insurans hayat dari segi pendidikan pendapatan, jaminan sosial, dan harga insurans. Analisis regresi siri masa menunjukkan hanya keselamatan sosial tidak signifikan tetapi pembolehubah yang lain adalah signifikan.

Khalid, Gill, dan Hussain (2010) mengkaji hubungan antara pilihan pelaburan yang tersedia dan penggunaan insurans hayat di Pakistan. Di samping itu, kajian itu memeriksa kesan ancaman keganasan terhadap penggunaan insurans hayat. Kajian mendapati bahawa hubungan kedua-dua faktor secara statistik tidak signifikan.

Sibel dan Kayali (2009) mengkaji faktor penentu permintaan insurans hayat di 31 negara Eropah untuk tempoh 2000-2006. Data dikumpulkan dari Persekutuan Insurans Eropah dan Persekutuan Insurans Semula. Penulis menunjukkan bahawa terdapat hubungan yang positif dan bermakna secara statistik antara tahap pendapatan, penduduk dan permintaan untuk insurans hayat. Walau bagaimanapun, terdapat hubungan negatif antara inflasi, pendidikan dan permintaan untuk insurans hayat.

Sen dan Madheswaran (2013) mengkaji faktor-faktor yang mempengaruhi penggunaan atau permintaan insurans hayat di 12 ekonomi Asia. Pembolehubah bebas yang digunakan untuk menjalankan model regresi ialah pendapatan, KDNK, kedalaman kewangan, inflasi, kadar faedah sebenar, nisbah ketahanan belia, nisbah ketergantungan umur, indeks harga, nisbah ketergantungan, kadar celik huruf dewasa, jangka hayat semasa kelahiran, urbanisasi, premium, agama, pemilikan asing dan peraturan yang lebih baik. Kajian menunjukkan bahawa pendapatan, kedalaman kewangan, inflasi, pemilikan asing, peraturan yang lebih baik, kadar faedah sebenar, dan nisbah ketergantungan belia mempunyai impak yang ketara terhadap permintaan untuk insurans hayat.

Eunyoung dan DeVaney (2005) mengkaji kesan modal insan, motif wasiat, risiko, dan faktor sosio-ekonomi terhadap permintaan insurans hayat. Kajian ini berdasarkan kajian kewangan pengguna 2001, dan menggunakan sampel 4,442 isi rumah. Pemboleh ubah bebas yang digunakan ialah pendidikan, status pekerjaan, status kesihatan, umur, status perkahwinan, bilangan anak, pekerjaan pasangan, risiko, pendapatan, dan bangsa. Keputusan menunjukkan bahawa semua pembolehubah ini mempunyai hubungan positif dengan pembelian insurans hayat. Walau bagaimanapun, risiko tidak banyak berkaitan dengan permintaan insurans hayat.

Kakar dan Shukla (2010) mengkaji faktor-faktor yang mempengaruhi permintaan insurans hayat dalam ekonomi baru muncul terutamanya dalam 12 ekonomi Asia terpilih untuk tempoh 1994-2004 dan agregat 63,016 isi rumah. Pembolehubah bebas yang digunakan dalam kajian ini adalah simpanan dalam negeri kasar per kapita, kedalaman kewangan, penduduk bandar, nisbah ketergantungan muda, nisbah ketergantungan lama, pendidikan, jangka hayat semasa kelahiran, inflasi, dan kadar faedah sebenar. Keputusan menunjukkan bahawa penduduk

bandar, pendidikan dan jangka hayat semasa kelahiran dikaitkan dengan permintaan untuk insurans hayat, manakala inflasi dan nisbah ketergantungan lama mempunyai kaitan negatif.
Samir, Ahmed dan Hicham (2015) menjalankan kajian tentang penentu penggunaan insurans hayat di Maghribi dalam tempoh 29 tahun (1982-2010). Kajian ini menyimpulkan bahawa penentu penggunaan insurans hayat ialah pembangunan kewangan, perbelanjaan penjagaan kesihatan, nisbah ketergantungan umur dan saiz penduduk keseluruhan. Dalam erti kata lain, permintaan insurans hayat dalam konteks Maghribi kebanyakannya ditentukan oleh empat pembolehubah ini.
Bahagian kajian literatur menunjukkan bahawa pemboleh ubah penjelasan yang berbeza digunakan oleh banyak penulis untuk mengkaji permintaan untuk insurans hayat di negara yang sama dan negara yang berbeza. Dalam usaha untuk mengenal pasti penentu permintaan insurans hayat di Malaysia, satu set pemboleh ubah penjelasan telah dipilih berdasarkan kajian-kajian yang dibentangkan dalam bahagian kajian literatur. Selepas menjalankan kajian literatur, penulis akhirnya memilih empat pembolehubah bebas iaitu (1) Pembangunan kewangan, (2) Jangka hayat kelahiran dan (3) Nisbah kebergantungan umur, dan (4) Populasi. Penyertaan insurans hayat adalah pemboleh ubah bersandar.

Hipotesis Kajian
Hipotesis berikut telah dibangunkan dan diuji:

H1: Terdapat hubungan yang signifikan antara pembangunan kewangan dan permintaan insurans hayat di Malaysia.
H2: Terdapat hubungan yang signifikan antara jangka hayat kelahiran dan permintaan insurans hayat di Malaysia.
H3: Terdapat hubungan yang signifikan antara nisbah ketergantungan umur dan permintaan insurans hayat di Malaysia.
H4: Terdapat hubungan yang signifikan antara jumlah penduduk dan permintaan insurans hayat di Malaysia.

Kaedah Penganalisaan Data
Empat pemboleh ubah bebas diukur seperti berikut: Pembangunan kewangan adalah diukur dengan jumlah bekalan wang dalam jutaan sebagai peratusan keluaran dalam negara kasar (KDNK), jangka hayat kelahiran diukur dengan bilangan bayi dijangka hidup. Nisbah ketergantungan umur diukur sebagai peratusan (%) penduduk umur bekerja. Jumlah penduduk diukur oleh bilangan orang di negara ini pada masa-masa tertentu.
Pemboleh ubah bersandar iaitu permintaan insurans hayat, diukur dengan amaun premium dibelanjakan untuk polisi insurans hayat semasa tahun tertentu dalam jutaan mata wang Malaysia. Permintaan insurans berbeza-beza mengikut jumlah premium yang dibelanjakan untuk insurans nyawa. Pembolehubah ini telah dikaji oleh (Samir, Ahmed dan Hicham, 2015).
Pengumpulan data dan maklumat berkaitan kajian ini dilakukan dengan mengkaji kesan empat pembolehubah bebas (pembangunan kewangan, jangka hayat kelahiran, nisbah kebergantungan umur, dan jumlah penduduk) kepada pemboleh ubah bersandar (permintaan insurans hayat), model regresi digunakan. Pemboleh ubah pembangunan kewangan ini telah dikaji oleh (Samir, Ahmed dan Hicham, 2015), (Sen dan Madheswaran, 2013) dan (Outreville 1996). Manakala pembolehubah jangka hayat kelahiran telah dikaji oleh (Kakar dan Shukla, 2010) dan (Netrova, 2008). Pemboleh ubah nisbah kebergantungan umur pula telah dikaji oleh (Samir, Ahmed dan Hicham, 2015) dan (Sen dan Madheswaran, 2013). Pemboleh ubah jumlah penduduk telah dikaji oleh (Samir, Ahmed dan Hicham, 2015).

Model regresi:
$Y = \alpha + b1x1 + b2x2 + b3x3 + b4x4 + e$

Di mana:
Y = Permintaan insurans hayat di Malaysia
X1 = Pembangunan kewangan
X2 = Jangka hayat kelahiran
X3 = Nisbah ketergantungan umur
X4 = Jumlah Penduduk
α = Malar
e = Ralat

Dalam kajian ini, model regresi telah digunakan. Bagi model regresi berbilang, terdapat dua atau lebih pemboleh ubah bebas digunakan untuk meramal nilai pemboleh ubah bersandar. Pembolehubah bersandar adalah penyertaan masyarakat. Manakala pembolehubah bebas adalah pembangunan kewangan, jangka hayat kelahiran, nisbah pergantungan umur dan jumlah penduduk. Model ini juga telah digunakan dalam (Samir, Ahmed dan Hicham, 2015).

Hasil dan Perbincangan Kajian

Analisis regresi telah dijalankan untuk tempoh persampelan 1987-2016. Jadual di bawah menunjukkan hasil yang sesuai dan penting. Ia meringkaskan hasil utama regresi analisis iaitu Koefisien Penentuan yang diselaraskan (R^2), nilai p daripada ujian kepentingan model regresi global, koefisien pemboleh ubah penjelasan dan nilai P sama dengan ujian penting setiap pemboleh ubah bebas.

Jadual 4.4: Hubungan antara Permintaan Insuran Hayat dan pemboleh ubah yang dipilih

Pemboleh ubah bebas	**Pemboleh ubah bersandar:** Penyertaaan dalam insurans hayat				
	Unstandardized Coefficients		Standardized Coefficients		
	B	SE	B	T	Sig
Constant	144361.449	40111.245		3.599	0.001
Pembangunan Kewangan	21.444	31.557	0.025	0.680	0.503
Jangka Hayat kelahiran	-884.284	634.555	-0.402	-1.394	0.176
Nisbah Kebergantungan Umur	-961.556	224.655	-2.498	-4.280	0.000
Jumlah Penduduk	-0.001	0.001	-1.115	-1.527	0.139

R=0.986, R2=0.973, Adjusted R2=0.968, F-statistic=223.184, p-value=0.000

Berdasarkan Jadual 4.4 menunjukkan keseluruhan sampel permintaan insurans hayat. Berdasarkan Ujian anova, menunjukkan bahawa keseluruhan permintaan insurans hayat menunjukkan signifikan [$F(4,25)=223.184$, $p < 0.05$]. Berdasarkan analisis regresi linear berganda menunjukkan nisbah kebergantungan umur sahaja yang signifikan dengan permintaan insurans hayat. Nilai $R^2=0.973$ menunjukkan bahawa 97.3% ($r = 0.986$) perubahan dalam permintaan insurans hayat adalah disebabkan oleh nisbah kebergantungan umur. Ini

bererti bahawa faktor-faktor yang mempengaruhi nisbah kebergantung umur merupakan faktor utama yang menyumbang kepada permintaan insurans hayat.

Hipotesis pertama , "terdapat hubungan yang signifikan antara pembangunan kewangan dan permintaan insurans hayat di Malaysia". Analisis data menunujukkan pekali bagi pembangunan kewangan adalah positif dan tidak signifikan (P=0.503). Oleh itu, hipotesis pertama ditolak. Hasil penemuan ini tidak konsisten dengan hasil kajian daripada Samer, Ahmed dan Hicham (2015), Sen dan Madheswaran (2013), Netreova (2008) Donghui et al (2007) dan Outreville (1996).

Manakala hipotesis kedua iaitu "terdapat hubungan yang signifikan antara jangka hayat kelahiran dan permintaan insurans hayat di Malaysia". Analisis data menunjukkan pekali negatif dan tidak signifikan (P=0.176). Hasil penemuan tidak konsisten dengan hasil kajian terdahulu Kakar dan Shukla (2010) dan Netrova (2008).

Hipotesis ketiga iaitu "terdapat hubungan yang signifikan antara nisbah kebergantungan umur dan permintaan insurans hayat di Malaysia". Analisis data dalam Jadual 4.4 Nisbah kebergantungan kepada penduduk bekerja mempengaruhi penyertaan insurans hayat dengan cara yang negatif dan signifikan (P = 0.000). Oleh itu hipotesis ketiga diterima. Hasil kajian ini tidak konsisten dengan kajian Beck dan Web (2003), tetapi konsisten dengan kajian Samer, Ahmed & Hicham (2015) Cuizhen dan Zhang (2010) dan Kakar dan Shukla (2010).

Hipotesis keempat yang dicadangkan ialah "terdapat hubungan yang signifikan antara jumlah penduduk dan permintaan insurans hayat di Malaysia". Data analisis jadual 4.4 menunjukkan pekali jumlah penduduk adalah negatif dan tidak signifikan (P= 0.139). Oleh itu hipotesis keempat ditolak. Hasilnya adalah tidak selaras dengan yang dicapai oleh Samer, Ahmed & Hicham (2015) yang menggunakan populasi sebagai pemboleh ubah bebas untuk menjelaskan permintaan insurans hayat di Morocco untuk tempoh 1982-2010. Selain itu, Mantise dan Petani (1968) juga menggunakan populasi sebagai pemboleh ubah bebas untuk menjelaskan permintaan insurans hayat di Amerika Syarikat untuk tempoh 1929-1964 dan mengesahkan bahawa populasi yang lebih besar, semakin tinggi permintaan untuk insurans hayat. Sibel dan Kayali (2009) juga mengesahkan hubungan ini antara penggunaan insurans hayat dan saiz penduduk bagi 31 negara Eropah dalam tempoh 2000-2006.

Kesimpulannya jadual diatas menunjukan nilai p bagi X3 iaitu 0.000 lebih kecil dari aras keertian yang telah ditetapkan. Ini menunjukkkan bahawa hanya pemboleh ubah X3 yang mempengaruhi perubahan pada pemboleh ubah Y. Model regresi linear berganda ini boleh ditulis sebagai:

$$Y=144361.449 + 21.444X1 - 884.284X2 - 961.556X3 - 0.001X4$$

Dimana, Y = Penyertaan Masyarakat
X1 = Pembangunan kewangan (%)
X2 = Jangka Hayat Kelahiran (tahun)
X3 = Nisbah kebergantungan umur (%)
X4 = Jumlah Penduduk (%)

Kesimpulan

Kajian ini menjalankan analisis menggunakan SPSS tentang hubungan regrasi antara empat pembolehubah bebas iaitu pembangunan kewangan, jangka hayat kelahiran, nisbah kebergantungan umur, dan jumlah penduduk kepada pemboleh ubah bersandar iaitu permintaan insurans hayat. Penulis menyimpulkan bahawa hanya terdapat hubungan yang signifikan antara permintaan insurans hayat dengan kebergantungan umur manakala pembangunan kewangan, jangka hayat kelahiran dan jumlah penduduk tidak signifikan. Oleh

itu, hasil kajian menunjukkan tahap pembangunan kewangan tidak mempengaruhi penyertaaan masyarakat Malaysia dalam insurans hayat. Hasilnya tidak konsisten dengan hasil yang dilakukan oleh penyelidik terdahulu Outreville 1985; Netreova (2008), Donghui et.al, (2007), Samer, Ahmed dan Hicham (2015). Manakala, hasil menunjukkan bahawa jangka hayat kelahiran tidak mempengaruhi peningkatan penyertaaan masyarakat dalam insurans hayat. Hasilnya menunjukkan tidak konsisten dengan hasil kajian terdahulu Netrova (2008), Kakar dan Shukla (2010) menunjukkan bahawa jangkaan hayat yang lebih tinggi semasa kelahiran tidak mempunyai tahap penyertaan insurans hayat yang lebih tinggi. Hasil kajian nisbah kebergantungan umur mempunyai hubungan yang signifikan dengan penyertaan masyarakat Malaysia dalam insurans hayat dimana hasil kajian ini konsisten dengan penyelidik terdahulu Samer, Ahmed dan Hicham (2015). Selain itu, kajian ini menunjukan bahawa jumlah penduduk tidak mempengaruhi penyertaan msyarakat dimana dapatan kajian ini tidak konsisten dengan penyelidik terdahulu samer, Ahmed dan Hicham (2015), Selvamony, (1985). Pihak kerajaan, industri insurans dan pihak-pihak lain yang terlibat memainkan peranan penting demi mencapai dan merangsang kejayaan ekonomi dalam memberi kesedaran kepada masyarakat tentang kepentingan mengambil insurans hayat bagi yang bukan beragama Islam atau takaful keluarga bagi yang beragama Islam. Kajian ini adalah salah satu alternatif dalam membantu memberi pengetahuan kepada badan-badan yang berkenaan tentang antara faktor-faktor yang berkaitan tentang penyertaan masyarakat Malaysia dalam insurans hayat supaya diuruskan secara dinamik dan cekap. Ini kerana salah satu cara untuk mencapai penjagaan hidup yang berkualiti tinggi ialah dengan membeli insurans hayat.

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MODEL PENDIDIKAN AGAMA UNTUK ANAK USIA PRASEKOLAH DALAM KELUARGA MELAYU SAMBAS

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Abstrak: *Artikel ini memfokuskan pada Model pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas. Tujuan penelitian ini adalah untuk menemukan model pendidikan agama anak prasekolah dalam keluarga Melayu Sambas. Penelitian dilaksanakan di Kabupaten Sambas Propinsi Kalimantan Barat. Pendalaman kajian di arahkan pada aspek tujuan pendidikan anak prasekolah, program pendidikan anak prasekolah, proses pendidikan anak prasekolah, dan evaluasi pendidikan anak prasekolah. Penelitian ini didesain dengan pendekatan kualitatif menggunakan metode pemenologi. Hasil analisis menunjukkan bahwa 1) Tujuan pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas ada tiga macam, yaitu tujuan ideal (ideal goal), tujuan antara (intermediate goal), dan tujuan seketika (immediately goal); 2) Program pendidikan agama anak prasekolah dalam keluarga Melayu Sambas ada tiga aspek, yaitu: Aqidah, ibadah dan akhlak; 3) Proses pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas dilihat dari tiga aspek, yaitu metode, sumber belajar, dan waktu yang digunakan untuk mendidik anak. Metode yang digunakan orangtua ada tiga macam, yaitu tunjuk rasa, tunjuk lafal, dan tunjuk laku. Sumber belajar yang digunakan antara lain: Buku cerita bergambar, Iqra', buku doa, al-Qurân, gambar, poster, handphone, televisi, laptop, VCD dan mainan anak-anak. Sementara waktu yang digunakan untuk mendidik anak ialah semua waktu senggang yang dimiliki oleh orangtua, terutama setelah shalat Maghrib dan ketika menjelang tidur malam; dan 4) Evaluasi pendidikan agama yang digunakan orangtua Melayu Sambas dalam mendidik anak prasekolah adalah evaluasi langsung (direct evaluation) dan evaluasi tidak langsung (indirect evaluation).*

Kata Kunci: *Model Pendidikan Agama, Anak Prasekolah*

Abstract: *This article focuses on the model of preschool education of preschool aged children in Sambas Malay family. The purpose of this study was to find the model of preschool education of preschool children in Sambas Malay. The research was conducted in Sambas District, West Kalimantan Province. In-depth study is directed to aspects of preschool educational goals, preschool educational programs, preschool education process, and evaluation of preschool education. This research is designed with qualitative approach using pemenologi method. The result of analysis shows that 1) The purpose of religious education of preschool children in Sambas Malay family there are three kinds, namely ideal goal, intermediate goal, and immediate goal; 2) Preschool program of preschool education in Sambas Malay family there are three aspects, namely: Aqidah, worship and morals; 3) The process of religious education of preschoolers in Sambas Malay family is seen from three aspects, namely method, learning source, and time used to educate children. The method used by parents there are three kinds, namely demonstration, point of pronunciation, and show behavior. Learning resources used include: Picture story book, Iqra ', prayer book, al-Qurân, pictures, posters, mobile phones, televisions, laptops, VCDs and children's toys. While the time spent educating children is all of the spare time that parents have, especially after Maghrib prayers and at bedtime; and 4) Evaluation of religious education used by Sambas Malay parents in educating preschool*

children is direct evaluation and indirect evaluation.

Keywords: *Model of Religious Education, Preschooler*

Pendahuluan

Crisis nation character yang dialami Indonesia saat ini merupakan salah satu indikator belum berhasilnya pendidikan yang laksanakan. Penilaian seperti ini banyak diucapkan oleh pengamat dan pakar pendidikan di Indonesia, karena pendidikan yang dilaksanakan selama ini belum mampu membentuk karakter anak bangsa yang lebih baik (Doni Koesoema Albertus, 2007). Salah satu penyebabnya menurut Ketut Sumarta, karena pendidikan nasional cenderung menonjolkan pembentukan kecerdasan berpikir (*kognitif*) dari pada kecerdasan rasa, kecerdasan budi bahkan kecerdasan batin. Akibatnya, lahirlah manusia-manusia berotak pintar, tetapi tidak memiliki kecerdasan budi, masih sangat tergantung, tidak merdeka dan tidak bisa mandiri (Ketut Sumarta, 2000). Manusia seperti ini termasuk tipe manusia yang sulit berhasil di dunia kerja atau masyarakat. Hal ini sejalan dengan penelitian Daniel Goleman (1995), bahwa keberhasilan seseorang ternyata 80%-nya dipengaruhi oleh kecerdasan emosional, kecerdasan sosial dan kecerdasan spiritual, hanya 20% saja yang ditentukan oleh kecerdasan intelektual. Bahkan di dalam keberhasilan kerja, kecerdasan intelektual hanya berkontribusi sebesar 4% saja. Daniel Goleman lanjut menegaskan, bahwa intelektual tidak bisa bekerja maksimal tanpa ditopang kecerdasan emosional, sosial dan kecerdasan spiritual. Goleman juga menjelaskan, emosi menjadi mesin penggerak sebuah tindakan (Daniel Goleman, 2007).

Berdasarkan pendapat Goleman di atas, maka sudah semestinya dalam pelaksanaan pendidikan tidak hanya memprioritaskan aspek kognitif saja, tetapi juga aspek afektif dan psikomotorik yang berkaitan dengan kecerdasan emosional, sosial dan spiritual. Implikasi negatif dari kekeliruan orientasi pendidikan tersebut bisa menciptakan mental anak yang merasa ‘bodoh’ sejak di bangku sekolah. Lebih parah lagi, dengan adanya sistem *ranking*, anak yang berada di bawah urutan 10 benar-benar merasa ‘bodoh’ dan hilang rasa percaya diri. Jika hal ini terus dibiarkan, maka akan tumbuh mentalitas mudah putus asa, kurang percaya diri, dan *stress* berkepanjangan. Sementara itu, pada usia remaja, keadaan seperti itu biasanya mendorong pada perilaku negatif. Tidak mengherankan jika hasil pendidikan dengan kurikulum di atas, telah melahirkan perilaku-perilaku remaja yang mudah tawuran, terlibat dalam perbuatan kriminal, putus sekolah, korupsi, manipulasi, dan kurang memiliki rasa malu. Bahkan perbuatan yang dinilai mempermalukan tersebut bisa menjadi kebiasaan dalam kehidupannya sehari-hari. (Williams & Ratna Megawangi dalam Adnan, 2011).

Untuk itu, agar pendidikan berhasil dan dapat melahirkan manusia yang berkarakter dan agamis, selain memperbaiki kurikulum dan orientasi pembelajaran, pemerintah harus menggandeng keluarga dan masyarakat dalam mencapai tujuan pendidikan. Keluarga sebagai tempat pendidikan pertama dan utama harus lebih dahulu menanamkan akhlak yang dilandasi dengan nilai agama kepada anak. Sementara sekolah berperan sebagai tempat pengembangan potensi anak, sedangkan masyarakat berperan sebagai tempat pendewasaan dan pematangan kepribadian anak. Dari ketiga pusat pendidikan tersebut, berarti pendidikan akhlak anak dalam keluarga menjadi sangat penting dan tidak dapat diabaikan. Ada alasan yang menunjukkan pentingnya pendidikan dalam keluarga, antara lain:

- Dasar kelakuan dan kebiasaan anak tertanam sejak dalam keluarga.
- Anak menyerap adat istiadat dan perilaku kedua orangtuanya dengan cara meniru atau mengikuti disertai rasa puas.
- Pendidikan keluarga berjalan natural, alami dan tidak direkayasa.

- Pendidikan keluarga bisa berlangsung dengan cinta kasih dan keikhlasan.
- Keluarga merupakan unit pertama dalam masyarakat, dimana hubungan yang ada di dalamnya, sebagian besar lebih bersifat pada hubungan secara langsung.

Berdasarkan alasan di atas, jelas pendidikan dalam keluarga sangat penting untuk membentuk karakter anak. Hasil penelitian yang pernah dilakukan Bloom, Osborn dan White dari Universitas Chicago Amerika Serikat (1965) telah menyimpulkan bahwa perkembangan anak terjadi sangat pesat di tahun-tahun awal kehidupannya. Data empiris menunjukkan bahwa sebanyak 50% *variabilitas* kecerdasan orang dewasa telah terjadi pada masa anak berusia 4 tahun, dan peningkatan berikutnya sekitar 30% terjadi pada saat anak berusia 8 tahun, kemudian sisanya sekitar 20% terjadi di atas usia 20 tahun. Hasil penelitian Bloom dkk. menunjukkan bahwa rangsangan belajar pada anak usia prasekolah telah memberikan kontribusi dan pengalaman yang sangat berharga bagi pertumbuhan dan perkembangan anak di masa-masa selanjutnya. (Faisal Jalal, 2003).

Kesadaran akan pentingnya pendidikan anak usia prasekolah, khususnya pendidikan agama Islam tercermin dalam kehidupan keluarga Melayu Sambas di masa silam. Seorang istri yang sedang mengandung diberi *pantangan* atau larangan agar tidak melakukan hal-hal yang kurang baik, seperti marah, mencaci-maki, bohong, asal-asalan bicara, melamun, malas-malasan, banyak tidur, berpakaian yang tidak sopan, makan dan minum yang tidak halal, dan sebagainya. Suami dan istri juga dilarang menyembelih hewan, bersedih, mengikatkan kain handuk atau sejenisnya pada leher, makan kulit sapi, kulit ikan pari, terung asam dan rebung. Apabila keluar malam hari, harus membawa *pekaras* seperti paku, *parang* atau sejenisnya, membawa *puntongan* kayu yang masih ada bara apinya serta memakai *tapeh* berwarna hitam. Setelah lahir, anak laki-laki diadzankan dan perempuan diiqamatkan. Dalam masa ayunan, anak selalu ditidurkan dengan shalawat atau dzikir *lâilahaillallah*. Ketika anak telah bisa berkomunikasi dengan orangtua, anak mulai dididik dengan berbagai *pantangan*, seperti tidak boleh makan tebu pada matahari terbenam (*sarap malam*), tidak boleh tidur di waktu Maghrib (*sarap malam*), tidak boleh duduk atau berdiri di depan pintu teras rumah, tidak boleh menjahit di malam hari, tidak boleh bertelungkup di lantai, tidak boleh berada di luar rumah di waktu shalat Maghrib, tidak boleh memotong kuku atau rambut di malam hari, dan lain sebagainya. Selain itu, orangtua juga mendidik anaknya cara bersopan santun ketika berbicara dan berperilaku kepada yang lebih tua, termasuk kedua orangtuanya. (Supriadi, 2010).

Namun sayang, nilai-nilai unggul yang diajarkan orangtua kepada anaknya di atas mulai ditinggalkan. Kelemahan yang dimiliki orangtua Melayu Sambas saat ini terletak pada kurangnya kemampuan mereka untuk mentransformasikan nilai unggul melalui pendidikan agama kepada anaknya usia prasekolah. Sebab, yang nyata terlihat saat ini, kebanyakan orangtua memercayakan pendidikan agama anaknya kepada pengasuh, guru ngaji, guru private atau guru-guru di sekolah. Tidak sedikit orangtua yang memercayakan pendidikan anaknya kepada kakek/nenek atau anaknya yang sudah remaja, sementara orangtua lebih mementingkan pekerjaannya. Sementara orangtua yang tidak bekerja di luar rumah, rata-rata memiliki anggapan kurang tepat bahwa anak prasekolah belum saatnya untuk dididik dengan pengetahuan agama karena anak masih kecil dan belum bisa diajari dengan serius. Selain itu, dalam pelaksanaan pendidikan agama, tidak sedikit orangtua merasa bingung untuk memilih dan menentukan program atau materi, metode dan cara evaluasi yang tepat untuk mendidik anak-anaknya sehingga sangat wajar bila hasil pendidikannya masih jauh dari harapan. Kekeliruan anggapan dan kebingungan yang dialami orangtua di atas pada umumnya disebabkan oleh rendahnya tingkat pendidikan di sekolah formal, ditambah lagi kurang aktifnya mereka meng-*update* pengetahuan agama melalui kegiatan keagamaan, seperti pengajian BKMT, peringatan hari besar Islam, atau mendengar ceramah keagamaan di televisi.

Kondisi ini semakin diperburuk oleh rendahnya minat baca orangtua di dalam keluarga Melayu Sambas, karena tradisi yang berkembang dalam masyarakat adalah tradisi bertutur (seperti syair, pantun, cerita dan lainnya), bukan membaca atau menulis.
Berdasarkan persoalan di atas, akibatnya pendidikan agama yang diberikan orangtua kepada anak usia prasekolah tidak maksimal. Keadaan seperti ini sudah berlangsung dalam waktu yang cukup lama, sehingga seringkali muncul beragam kasus kriminal yang dilakukan oleh generasi sekarang ini, degredasi, moral, perceraian dan beberapa kasus lainnya. Berdasarkan persoalan di atas, maka paper ini memfokuskan diri untuk membahas sekaligus menawarkan "Model pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas".

Urgensitas Pendidikan Agama Anak Usia Prasekolah dalam Keluarga

Mengingat begitu pentingnya pendidikan bagi manusia, maka setiap orang harus mendapatkannya, baik pendidikan dalam keluarga, sekolah atau pendidikan di masyarakat. *Akumulasi* dari tiga pusat pendidikan inilah yang membentuk konsep pendidikan seumur hidup atau *lifelong education*. Namun harus disadari, bahwa pusat pendidikan pertama dan menjadi dasar bagi pendidikan di dua pusat berikutnya adalah keluarga. Keluarga dianggap sebagai institusi *intermediacy*, yaitu sebuah lembaga pendidikan yang dapat menjembatani keterputusan antara wilayah privat dan publik. (Syafinuddin al-Mandari, 2004). Semua urusan keluarga adalah wilayah privat, namun keberhasilan pengelolaan keluarga akan menjadi aset penting bagi kemajuan suatu masyarakat, bahkan peradaban. Oleh karena itu, keluarga bisa dikatakan sebagai *core* dari masyarakat, dan hal tersebut memang sudah banyak terbukti, sehingga keberhasilan pendidikan dalam keluarga menentukan keberhasilan pendidikan di masyarakat.
Pendidikan keluarga merupakan ikhtiar yang dilakukan oleh orangtua dalam memberikan bantuan, bimbingan, penyuluhan serta pengajaran kepada anak sesuai potensi mereka melalui pergaulan yang baik, karena pendidikan dalam keluarga dipandang sebagai pendidikan yang paling sangat efektif dan aman (Tim Pengembang Ilmu Pendidikan FIP-UPI, 2007). Anak kecil bisa mengikuti proses pendidikan dalam keluarga dengan aman dan nyaman. Sedangkan bagi anak perempuan, pendidikan di rumah lebih mungkin dilakukan dalam situasi yang kondusif. Pendidikan dalam keluarga juga lebih terhormat dan berwibawa (Ahmad Syalabi, 1954). Melalui keluarga inilah sebenarnya pendidikan untuk semuanya (*education for all*) bermula dan berlangsung seumur hidup.
Berdasarkan uraian di atas, jelas bahwa pendidikan dalam keluarga sangat penting bagi setiap anak. Untuk itu, Ahmad Tafsir menyebutkan ada dua urgensitas pendidikan dalam keluarga, yaitu untuk penanaman nilai sebagai pandangan hidup yang akan mewarnai perkembangan jasmani dan akal anak; serta untuk penanaman sikap sebagai basis dalam menghargai guru dan pengetahuannya di sekolah (Ahmad Tafsir, 2008).
Pendidikan yang memuat tiga domain yaitu kognitif, afektif dan psikomotorik tersebut umumnya dilaksanakan di sekolah, namun ia juga berlaku untuk pendidikan dalam keluarga. Klasifikasi ketiga domain tersebut sepertinya terpisah-pisah, padahal sejatinya dalam pelaksanaan pendidikan, ketiganya menyatu. Pendidikan di sekolah merangkai bahan ajar yang meliputi tiga domain tersebut dalam sebuah kurikulum, sementara pendidikan dalam keluarga hanya menggunakan kurikulum tersembunyi atau *hidden curriculum*, yaitu kurikulum yang tidak disusun secara terstrukur dan sitematis seperti laiknya kurikulum di sekolah. Dalam pandangan Ahmad Tafsir, ada empat komponen yang harus ada dalam sebuah kurikulum, yaitu: Tujuan, isi, metode atau proses belajar-mengajar, dan evaluasi. Keempat komponen tersebut juga bisa dijadikan sandaran dalam melaksanakan pendidikan di rumah, mengingat selama ini belum ada teori yang merincikan komponen pendidikan dalam keluarga (Ahmad Tafsir, 2011).

Metodologi Penelitian

Penelitian ini menggunakan pendekatan penelitian kualitatif dengan rancangan studi kasus. Alasan menggunakan pendekatan kualitatif karena dalam penelitian ini mendalami fokus utama yakni menanamkan nilai budaya sekolah dalam mewujudkan pendidikan karakter, yang hal tersebut merupakan proses, peristiwa atau kegiatan-kegiatan seseorang (beberapa orang) dalam mengungkap substansi dan makna kebenaran dalam penelitian, sehingga diperlukan pengamatan yang mendalam dengan latar alami untuk memahami fenomena atau gejala sosial secara komprehensif dan kontekstual dengan menggambarkan realitas empiris tentang objek yang diteliti. Sesuai dengan pendekatan dan rancangan penelitian yang digunakan, maka instrumen yang digunakan untuk mengumpulkan data adalah peneliti sendiri. Kehadiran peneliti pada penelitian kualitatif merupakan suatu keharusan. Karena penelitian jenis ini lebih mengutamakan temuan observasi yang dilakukan peneliti pada latar alami penelitian secara langsung. Penelitian dilaksanakan di Kabupaten Sambas Propinsi Kalimantan Barat. Pendalaman kajian di arahkan pada pada aspek (1) tujuan pendidikan anak prasekolah, (2) program pendidikan anak prasekolah, (3) proses pendidikan anak prasekolah, dan (4) evaluasi pendidikan anak prasekolah.

Orang tua dan tokoh agama sebagai sumber data yang paling utama (*key informan*). Untuk menentukan informan maka peneliti menggunakan pengambilan sampel (khususnya informan kunci) secara *purposive sampling*, yang kemudian dikembangkan ke informan lainnya dengan teknik bola salju (*snowball sampling*). Untuk memperoleh data maka peneliti menggunakan teknik pengumpulan data yang secara absah digunakan dalam penelitian kualitatif. Umumnya bahwa dalam penelitian kualitatif menggunakan teknik pengumpulan data seperti wawancara mendalam (*indept interview*), observasi berperanserta, dan studi dokumentasi. Penelitian yang didasarkan pada observasi dan wawancara singkat tidak berarti secara otomatis dapat dikatakan sebagai kualitatif, karena tugas peneliti kualitatif adalah juga menafsirkan keyakinan-keyakinan dan perilaku-perilaku dari para partisipan. Merujuk pada pendapat di atas, maka data primer yang diperoleh akan dianalisis menurut model interaktif mengikuti petunjuk Miles & Huberman yaitu (1) reduksi data, (2) penyajian data dan (3) kesimpulan (kesimpulan sementara, verifikasi dan kesimpulan akhir). (Matthew B. Miles dan A.Michael Huberman, 1994).

Untuk menguji keabsahan data yang diperoleh, peneliti menggunakan *credibility* atau nilai kebenaran, *transferability* (penerapan aplikasi), *dependability* (konsistensi), dan *confirmability* (objektif atau netralitas). (Djaman Satori dan Aan Komariah, 2009).

Model Pendidikan Agama untuk Anak Usia Prasekolah

Tujuan Pendidikan Agama Anak Prasekolah

Berdasarkan paparan data hasil penelitian, secara umum tujuan pendidikan agama bagi anak usia prasekolah dalam keluarga Melayu Sambas adalah untuk mengenalkan, memberikan

pemahaman, menanamkan, dan membiasakan anak prasekolah dengan ajaran dan nilai-nilai agama Islam yang terdapat dalam tradisi Melayu Sambas sebagai bekal pengalaman dan pedoman hidupnya di masa depan. Melalui pendidikan agama tersebut, orangtua sangat mengharapkan anaknya menjadi anak shaleh yang taat dan hormat kepada orangtua dan guru, bisa menjaga muru'ah keluarga, serta berguna bagi masyarakat dan agamanya. Manakala paparan data dan rumusan umum ini dirumuskan secara spesifik, akan diperoleh tiga tujuan pendidikan agama anak prasekolah dalam keluarga Melayu Sambas. Tiga tujuan dimaksud adalah tujuan ideal, tujuan antara dan tujuan seketika.

Ketiga tujuan ini saling terkait, artinya tujuan ideal atau *ideal goal* bisa tercapai apabila tujuan antara dan tujuan seketika tercapai, tujuan antara atau *intermediate goal* bisa tercapai jika tujuan seketika sudah tercapai, dan tujuan seketika atau *immediately goal* telah tercapai bila materi yang diajarkan telah diketahui, dipahami dan diamalkan anak prasekolah dalam kehidupannya sehari-hari. Adapun tujuan ideal pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas adalah: Terbentuknya akhlak mulia sesuai ajaran agama dan nilai-nilai keislaman yang sudah mentradisi dalam kehidupan keluarga Melayu Sambas. Rumusan tujuan tersebut dikatakan ideal karena semua informan penelitian menghendaki agar anaknya menjadi shaleh atau shalehah yang ditunjukkan dengan pengetahuan dan pengamalan ajaran agama, bisa menjaga muru'ah keluarga, berguna bagi masyarakat dan agama, serta memiliki bekal untuk kehidupan akhiratnya. Sedangkan tujuan antara atau *intermediate goal* pendidikan agama bagi anak prasekolah dalam keluarga Melayu Sambas adalah tujuan yang tidak bisa dilihat atau dibuktikan secara langsung pada saat pendidikan itu dilaksanakan. Tujuan antara ini akan terlihat pada saat anak melewati usia prasekolah, atau minimal setelah beberapa tahun berlalu. Tujuan antara dimaksud adalah sebagai berikut:

- Anak mampu menjaga *muru'ah* keluarga dan berguna bagi masyarakat, negara, dan agamanya.
- Anak memiliki pengetahuan dan pengalaman melaksanakan ajaran Islam sebagai bekal pendidikannya di sekolah (RA/TK, SD dan seterusnya).
- Menyiapkan dasar agama sebagai benteng untuk menangkal pengaruh negatif lingkungan pergaulan, ilmu pengetahuan dan teknologi.

Adapun tujuan seketika atau *immediately goal* pendidikan agama anak prasekolah di dalam keluarga Melayu Sambas adalah tujuan yang bisa dilihat seketika atau secara langsung oleh orangtua yang mendidik anaknya. Seketika di sini tidak hanya bermakna saat itu saja, tetapi juga selama proses pendidikan berlangsung di usia anak prasekolah. Tujuan seketika dimaksud adalah:

- Mengetahui dasar dan nilai-nilai ajaran Islam. Dasar-dasar ajaran Islam seperti mengetahui Allah sebagai pencipta alam semesta, mengetahui al-Qurân sebagai kitab suci agamanya, mengetahui Muhammad sebagai nabinya, mengetahui kewajiban dan larangan dalam agamanya, dan lain sebagainya. Sedangkan nilai-nilai ajaran Islam seperti mengetahui dan merasakan kasih sayang orangtua, pentingnya kebersamaan, besarnya manfaat berbagi, kewajiban untuk hormat dan taat orangtua, serta nilai-nilai keislaman lainnya.
- Terbentuknya karakter Islami seperti anak bisa melaksanakan shalat, membaca ayat al-Qurân, berpuasa, berdoa, mengucapkan salam dan bersalaman, berbagi, menghormati dan mentaati orangtua, sopan santun kepada orang yang lebih tua dan kepada teman bermain serta karakter-karakter keislaman lainnya.

Tujuan seketika sangat berkaitan dengan program yang disampaikan, contohnya orangtua mengajarkan anak membaca al-Qurân, maka pada waktu bersamaan atau dalam rentang waktu yang tidak lama anak sudah bisa menyebutkan huruf-huruf al-Qurân yang telah diajarkan, dan

seperti inilah yang dinamakan tujuan seketika atau *immediately goal*. Pengetahuan anak membaca huruf hijaiyah akan terus berkembang sesuai dengan pendidikan yang diberikan, dan pada saatnya nanti ketika anak sudah masuk di sekolah dan mampu membaca al-Qurân, maka pada tahap ini anak telah mencapai tujuan tahap kedua yang disebut tujuan antara atau *intermediate goal*. Setelah tujuan seketika dan antara tercapai, maka potensi dan kemampuan anak terus berkembang seiring dengan pendidikan serta pengalaman tambahan yang telah diterima di sekolah dan masyarakat, sehingga anak menjadi terbiasa untuk melaksanakan ajaran agama dan menunjukkan akhlak mulia sesuai ajaran Islam dan nilai keislaman yang hidup dalam budaya masyarakat, maka tujuan ideal atau *ideal goal* bisa dikatakan sudah tercapai.

Tercapainya tujuan ideal dari pendidikan agama sejatinya didasari oleh pendidikan yang diberikan orangtua sejak anak prasekolah dan pendidikan lanjutan dalam keluarga, tapi ketercapaian tersebut tidak bisa maksimal bila tidak ditopang oleh pendidikan dan pengalaman yang diperolehnya di sekolah dan masyarakat. Untuk itu, tujuan pendidikan agama Islam yang ideal dalam masyarakat Melayu Sambas adalah tujuan yang dicapai berdasarkan akumulasi ketercapaian tujuan pendidikan di dalam keluarga, sekolah, dan masyarakat. Tujuan seperti inilah yang dinamakan tujuan ideal atau bisa juga disebut tujuan integral dari pendidikan agama. Sosok manusia yang telah mencapai tujuan ideal pendidikan agama di dalam rumusan Ahmad Tafsir dan pemahaman orangtua Melayu Sambas dinamakan muslim yang sempurna. Bila disederhanakan sosok muslim yang sempurna dalam konteks anak prasekolah adalah anak yang taat melaksanakan ajaran agama, berbakti kepada orangtua, dan berguna di dalam masyarakatnya. Ciri-ciri anak yang sempurna ini sebenarnya tidak berbeda dengan konsep manusia sempurna dalam pandangan Ahmad Tafsir. Alasannya, anak yang taat melaksanakan ajaran agama ialah anak yang berhati takwa hanya kepada Allah semata. Sementara anak yang berbakti kepada orangtua adalah anak yang sehat dan kuat jasmani, karena tidak mungkin anak yang tidak kuat, tidak sehat, dan tidak memiliki keterampilan dapat berbakti maksimal pada orangtuanya. Adapun anak yang dapat berguna bagi keluarga dan masyarakatnya adalah anak yang memiliki kecerdasan dan kepandaian, karena dengan berbekal dua kemampuan tersebut, anak akan bisa menyelesaikan persoalan-persoalan hidup sesuai usia dan kemampuannya.

Program Pendidikan Agama Anak Prasekolah

Berdasarkan data-data hasil penelitian, diketahui program pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas pada dasarnya memiliki kesamaan untuk tiap-tiap rentang usia, mulai sejak lahir hingga usia 72 bulan, yang berbeda hanya cara mengajarkannya. Dari deskripsi data, dapat diklasifikasikan program-program pendidikan agama untuk anak usia prasekolah di dalam keluarga Melayu Sambas. Adapun klasifikasi program pendidikan agama dimaksud akan dirincikan dalam tabel di bawah ini:

Tabel 1:Program Pendidikan Agama Anak Prasekolah Dalam Keluarga Melayu Sambas

No	Usia	Program Pendidikan Agama Anak Prasekolah	
		Kategori	Indikator
1	0-12 Bulan	Aqidah (Iman)	✓ Membiasakan anak untuk mendengar kalimah *thayyibah*, seperti *adzan*, *iqamah*, asma Allah melalui *nasyid*, shalawat, dan ayat-ayat suci al-Qurân ✓ Memberikan mainan berupa gambar atau potongan huruf-huruf *hijaiyah*
		Ibadah (Islam)	✓ Membiasakan anak melihat dan mengamati orangtua melaksanakan shalat ✓ Membiasakan anak melihat dan mengamati gambar orang berdoa dan shalat ✓ Membawa anak di samping orang tua yang sedang shalat
		Akhlak (*Ihsan*)	✓ Mengucapkan salam kepada anak yang baru bangun tidur ✓ Memberikan anak makan dengan menggunakan tangan kanan ✓ Memberi makan anak sambil duduk ✓ Menyalami tangan anak ✓ Memanggil anak dengan suara yang penuh kasih sayang ✓ Berbicara, berpakian, berperilaku, dan bersikap yang baik di depan anak ✓ Membaca basmalah dan berdoa dengan suara yang dimungkinkan anak mendengarnya saat memberikan makan, minum, atau menyusuinya
2	13-24 Bulan	Aqidah (Iman)	✓ Membiasakan anak mendengar ayat suci al-Qurân, asma Allah, dan shalawat ✓ Memperkenalkan bentuk-bentuk huruf *hijaiyah* ✓ Menuntun anak untuk membaca basmalah ✓ Menumbuhkan rasa senang mendengar *dzikir* asma Allah (*Allahu Allah*, *Lailahaillallah*, syahadat, dan *dzikir* lainnya) melalui senandung saat menidurkan anak ✓ Mengenalkan puasa dengan mengajak anak untuk berbuka puasa
		Ibadah (Islam)	✓ Membiasakan anak melihat orangtua shalat, atau *adzan* di TV dll ✓ Mengajak (basa-basi) anak untuk shalat berjamaah ✓ Mulai mengajarkan anak gerakan-gerakan shalat dan *adzan*
		Akhlak (*Ihsan*)	✓ Mengajarkan anak bersalaman dengan orangtua dan anggota keluarga ✓ Menunjukkan kasih sayang orangtua dengan sentuhan lembut dan suara yang penuh kasih sayang (timangan) ✓ Mengajarkan anak untuk berbagi mainan dengan saudaranya ✓ Membaca basmalah dan berdoa sebelum menyusui atau memberi makan ✓ Melatih anak untuk mengucapkan salam saat bertamu dan

			bersalaman dengan orang lain ✓ Mengajarkan anak bertutur kata baik, seperti cara meminjam mainan ✓ Membiasakan anak makan dengan tangan kanan
3	25-36 Bulan	Aqidah (Iman)	✓ Mengajak anak bershalawat, membaca basmalah, dan berdoa dengan dituntun ✓ Membiasakan anak mendengar asmaul husna, asma Allah, dan ayat al-Qur'an ✓ Mulai mengenalkan huruf-huruf *hijaiyah* ✓ Mulai mengajarkan hafalan doa dan surah pendek dengan cara dituntun ✓ Membiasakan anak untuk meminta kepada Allah pada saat meminta sesuatu kepada orangtuanya melalui membaca basmalah dan berdoa ✓ Mulai mengenalkan alam sekitar sebagai ciptaan Allah
		Ibadah (Islam)	✓ Mengajarkan gerakan shalat ✓ Mengajak anak shalat berjamaah ke masjid, mendengarkan ceramah di masjid sebagai ikhtiar untuk menumbuhkan rasa cintanya kepada masjid ✓ Mengajaknya makan sahur pada bulan Ramadhan
		Akhlak (*Ihsan*)	✓ Mengajaknya bersalaman dan mencium tangan orangtua sebagai wujud untuk sikap menghormati dan sopan santun ✓ Mengajarkan cara memanggil saudaranya yang lebih tua sesuai tradisi masyarakat Melayu, seperti Kak Long, Kak Ngah, dll sebagai wujud rasa hormat anak yang lebih muda kepada yang lebih tua ✓ Menasehati anak untuk tidak mengambil barang orang lain tanpa permisi ✓ Menegur sikap anak apabila ia marah, merajuk, atau menyalahkan orangtua ✓ Membiasakan untuk mengucapkan salam saat bertamu atau masuk rumah ✓ Mengajari anak memakai pakaian yang menutup aurat dengan membelikan pakaian muslim/muslimah ✓ Mengajarkan kepada anak untuk mengucapkan hamdalah setiap selesai makan atau melakukan sesuatu ✓ Menutup atau mengecilkan suara TV saat mendengar *adzan* sebagai bentuk penghormatan kepada orang yang sedang *adzan* ✓ Mulai mengenalkan perkara baik dan buruk atau halal dan haram ✓ Mengajarkan hidup disiplin melalui shalat tepat waktu ✓ Menasehati anak agar berteman atau bermain tidak boleh menyakiti teman ✓ Mengajari anak untuk buang air kecil atau besar pada tempatnya

			✓ Larangan bergurau berlebihan atau kelahi dengan saudara atau temannya, larangan berbohong, melempar barang, berteriak berlebihan, menyebut diri sendiri menggunakan kata "aku". ✓ Mendengar dan mau melaksanakan perintah orangtua, termasuk mau membantu orangtua untuk mengambilkan sesuatu yang diperlukan ✓ Membiasakan anak untuk bersabar
4	37-48 Bulan	Aqidah (Iman)	✓ Mengenalkan ciptaan Allah ✓ Membiasakan anak mengaji/membaca al-Qurân dan syahadat ✓ Menjelaskan bahwa Allah selalu melihat sehingga tertanam dalam diri anak untuk tidak berbohong ✓ Memperbaiki hafalan doa dan surah-surah pendek
		Ibadah (Islam)	✓ Mulai membiasakan anak shalat berjamaah di rumah atau di masjid ✓ Mengajak anak untuk berpuasa meskipun ia belum sempurna melakukannya ✓ Mengajak anak ketika ingin membayar zakat fitrah
		Akhlak (*Ihsan*)	✓ Melatih anak untuk bershadaqah ✓ Mengajarkan cara berpakaian yang menutup aurat (hijab) dan berjilbab ✓ Mematuhi perintah orangtua dan berbicara dengan sopan santun ✓ Menceritakan akibat dari anak yang durhaka kepada orangtuanya ✓ Menanamkan rasa cinta dan sayang kepada orangtua ✓ Menumbuhkan rasa kebersamaan dengan berbagi dan berbuat baik pada teman ✓ Mengucapkan salam dan bersalaman saat bertemu atau berpisah ✓ Mengajarkan hidup tertib dan teratur, menjaga kebersihan badan dan pakaian, menjaga kesehatan dan tingkah laku (akhlak)
5	49-60 Bulan	Aqidah (Iman)	✓ Menyempurnakan bacaan basmalah ✓ Menuntun anak membaca doa, huruf *hijaiyah*, dan shalawat ✓ Mengajak anak pengajian majelis taklim ✓ Mulai menjelaskan keberadaan Allah, surga dan neraka
		Ibadah (Islam)	✓ Shalat Maghrib, Isya' dan Jum'at berjamaah ✓ Melatih anak untuk berpuasa dan membayarkan zakat fitrah ✓ Melatih anak untuk berwudhu dengan benar ✓ Mengajarkan gerakan-gerakan shalat dengan benar
		Akhlak (*Ihsan*)	✓ Membiasakan anak hidup bersih ✓ Mengucapkan salam setiap memasuki rumah ✓ Menghormati orangtua dan orang yang dituakan ✓ Menjauhkan sikap iri dengki dengan teman sepermainan

			✓ Melatih anak terbiasa bersedekah ✓ Melarang anak untuk mencuri atau berkata tidak sopan dengan orangtua
6	61-72 Bulan	Aqidah (Iman)	✓ Membiasakan anak membaca al-Qurân melalui belajar mengaji ✓ Menghafal doa dan surah-surah pendek ✓ Mengajarkan menulis huruf *hijaiyah* ✓ Mengajak ikut ke pengajian atau majelis *dzikir* ✓ Membiasakan membaca basmalah dan berdoa saat memulai belajar/lainnya ✓ Menumbuhkan kecintaan kepada Nabi melalui film dokumenter
		Ibadah (Islam)	✓ Mengajak anak shalat lima waktu secara berjamaah di rumah atau pada waktu Maghrib, Isya dan Jum'at berjamaah di masjid
		Akhlak (*Ihsan*)	✓ Mengenalkan perintah dan larangan Allah atau masalah halal dan haram ✓ Mengingatkan anak untuk tidak berbohong dengan orangtua ✓ Membiasakan anak berbuat baik ✓ Membiasakan mengucapkan salam ✓ Membiasakan bersalaman saat bertemu atau berpisah ✓ Membiasakan berbagi, seperti berbagi makanan dengan teman lainnya ✓ Mencegah anak untuk berbohong dengan orangtua

Proses Pendidikan Agama Anak Prasekolah

Berdasarkan paparan dan analisis data penelitian, dapat dirincikan bahwa proses pendidikan agama yang dilakukan oleh orangtua kepada anaknya usia prasekolah dalam keluarga Melayu Sambas adalah melalui tiga cara, yaitu tunjuk rasa, tunjuk lafal dan tunjuk laku. Tunjuk rasa adalah rasa kasih sayang yang ditunjukan orangtua kepada anaknya dalam memberikan pendidikan agama Islam pada anak prasekolah. Wujud kasih sayang ini berupa senyuman, belaian, ciuman, pelukan, perhatian, dan sapaan kepada anak. Dari unjuk kasih sayang, anak akan merasakan kehangatan cinta dan kasih dari orangtuanya sehingga ia merasa aman, tenang, dan penuh kegembiraan. Sedangkan tunjuk lafal adalah pendidikan agama yang dilakukan dengan cara menyanyikan anak menjelang tidur, menuntunnya membaca doa-doa sebelum dan sesudah makan, membimbing anak menghafal doa/surah pendek, memberikan teguran, nasihat, kata petuah/cerita yang bermanfaat untuk kebaikan dan kebagusan akhlak anak. Melalui tunjuk lafal ini, anak merasa terbimbing dan terayomi dalam mempelajari agama saat berada di rumah. Adapun tujuk laku adalah pendidikan agama yang dilakukan dengan menunjukkan tingkah laku atau contoh-contoh yang benar kepada anak, seperti mencontohkan makan menggunakan tangan kanan, berwudhu, contoh melakukan gerakan shalat, menunjukkan keteladanan melaksanakan shalat, puasa, dalam bertutur kata, dalam bersopan santun, dan sebagainya. Selain itu, menegakan kedisiplinan waktu, besikap tegas saat mendidik, termasuk memberikan hukuman kepada anak yang melakukan kesalahan juga termasuk dalam tunjuk laku. Melalui tunjuk laku ini, anak melihat secara langsung cara melakukan praktik keagamaan dan bisa meneladani orangtua dalam menegakan disiplin atau sikap tegas dalam memberikan pendidikan di rumah.

Khusus dalam memberikan hukuman, ada tiga cara yang dilakukan orangtua Melayu Sambas dalam mendidik anak mereka, yaitu hukuman dengan cara menakut-nakuti, hukuman dengan memberikan ancaman, dan hukuman dengan cara mencubit, menjewer (menarik/memilin telinga), dan memukul (tappek, pappah, rimpat). Setiap jenis hukuman disesuaikan dengan kecil-besarnya kesalahan yang dilakukan oleh anak.
Sedangkan mengenai waktu yang digunakan untuk mendidik anak prasekolah dalam keluarga Melayu Sambas adalah semua waktu senggang dan pendidikan agama yang terfokus umumnya dilakukan setelah shalat Maghrib. Sementara sumber yang digunakan sangat bervariasi, tergantung kemampuan masing-masing orangtua. Sumber tersebut bisa berupa buku cerita bergambar, poster, buku Iqra', al-Qurân, handphone, televisi, laptop dan mainan anak-anak. Melalui sumber belajar, orangtua merasa sangat terbantu dalam memberikan pendidikan agama kepada anaknya usia prasekolah.

Evaluasi Pendidikan Agama Anak Prasekolah

Berdasarkan paparan dan data-data penelitian, bisa dijelaskan bahwa cara yang digunakan orangtua Melayu Sambas dalam mengevaluasi pendidikan agama anak usia prasekolah ada 2 macam, yaitu secara *direct* (langsung) dan *indirect* (tidak langsung). Cara *direct* adalah evaluasi yang dilakukan secara langsung oleh suami atau istri setelah ia memberikan pendidikan agama kepada anaknya di rumah. *Direct evaluation* ini dimulai dari proses melihat dan mengamati perkembangan potensi anak, memberikan program keagamaan sesuai dengan kebutuhan anak, meninjau penguasaan materi yang telah diajarkan, memperbaiki dan melengkapi materi yang diajarkan, membiasakannya untuk mengulang-ulang hingga menjadi amalannya dalam kehidupan sehari-hari. Sedangkan *indirect evaluation* dilakukan dengan cara mendiskusikan antara suami dan istri atau dengan orang lain (kakek, nenek, atau orang ahli) mengenai potensi, perkembangan, dan harapan orangtua terhadap kemampuan anak di bidang pendidikan agama.

Penawaran Model

Berdasarkan paparan dan analisa di atas, dibutuhkan sebuah model pendidikan agama untuk anak usia prasekolah dalam keluarga Melayu Sambas. Adapun tawaran model pendidikan agama yang diprediksi efektif untuk mencetak seorang muslim yang sempurna pada anak prasekolah dalam keluarga Melayu Sambas adalah:

Gambar 1:Rancangan Proses Membuat Model Pendidikan AgamaUntuk Anak Usia Prasekolah dalam Keluarga Melayu Sambas

Berdasarkan gambar di atas, bisa dijelaskan rancangan membuat model konseptual pendidikan agama untuk anak usia prasekolah dalam keluarga Melayu Sambas sebagai berikut:

- Nilai-nilai luhur (*local genius*) Melayu Sambas bersumber dari nilai yang terkandung dalam al-Qurân dan Sunnah Rasulullah SAW serta nilai yang terdapat dalam adat dan budaya Melayu Sambas.
- Nilai-nilai luhur Melayu Sambas menjadi pondasi dan acuan bagi orangtua dalam merumuskan tujuan pendidikan agama untuk anak usia prasekolah dalam keluarga Melayu Sambas.
- Dari rumusan tujuan tersebut, selanjutnya dijabarkan menjadi program-program pendidikan agama untuk anak usia prasekolah dalam keluarga Melayu Sambas.
- Setelah programnya dijabarkan secara realistis berdasarkan tuntutan hidup saat ini dan prediksi tantangan di masa depan, lalu program tersebut dilaksanakan dalam proses pendidikan agama anak prasekolah pada keluarga Melayu Sambas.
- Tahap selanjutnya adalah mengevaluasi program dan proses pendidikan untuk mengetahui hasil pendidikan yang dilaksanakan. Jika hasil evaluasi menunjukkan bahwa tujuan pendidikan agama belum tercapai sesuai harapan, maka orangtua harus melakukan *feedback* pada proses, program dan tujuan pendidikan untuk memperbaiki kekeliruan atau kekurangan yang ditemukan. Kegiatan *feedback* ini dilakukan secara berulang-ulang sampai tujuan pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas

tercapai sesuai harapan orangtua, yaitu terbentuknya sosok anak menjadi seorang muslim yang sempurna.

Tawaran Implementasi Model Pendidikan Agama

Berdasarkan penjelasan model di atas, maka tahap ini adalah penawaran cara mengimplementasikan model agar bisa dijadikan panduan dalam memberikan pendidikan agama anak prasekolah dalam keluarga Melayu Sambas. Sebelum menjelaskan tahapan implementasi, perlu disampaikan bahwa model yang ditawarkan diberi nama: Model Pendidikan Agama Anak Usia Prasekolah dalam Keluarga Melayu Sambas". Setelah itu, di bawah ini akan dijelaskan mekanisme implementasi model pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas sebagai berikut:

- Orangtua harus memiliki tujuan pendidikan agama yang jelas saat mendidik anak usia prasekolah dalam keluarga Melayu Sambas. Tujuan tersebut yaitu tujuan ideal (jangka panjang), tujuan antara (jangka menengah) dan tujuan seketika (jangka pendek).
- Rumusan tujuan pendidikan agama anak usia prasekolah selanjutnya dijabarkan dalam program pendidikan, meliputi tiga aspek, yaitu aqidah (keimanan), ibadah (keislaman), dan aspek akhlak (keihsanan).
- Program yang telah siap pakai tersebut, diterapkan dalam kegiatan pendidikan agama dengan menggunakan tiga metode umum, yaitu tunjuk rasa, tunjuk lafal dan tunjuk laku.
- Setelah proses pendidikan agama dilaksanakan, selanjutnya orangtua harus mengevaluasi kegiatan pendidikan agama yang telah dilakukan. Ada dua jenis kegiatan evaluasi, yaitu evaluasi secara langsung dan evaluasi tidak langsung. Evaluasi secara langsung dapat dilakukan melalui tahapan, seperti melihat dan mengamati perkembangan potensi anak, memberikan program pendidikan agama yang sesuai kebutuhan anak, meninjau penguasaan materi yang telah diajarkan, memperbaiki dan melengkapi materi yang diajarkan, membiasakan mengulang-ulang hingga menjadi amalan anak di dalam kehidupan sehari-hari. Sedangkan evaluasi tidak langsung dilakukan dengan cara mendiskusikan antara suami dan isteri atau dengan orang lain (kakek, nenek, atau orang ahli) mengenai potensi, perkembangan, dan kemampuan yang dimiliki oleh anak setelah diajarkan materi pendidikan agama. Bila hasil kedua jenis evaluasi ini menunjukkan bahwa tujuan yang diharapkan oleh orangtua belum tercapai, maka orangtua harus melakukan *feedback* mulai dari proses, program dan tujuan pendidikan untuk memperbaiki kekurangan/kesalahan yang ditemukan. Kegiatan *feedback* dilakukan berulang-ulang sampai tujuan pendidikan agama anak prasekolah dalam keluarga Melayu Sambas telah tercapai sesuai harapan orangtua, yaitu terbentuknya sosok anak menjadi seorang muslim sempurna dengan tiga karakteristik: Taat beragama, memiliki akhlak yang mulia, dan berguna dalam kehidupan masyarakatnya.

Adapun alur implementasi model pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas tersebut dapat diilustrasikan sebagai berikut:

Gambar 2:Tawaran Implementasi Model Pendidikan Agama Anak Prasekolah dalam Keluarga Melayu Sambas

Asumsi-asumsi

Setelah menjelaskan tahapan implementasi model pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas di atas, maka berikut ini akan disampaikan beberapa asumsi sebagai berikut:

Kemampuan Orangtua

Implementasi model pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas ini sangat membutuhkan kemampuan orangtua, khususnya pada aspek tingkat pendidikan dan pengetahuan untuk mengasuh serta merawat anak secara baik. Latar belakang pendidikan orangtua setidaknya tamat MA/SMA sederajat dan memiliki keinginan kuat untuk memahami cara mendidik dan merawat anak, baik melalui bacaan buku, mengikuti pelatihan maupun seminar, dan mau meneladani kesuksesan orangtua atau leluhurnya dalam memberikan pendidikan agama kepada anaknya. Selain itu, orangtua harus memiliki kesadaran beragama yang tinggi, seperti mampu membaca dan mengamalkan ajaran al-Qurân, memiliki akhlak yang mulia, dan sebagainya. Sebab, tanpa dukungan kemampuan orangtua (suami-istri) tersebut, maka model pendidikan agama yang ditawarkan ini tidak akan berhasil maksimal.

Ekonomi Keluarga

Penerapan model pendidikan agama ini juga harus didukung oleh ekonomi keluarga yang cukup, dalam arti cukup pangan, cukup sandang, dan cukup papan. Apabila salah satu dari kebutuhan pokok tersebut tidak bisa terpenuhi, maka model ini akan sulit dilaksanakan dengan baik. Misalnya karena kekurangan pangan sehingga menuntut orangtua untuk bekerja seharian

di sawah, akibatnya pendidikan anak terabaikan. Dalam konteks lain, misalnya sumber belajar tidak ada akibat kurangnya kemampuan ekonomi, tentu hal tersebut bisa memengaruhi pelaksanaan pendidikan agama sehingga penerapan model ini akan kurang efektif.

Lingkungan Pendidikan

Lingkungan merupakan bagian yang tidak mungkin bisa dipisahkan dengan pendidikan, termasuk pendidikan keluarga. Model yang ditawarkan di atas tidak mungkin terlepas dari lingkungan saat mengimplementasikannya. Lingkungan yang dimaksud ialah lingkungan dalam keluarga dan lingkungan luar keluarga/masyarakat. Untuk mengoptimalkan pelaksanaan model yang ditawarkan, maka orangtua perlu menciptakan lingkungan keluarga yang agamis, artinya orangtua harus menjadi teladan dalam pengamalan ajaran dan nilai agama, seperti teladan melaksanakan ibadah, teladan bersikap, berbicara dan berakhlak. Keteladanan tersebut akan menjadi "guru" yang sangat berkesan di mata anak. Demikian pula dengan anggota keluarga yang lain, mereka harus menjadi teladan yang baik bagi anak prasekolah.

Selain lingkungan dalam keluarga, lingkungan sekitar rumah dan masyarakat juga semestinya bisa menjadi teladan yang baik bagi anak usia prasekolah. Namun persoalannya, untuk menciptakan lingkungan di luar keluarga yang baik tentunya sulit untuk dilakukan, oleh karenanya ketika pasangan suami-istri akan mendirikan rumah baru, pilihan utama yang harus menjadi pertimbangan adalah lingkungan rumah tersebut baik dan sehat. Bagi orangtua yang memang sudah terlanjur berada di lingkungan kurang baik, maka pengawasan dan pendampingannya terhadap anak harus lebih maksimal, agar setiap sikap, perkataan, dan perilaku yang kurang baik bisa segera difilterisasi oleh orangtua untuk anaknya.

Kelebihan Model

Model pendidikan agama anak usia prasekolah yang ditawarkan ini lahir dari "rahim"nya keluarga Melayu Sambas. Kelahiraannya tidak hanya berdasarkan pada realitas kehidupan keluarga Melayu saat ini, tapi juga dirujukkan pada adat budaya dalam mendidik agama anak usia prasekolah yang sudah mentradisi dari tokoh-tokoh Melayu Sambas. Lantaran model yang ditawarkan ini merupakan hasil ramuan fakta masa lalu dan kini, maka kelebihannya bisa digunakan untuk semua orangtua Melayu Sambas yang memiliki anak usia prasekolah pada saat ini dan masa depan. Sekiranya asumsi bahwa Melayu Sambas memang benar sebagai tanah asal orang Melayu seperti yang telah dijelaskan di bagian awal dalam bab ini, maka model pendidikan agama ini bisa digunakan untuk orangtua Melayu di Indonesia dan negara-negara yang masih memiliki karakteristik adat dan budaya yang sama.

Keterbatasan Model

Berdasarkan data, hasil analisa dan melihat bukti-bukti pada keluarga Melayu yang telah berhasil mendidik agama dan akhlak anak, maka diyakini model pendidikan yang ditawarkan ini cukup efektif digunakan oleh orangtua yang memiliki anak usia prasekolah. Namun, keterbatasan model ini hanya berlaku untuk anak usia prasekolah dan program materi pendidikan agama yang terfokus pada aspek aqidah (keimanan), ibadah (keislaman), dan akhlak (keihsanan). Selain dari indikator tersebut, model pendidikan ini belum memberikan keyakinan untuk diimplementasikan oleh orangtua dalam keluarga.

Peluang Implementasi Model

Secara umum, orangtua atau pasangan pengantin Melayu Sambas saat ini telah memiliki pendidikan yang cukup memadai, sebagian besar telah menamatkan pendidikan pada jenjang MA/SMA. Selain itu, perekonomian keluarga juga semakin membaik, ditambah dengan

intensifnya program-program pembinaan dan pelatihan kepada ibu atau pasangan pengantin dari pemerintah daerah. Kegiatan-kegiatan keagamaan seperti pengajian ibu majelis taklim, pengajian remaja masjid, ceramah dan pembinaan keagamaan oleh mubaligh yang diprogramkan pemerintah daerah, serta semakin bertambahnya jumlah lembaga pendidikan di tingkat MA (MAN IC Sambas) dan perguruan tinggi (IAIS Sambas, Poltesa Sambas, ADI Sambas) tentunya akan meningkatkan Sumber Daya Manusia di Kabupaten Sambas, termasuk etnis Melayu. Untuk itu, peluang implementasi model pendidikan agama anak prasekolah dalam keluarga Melayu Sambas akan semakin terbuka di masa-masa mendatang, karena indikator yang dipersyaratkan bertambah nyata untuk dipenuhi dengan baik.

Kesimpulan

Pertama, tujuan pendidikan agama anak usia prasekolah dalam keluarga Melayu Sambas ada tiga macam, yaitu tujuan ideal (*ideal goal*), tujuan antara (*intermediate goal*) dan tujuan seketika (*immediately goal*). Tujuan idealnya adalah terbentuknya seorang muslim yang sempurna dengan ciri-ciri: Taat menjalankan ajaran agama, berakhlak mulia dan bermanfaat bagi masyarakat. Sedangkan Tujuan Antara adalah: Terjaga muru'ah keluarga dan bermanfaat bagi manusia lain, mengetahui dan mau mengamalkan ajaran agama sebagai bekal pendidikan di sekolah formal, dan untuk menyiapkan dasar agama sebagai benteng untuk menangkal pengaruh negatif pergaulan bebas serta kemajuan ilmu pengetahuan dan teknologi. Tujuan Seketika ialah mengetahui dasar dan nilai-nilai ajaran Islam serta tertanamnya akhlak Islami.

Kedua, program materi pendidikan agama yang diberikan orangtua kepada anak usia prasekolah dalam keluarga Melayu Sambas umumnya meliputi tiga aspek, yaitu aqidah, ibadah dan akhlak. Aspek aqidah berkaitan dengan rukun iman, aspek ibadah berkaitan dengan rukun Islam, dan aspek akhlak berkaitan dengan ihsan.

Ketiga, proses pendidikan agama yang dilakukan orangtua untuk mendidik anaknya usia prasekolah dengan pendidikan agama dalam keluarga Melayu Sambas ditinjau dari tiga aspek, yaitu metode penyampaian, sumber belajar yang digunakan, dan waktu yang dimanfaatkan untuk mendidik anak. Metode yang digunakan ada tiga macam, yaitu tunjuk rasa, tunjuk lafal dan tunjuk laku. Tunjuk rasa ialah rasa kasih sayang yang ditunjukkan orangtua kepada anaknya dalam keluarga melalui senyuman, belaian, ciuman, pelukan, perhatian dan sapaan. Dalam pendidikan Islam, metode yang termasuk ke dalam tunjuk rasa adalah metode *bil hikmah*, yaitu metode yang menekankan pada perasaan cinta, kasih sayang dan kebijaksanaan. Sedangkan tunjuk lafal adalah pendidikan agama yang diberikan melalui nyanyian, dendangan, tuntunan, bimbingan, teguran, nasihat, petuah, cerita atau kisah. Dalam pendidikan Islam, metode yang termasuk dalam tunjuk lafal antara lain: Ceramah, cerita dan kisah, *mauidzah* dan *mujadalah*. Sementara tunjuk laku adalah pendidikan agama yang diberikan melalui pembiasaan, keteladanan, atau segala sesuatu yang ditunjukkan melalui tingkah laku. Dalam pendidikan Islam, metode yang termasuk dalam tunjuk laku adalah metode pembiasaan, keteladanan (uswah), ibrah (pelajaran), targhib dan tarhib. Adapun sumber belajar yang digunakan, antara lain: Buku cerita bergambar, buku Iqra', buku doa, al-Qurân, gambar, poster, handphone, VCD, televisi, laptop dan mainan anak. Sementara waktu yang dimanfaatkan untuk mendidik anak prasekolah dengan pendidikan agama adalah semua waktu senggang yang dimiliki orangtua, terutama setelah shalat Maghrib dan waktu anak menjelang tidur malam.

Keempat, evaluasi pendidikan agama yang dilakukan orangtua Melayu Sambas dalam mendidik anak prasekolah ada dua, yaitu evaluasi langsung (*direct evaluation*) dan evaluasi tidak langsung (*indirect evaluation*). Evaluasi langsung dilakukan melalui tahapan, seperti melihat dan mengamati perkembangan potensi anak, memberikan program keagamaan sesuai kebutuhan anak, meninjau penguasaan materi yang telah diajarkan, memperbaiki dan

melengkapi materi yang telah diajarkan, membiasakan untuk mengulang-ulang hingga menjadi amalannya dalam kehidupan sehari-hari. Sedangkan evaluasi tidak langsung dilakukan dengan cara mendiskusikan antara suami dan isteri atau dengan orang lain (kakek, nenek, atau ahli) mengenai potensi, perkembangan dan kemampuan yang dimiliki anak setelah diajarkan program pendidikan agama. Hasil pembicaraan tersebut digunakan sebagai pertimbangan untuk memperbaiki kegiatan pendidikan agama hingga tercapai tujuan sesuai harapan orangtua Melayu Sambas.

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PENDIDIKAN KELUARGA DALAM PERSPEKTIF BUDAYA MELAYU

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Abstrak: *Dalam konsep Islam melalui informasi Al-Quran dan hadis secara kaffah di ungkap urgensi pendidikan keluarga, yang bertujuan untuk kemaslahatan atau kelangsungan kehidupan manusia yang lebih baik. Namun, di sisi lain pengaruh globalisasi yang massif berdampak pada setiap aspek kehidupan manusia. Tidak jarang diinformasikan perlakuan salah (abused) dalam bentuk tindak kekerasan terhadap anak yang dilakukan orangtua sendiri. Orangtua atau keluarga dalam konteks ini yang seharusnya sebagai wadah untuk perkembangan maupun perlindungan bagi anak-anak berubah menjadi lembaga yang tidak ramah. Selain itu, dalam kehidupan keluarga modern seharusnya suami sebagai partner bagi istri dalam membangun keluarga harmonis (sakninah), tetapi realitanya banyak terjadi tindak kekerasan dalam rumah tangga (KDRT) dominan dilakukan pihak suami. Memperhatikan fenomena perilaku kekerasan dalam rumah tangga (domestic violence) tersebut, maka perlu pemikiran populis dengan menawarkan konsep pendidikan keluarga yang representatif sehingga mampu menjadi alternatif keluarga modern sekarang ini. Salah satu di antaranya dengan menawarkan model pendidikan keluarga dengan mengakomodir budaya lokal. Hal ini didasarkan atas asumsi bahwa setiap daerah, suku bangsa, memiliki kekhasan tersendiri untuk membangun keluarga harmonis. Pendidikan keluarga perspektif budaya Melayu khususnya, didasarkan atas nilai-nilai luhur budaya Melayu yang masih tetap dilestarikan orang tua hingga sekarang ini, yang diinternalisasikan di dalam tujuan, program, metode, maupun penilaian pendidikan keluarga.*

Kata Kunci: *Pendidikan keluarga, budaya Melayu*

Abstract*: In the concept of Islam through the information of Al-Quran and Hadith kaffah in expressing the urgency of family education, which aims for the benefit or sustainability of human life better. However, on the other hand massive globalization impacts affect every aspect of human life. Not infrequently informed abused (abused) in the form of violence against children by parents themselves. Parents or families in this context who are supposed to be a place for development and protection for children turn into inhospitable institutions. In addition, in the modern family life should be the husband as a partner for the wife in building a harmonious family (sakninah), but the reality there are many cases of domestic violence (Domestic Violence) dominated by the husband. Taking into account the phenomenon of domestic violence, it is necessary to populist thinking by offering the concept of representative family education so as to be an alternative to modern families today. One of them is by offering family education model by accommodating local culture. This is based on the assumption that every region, tribe, has its own peculiarities to build a harmonious family. The family education perspective of Malay culture in particular is based on the noble values of Malay culture which are*

still preserved by parents up to now, which are internalized in the goals, programs, methods, and assessment of family education.

Keywords: *Family education, Malay culture*

Pendahuluan

Persoalan yang dihadapi bangsa-bangsa di dunia dan Indonesia khususnya sekarang ini sedang ditransformasikan oleh lajunya arus globalisasi.(George Ritzer: 2008). Hal ini menandakan bahwa globalisasi menjadi sebuah fenomena yang tidak bisa dihindari oleh siapa pun dan negara manapun juga. Konsekuensi globalisasi tersebut membawa perubahan-perubahan cepat dan berpengaruh terhadap setiap aspek kehidupan, termasuk perubahan pada nilai-nilai kehidupan sosial budaya. Menurut Dadang Hawari (1997) wujud perubahan tersebut dapat diidentifikasi antara lain; perubahan pada aspek nilai moral, etik, kaidah agama dan pendidikan anak di rumah, pergaulan dan perkawinan. Perubahan itu disebabkan terjadi pergeseran pola hidup masyarakat yang semula bercorak sosial religius menjadi individual materialistik dan sekuler. Salah satu dampak perubahan itu adalah terancamnya lembaga perkawinan dan keluarga yang merupakan lembaga dini bagi bagi anak dan remaja.

Akhir-akhir ini berkembang berbagai bentuk dan variasinya tindakan kekerasan dalam rumah tangga atau kekerasan domestik (*domestic violence*), dan perlakukan salah (*abused*) terhadap istri dan anak. Menurut data Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (KPPPA) yang diungkap dalam Republika, kasus kekerasan dalam rumah tangga (KDRT) di Indonesia menunjukkan angka nominal yang setiap tahunnya mengalami peningkatan, termasuk kasus kekerasan terhadap anak. Hasil pencatatan KPPPA dan data Kepolisian, pada tahun 2009 sebanyak 143.586 kasus. Pada tahun 2010 berjumlah 105.103 kasus, dan memasuki tahun 2011 sebanyak 119.107 kasus. Sedangkan menurut laporan Komisi Nasional Anti Kekerasan terhadap Perempuan pada tahun 2012 angka itu naik hingga dua kali lipat menjadi 216.156 kasus, dan tahun 2013 tercatat ada 279.760 kasus kekerasan. Untuk tahun 2014 tercatat 293.220 kasus. Menurut laporan Komisi Perlindungan Anak Indonesia kekerasan yang terjadi pada anak selalu meningkat setiap tahun. Sejak tahun 2011 sampai tahun 2014 KPAI mencatat tahun 2011 terjadi 2178 kasus, tahun 2012 ada 3.512 kasus, tahun 2013 ada 4.311 kasus, dan tahun 2014 ada 5.066 kasus. Diantara sejumlah laporan menunjukkan bahwa 91 persen anak menjadi korban kekerasan dan terjadi di lingkungan keluarga. (http://www. nasional.news. viva.co.id).

Selanjutnya menurut Nasaruddin Umar; Direktur Jenderal Bimbingan Masyarakat Islam Kementrian Agama Republik Indonesia saat itu, diungkapkan bahwa angka perceraian di Indonesia dalam lima tahun terakhir terjadi peningkatan. Sekitar dua juta pasangan menikah setiap tahun, disisi lain sekitar dua ribu pasangan yang bercerai setiap tahunnya. Terlihat angka perceraian mencapai 10 % dari angka pernikahan, berarti terdapat satu perceraian pada 10 pernikahan. Hampir 70% dari perceraian tersebut dikarenakan istri yang menceraikan suami (gugat cerai). Data Badan Peradilan Agama Republik Indonesia mencatat angka perceraian di seluruh Indonesia selalu meningkat setiap tahunnya. Penyebab pisahnya pasangan jika diurutkan tiga besar paling banyak akibat faktor tidak ada tanggung jawab 81.227 perkara, ketidakharmonisan sebanyak 91.388 perkara, dan

masalah ekonomi 70.427 perkara.(Data Perkara Cerai Talak dan Cerai Gugat di Indonesia)

Kabupaten Sambas dalam hal ini, sejak tahun tahun 2010 tercatat 658 kasus, tahun 2011 tercatat 753 kasus, tahun 2012 tercatat 790 kasus, tahun 2013 tercatat 820 kasus, 2014 tercatat 860, 2015 tercatat 793 kasus, dan tahun 2016 tercatat 805 kasus, dan sebagian besar perceraian itu merupakan kasus cerai gugat. (Data Perkara Perkecamatan pada Pengadilan Agama Sambas). Data tersebut menunjukkan Kabupaten Sambas menempati peringkat ke dua kasus perceraian di Kalimantan Barat setelah Kota Pontianak.

Mencermati faktor penyebab tidak harmonisnya dalam keluarga tersebut, pengetahuan atau pendidikan kehidupan berkeluarga yang komprehensif kepada calon pengantin dalam rangka menggapai keluarga *sakinah mawaddah* dan *rahmah* menjadi keniscayaan. Mahmud Mahdi al-Istanbuli (2008), menggambarkan kehidupan berumah tangga sebagai seni yang indah dan sangat penting artinya. Kebanyakan orang tidak mengetahui akan hal ini sehingga muncul berbagai problem dan krisis antar suami istri dan mengakibatkan runtuhnya sendi-sendi pernikahan dan anak-anak pun menjadi terlantar kehidupannya. Karena itu, sebuah harapan yang dinginkan terutama kepada pemuda pemudi sebelum menikah diberikan kelas khusus untuk mempelajari seni pernikahan.

Karena itu, untuk menciptakan ketenangan dan kebahagiaan keluarga perlu solusi dan alternatif pendidikan keluarga khususnya bagi setiap pasangan pengantin. Pendidikan dimaksudkan mencakup segala usaha dan perbuatan dari generasi tua dalam usaha mengalihkan pengalamannya, pengetahuannya, kecakapan dan keterampilannya kepada generasi muda untuk memungkinkan melakukan fungsi hidupnya dalam pergaulan bersama dengan sebaik-baiknya.(Hamdani: 1987)

Satu diantara tradisi sebagai budaya lokal (*local genius*) yang dijadikan sarana pendidikan keluarga yakni tradisi pernikahan masyarakat Melayu Sambas. Tradisi pernikahan Melayu Sambas pada dasarnya dilandasi nilai-nilai agama, moral, sosial maupun adat yang tumbuh berkembang dalam masyarakat Melayu Sambas. (Kaspullah: 2011). Seperti diungkap Rusli Zainal (2004) tradisi pernikahan Melayu prinsipnya selain berisi ungkapan-ungkapan yang indah didengar akan tetapi mengandung makna yang dalam dan bijak sebagai tunjuk ajar yang bermanfaat bagi pasangan pengantin yang bersanding, juga bagi siapa saja yang hadir dalam pada majelis perkawinan tersebut.

Mengingat pentingnya makna tradisi sebagai alternatif untuk pendidikan keluarga, maka dalam tulisan ini secara komprehensif akan mengungkap konsep pendidikan keluarga khususnya bagi pasangan pengantin yang terdapat dalam tradisi pernikahan masyarakat Melayu Sambas.

Pendidikan Keluarga dalam Konsep Islam

Dalam konteks Islam, keberadaan keluarga sebagai lembaga pendidikan telah dijelaskan Rasulullah saw pada 14 abad silam. Bahkan, yang pertama diperintahkan Allah kepada Rasulullah adalah mengembangkan dan mengajarkan agama kepada keluarganya. Hal ini menunjukkan bahwa keselamatan keluarga menjadi prioritas atau didahulukan atas keselamatan lainnya. Dengan keselamatan keluarga akhirnya terwujud keselamatan masyarakat pada umumnya. Karena itu, keluarga dipandang sebagai tempat pendidikan anak paling awal dan memberikan pengaruh dominan bagi anak. Pada dasarnya sejak anak dilahirkan anak sudah menerima bimbingan kebaikan dari keluarga sehingga memungkinkan dirinya mampu berjalan di jalur keutamaan. Kedua orangtua memiliki

peran yang besar untuk mendidik anak agar mereka bisa tetap berada di jalan yang sehat dan benar. (Athiyah al-Abrasyi: 1969).

Pendidikan keluarga merupakan ikhtiar yang dilakukan oleh orangtua sebagai pendidik utama dalam bentuk bantuan, bimbingan, penyuluhan dan pengajaran pada dirinya sendiri, anggota keluarga lain dan kepada anak-anaknya sesuai potensi mereka masing-masing, dengan jalan memberikan pengaruh yang baik melalui pergaulan antar mereka (Tim Pengembang Ilmu Pendidikan FIP-UPI: 2007). Oleh karena itu, pendidikan dalam keluarga merupakan pendidikan yang sangat efektif dan aman. Pendidikan dalam rumah juga lebih terhormat dan berwibawa (Ahmad Syalabi:1954). Dari keluarga inilah sebenarnya pendidikan untuk semuanya (*education for all*) bermula dan berlangsung seumur hidup. Hal ini sangat relevan dengan pendapat Martin Luther yang mengatakan bahwa *family in the school of character*, yaitu keluarga sebagai basis utama dan pertama bagi anak untuk membentuk akhlak atau karakter mereka (Andar Ismail: 2010).

Melly Sri Sulastri Rifai (Melly Sri Sulastri Rifai: 2007), mendefinisikan pendidikan keluarga adalah pendidikan yang berlangsung di dalam keluarga terhadap anak yang lahir di dalam keluarga atau anak-anak yang menjadi tanggungan keluarga. Selain itu, pendidikan keluarga juga mengandung makna pendidikan tentang berkeluarga; yaitu tentang tata cara menyelenggarakan kehidupan keluarga untuk mencapai kehidupan yang *sakinah, mawaddah, warahmah*. Apabila ditelusuri tentang definisi pendidikan keluarga yang dirumuskan tersebut, maka pendidikan keluarga dipahami pada dua makna yang saling bertautan. Memperhatikan rumusan pendidikan keluarga yang diungkap tersebut, maka pendidikan keluarga dimaksudkan dalam tulisan ini cenderung pada definisi yang kedua yaitu pendidikan tentang berkeluarga yaitu tentang tata cara menyelenggarakan kehidupan keluarga untuk mencapai kehidupan yang *sakinah, mawaddah, warahmah.*

Banyak ditemukan istilah pendidikan keluarga yang maknanya diorientasikan upaya pembinaan kepada pasangan pengantin. Faturrohman (1989) misalnya istilah yang digunakan "Pendidikan Kehidupan Berkeluarga" (*family life education*) dimaknai sebagai pembinaan dalam keluarga dengan membekali kecakapan-kecakapan yang dibutuhkan dalam pernikahan, seperti mengasuh anak yang dianggap perlu diketahui masyarakat. Pendidikan kehidupan berkeluarga dimaksudkan inilah yang akan mendasari pendidikan dalam keluarga.

Pendidikan menjelang perkawinan atau "Pendidikan Perkawinan", istilah yang dipergunakan Ibnu Mustofa (1993). Pendidikan Perkawinan pada prinsipnya proses transmisi pengetahuan tentang bagaimana seseorang dapat hidup bahagia bersama suami istri atau keluarganya. Pendidikan Perkawinan diberikan kepada para remaja atau calon pasangan pengantin yang akan segera melangkah ke gerbang pernikahan. Kemudian Sugiri Sarief menggunakan istilah "Pendidikan Pra Nikah". Pendidikan pra nikah dimaknai sebagai proses merencanakan keluarga yang baik dan memberdayakan keluarga agar mampu meningkatkan kualitas keluarganya. Dengan demikian pendidikan keluarga yang dimaksudkan adalah pendidikan tentang berkeluarga yaitu tentang tata cara menyelenggarakan kehidupan keluarga untuk mencapai kehidupan yang *sakinah, mawaddah, warahmah.*

Beberapa ayat Al-Quran dan hadis yang dijadikan landasan dalam pendidikan keluarga dalam rangka pembentukan keluarga maupun upaya pelestariannya, diantaranya:

> *Wahai orang-orang yang beriman, peliharalah dirimu dan keluargamu dari api neraka yang bahan bakarnya adalah manusia dan batu; penjaganya para malaikat yang kasar, keras, dan tidak mendurhakai Allah terhadap apa yang diperintahkan-Nya pada mereka dan selalu mengerjakan apa yang diperintahkan*
>
> *(Qs. At-Tahrim: 6)*

Menurut At-Tabari (2000), upaya penyelamatan diri dan keluarga dari api nereka adalah dengan saling mengingatkan untuk senantiasa taat kepada Allah serta mengajari seluruh anggota keluarga tentang hal-hal yang dapat menjerumuskan manusia ke dalam api neraka. Memberi perhatian kepada keluarga agar senantiasa terselamatkan dari berbagai malapetaka adalah suatu keharusan. Zamakhsyari dalam tafsir al-Kasyaf, termasuk orang yang paling berat siksanya di hari kiamat bagi orang yang menelantarkan keluarganya.

Ibnu Katsir dengan berdasarkan riwayat adh-Dhahhak dan Muqatil Hayyan ayat ini menginformasikan bahwa setiap muslim berkewajiban mengajari keluarganya, termasuk kerabat dan budaknya, berbagai hal berkenaan dengan hal-hal yang diwajibkan Allah swt kepada mereka dan apa yang dilarang-Nya.

Sedangkan Quraish Shihab (2003) mengungkap bahwa ayat ini memberikan tuntunan kepada kaum beriman untuk meneladani Nabi Muhammad saw dalam memelihara diri dan keluarga (istri, anak-anak, dan seluruh yang ada berada pada tanggung jawab) dengan membimbing dan mendidik mereka agar terhindar dari api neraka. Lebih lanjut ayat tersebut juga menggambarkan dakwah dan pendidikan harus bermula dari rumah, yang secara redaksional ditujukan kepada kaum pria (ayah) dan juga kepada mereka termasuk kepada kaum perempuan (ibu). Ini berarti kedua orangtua bertanggung jawab terhadap anak-anak dan juga pasangannya masing-masing.

Pada keterangan ayat lain dinformasikan pentingnya pendidikan keluarga adalah upaya menghindari keturunan yang lemah terutama terhadap kesejahteraannya.

> *dan hendaklah takut kepada Allah orang-orang yang seandainya meninggalkan dibelakang mereka anak-anak yang lemah, yang mereka khawatir terhadap (kesejahteraan) mereka. oleh sebab itu hendaklah mereka bertakwa kepada Allah dan hendaklah mereka mengucapkan perkataan yang benar*
>
> *(Qs. An-Nisa': 9)*

Sedangkan pendidikan keluarga khusus bagi pasangan pengantin secara implisit diungkapkan bahwa pada hakikatnya tujuan berkeluarga untuk terwujudnya ketenangan dan ketenteraman bagi setiap pasangan, seperti diterangkan:

> *Dan di antara tanda-tanda kekuasaan-Nya ialah dia menciptakan untukmu istri-istri dari jenismu sendiri, supaya kamu cenderung dan merasa tenteram kepadanya, dan dijadikan-Nya diantaramu rasa kasih dan sayang. Sesungguhnya pada yang demikian itu benar-benar terdapat tanda-tanda bagi kaum yang berfikir*
>
> *(Qs.al-Rum: 21).*
>
> *Telah menceritakan kepada kami Yahya bin Sa'id dari Muhammad bin 'Amru, dia berkata; telah menceritakan kepada kami Abu Salamah dari Abu Hurairah, dia berkata; Rasulullah shallallahu 'alaihi wasallam bersabda: "kaum mukminin yang paling sempurna imannya adalah yang paling baik akhlaqnya, dan sebaik-baik kalian adalah yang paling baik kepada istri-istrinya."*
>
> *(HR. Ahmad)*

Berdasarkan keterangan ayat al-Quran dan hadis secara eksplisit maupun secara implisit urgensi pendidikan keluarga; yaitu menghargai kodrat manusia dan menghendaki agar tercipta kedamaian, ketenteraman, dalam kehidupan manusia. Kodrat (fitrah) manusia selalu berpasangan (Qs. Al-Zariyat: 49) dan saling mencintai antara laki-laki dan perempuan. Secara biologis manusia berupaya untuk melestarikan keturunan melalui ikatan pernikahan sehingga tercapainya cita-cita dan kebahagiaan hidup dalam rumah tangga. Pada keterangan ayat yang lain pernikahan atau berkeluarga adalah perjanjian dengan Allah swt dan termasuk perjanjian yang sangat kokoh (*mitsâqan ghalîzhan*) (Qs. An-Nisa:21). Artinya, berkeluarga merupakan tekad dalam pribadi seseorang dan sekaligus harus dipertanggungjawabkan secara moral kepada Allah swt. Rasulullah saw dalam konteks ini, menegaskan jauh sebelum membina keluarga perlu adanya persiapan khususnya ketika menentukan pasangan dengan beberapa persyaratan atau kriteria-kriteria tertentu.

Nasikh Ulwan (1992) mengungkapkan bahwa pernikahan bukanlah hanya sebagai fitrah manusia saja, namun konsekuensi dari pernikahan sebagai kemaslahatan sosial . Zakiah Daradjat (1985) mengungkapkannya dengan istilah pernikahan yang bertanggung jawab. Artinya, pernikahan membawa konsekuensi adanya peningkatan tanggungjawab terhadap diri sendiri sebagai suami istri, orangtua, keluarga, tetangga, lingkungan, masyarakat, dan bahkan terhadap negara. Karena itu tidak salah menurut Ali Yafie (1994) bahwa seperempat fiqih atas hukum Islam dikenal dengan *ruhul munakahat* atau membicarakan tentang penataan keluarga.

Tujuan pendidikan keluarga pada hakikatnya tidak terlepas dari tujuan pernikahan yang diinformasikan dalam Qs. Ar-Rum ayat 21. Kemudian dalam konteks ke-Indonesiaan tujuan pendidikan keluarga diungkap secara eksplisit dalam Undang-undang Nomor 1 Tahun 1974 yakni: membentuk keluarga atau rumah tangga yang bahagia dan kekal berdasarkan Ketuhanan Yang Maha Esa. Keluarga yang sejahtera dimaksudkan adalah keluarga yang mampu memenuhi kebutuhan fisik dan mental yang layak, bertaqwa kepada Tuhan Yang Maha Esa serta memiliki hubungan yang serasi, selaras, dan seimbang antar anggota keluarga, dan antar keluarga dengan masyarakat dan lingkungannya (Undang-undang No. 10 Tahun 1992).

Adapun program pendidikan keluarga pada hakikatnya tidak terlepas dari program pendidikan secara umum yakni terkait ilmu-ilmu *fardhu 'ain* dan *fardhu kifayah*. *Fardhu 'ain* terkait dengan ilmu keagamaan yang dijadikan sebagai dasar dalam pendidikan keluarga seperti fikih dasar, al-Quran, maupun akhlak perilaku baik. Dengan demikian berarti ilmu *fardhu 'ain* yang diberikan orangtua kepada anggota keluarga adalah ilmu yang terkait dengan al-Quran dan ilmu ibadah dasar, yakni; ilmu yang berkaitan dengan kewajiban sehari-hari seorang muslim. Menurut Baihaqi AK (2002) materi ilmu dasar keislaman lainnya yang diajarkan tentang ijab dan kabul, bacaan *istighfar, syahadat*, dan doa kepada Allah sebagai penyegaran dan penghayatan dalam beragama, dan harapannya agar dilindungi dari perbuatan maksiat dan diridhai Allah swt. Tujuan lainnya menurut adalah sebagai motivasi dan pendidikan kepada pasangan pengantin serta terbinanya pendidikan anak di masa yang akan datang. Demikan dianjurkan doa sebelum bersetubuh harapannya terhindar dari gangguan syaitan. Gangguan pada saat bersetubuh maupun terhadap anak yang mungkin terkonsepsi dalam waktu persetubuhan itu berlangsung. Doa yang dilafalkan saat bersetubuh tersebut dapat ditinjau dari segi kebermanfaatanya yaitu secara psikologis maupun pedagogis.

Program pendidikan keluarga tentang akhlak dan perilaku baik antara pasangan lebih komprehensif didasarkan pada rumusan Peraturan Direktur Jenderal Bimbingan Masyarakat Islam Departemen Agama Nomor Dj. II/491 Tahun 2009, Materi-materi pokok memuat hal-hal yang mengakomodir keperluan untuk menciptakan keluarga sejahtera: tata cara dan prosedur pernikahan, pengetahuan agama (etika hubungan suami istri dan kewajiban-kewajiban serta larangan yang dipatuhi sebagai suami istri), peraturan perundangan dibidang perkawinan dan keluarga, hak dan kewajiban suami istri, kesehatan (reproduksi sehat), manajemen keluarga, pengembangan ekonomi keluarga dalam semangat kewirausahaan muslim, psikologi perkawinan dan keluarga. Program dan materi pendidikan keluarga bagi pasangan pengantin khususnya terkait akhlak dan perilaku baik terhadap pasangan pada dasarnya mencakup dua hal, pertama program dasar-dasar pembentukan keluarga, kedua program untuk pelestarian keluarga. Pada tataran aplikasinya antara kedua program itu saling keterkaitan.

Pendidikan Keluarga dalam Tradisi Melayu Sambas

Pada umumnya masyarakat Melayu Sambas masih dominan menjunjung sistem kekerabatan atau menganut kelompok keluarga luas (*extended family*). Kekerabatan pada masyarakat Melayu Sambas tidaklah hanya mengakui keluarga inti (*nuclear family*) semata, melainkan terdiri dari saudara sekandung, saudara sepupu dari pihak ayah maupun ibu, serta saudara-saudara dari pihak istri. Sedangkan dalam hubungan kekerabatan menganut prinsip bilateral, yaitu: setiap individu dalam menarik garis keturunannya selalu menghubungkannya pada pihak ayah maupun pihak ibunya. Demikian juga dalam kehidupan berkeluarga kedudukan adat masih dipertahankan, dan sekaligus dijadikan sarana edukatif untuk memperkokoh kehidupan berkeluarga.

"Hukum adat bersandikan hukum syarak dan hukum syarak berlandaskan kitabullah, itulah semboyan sekaligus menjadi falsafah hidup Melayu Sambas khususnya dalam pernikahan. Bagi masyarakat Melayu Sambas tradisi pernikahan merupakan satu peristiwa sakral dan yang sangat penting di dalam menentukan proses kehidupan yang akan datang. Pernikahan selalu berkaitan dengan ketentuan syari'at Islam, namun juga tidak melupakan dari adat dan tradisi kebiasaan yang sudah dipraktikkan orang tua terdahulu. Pada masyarakat Melayu Sambas, pernikahan bukanlah hanya sekedar perpaduan antara dua insan atau antara dua keluarga saja akan tetapi merupakan fenomena penyatuan dua kelompok keluarga besar bahkan antara dua masyarakat. (Khoiruddin Nasution: 2004). Karena itu, pernikahan dapat dikatakan sebagai sarana pemersatu dua keluarga besar dalam satu kesatuan yang utuh dalam ikatan kekeluargaan.

Apabila diklasifikasikan tahapan dalam tradisi pernikahan masyarakat Melayu Sambas dibagi atas tiga tahapan yakni; adat sebelum menikah atau persiapan sebelum dilangsungkan prosesi nikah, adat saat menikah; *bipari-pari, melamar, antar cikram, antar pinang, akad nikah, perayaan pernikahan, arak-arakan pengantin, duduk timbangan, makan pedamaian, pulang-memulangkan, buang-buang, mandi belulus, balik tikar, menjalankan pengantin,* dan adat sesudah menikah atau masa menetap di rumah orangtua.

Tradisi pernikahan Melayu Sambas tersebut merupakan entitas pembudayaan atau enkulturasi nilai-nilai Islam khususnya dalam pernikahan. Melalui enkulturasi budaya diharapkan dapat menghantarkan nilai-nilai Islam dalam kehidupan berkeluarga bagi masyarakat Melayu Sambas. Pernyataan ini sejalan dengan ungkapan Tenas Effendi bahwa tradisi dan upacara pernikahan adat Melayu sarat dengan simbol-simbol dan

makna, baik berupa alat dan kelengkapannya. Mengingat pentingnya arti pernikahan bagi masyarakat Melayu Sambas tersebut, maka diperlukan pengetahuan dan pemahaman mendalam bagi setiap pasangan pengantin atau bagi setiap orangtua.

Tujuan Pendidikan Keluarga

Apabila merujuk pada hierarki tujuan pendidikan Islam seperti yang dirumuskan Syaibani, maka tujuan tertinggi atau tujuan akhir pendidikan keluarga adalah untuk mencapai kebahagiaan di dunia dan akhirat. Sedangkan tujuan pendidikan keluarga secara umum agar terwujudnya kerukunan dan kemandirian dalam kehidupan berkeluarga yang dilandasi ajaran agama Islam dan nilai Islami budaya Melayu Sambas. Untuk mencapai tujuan umum tersebut, maka tujuan khusus atau tujuan operasional pendidikan keluarga bagi pasangan pengantin adalah: berkembangnya sikap kemandirian dan tanggung jawab, berkembangnya sikap beragama dalam keluarga, berkembangnya sikap perilaku baik pada pasangannya, berkembangnya sikap perilaku baik kepada orangtua dan anggota keluarga, dan berkembangnya sikap perilaku baik pada anggota masyarakat.

Secara teoritis dan praktis tujuan pendidikan keluarga yang dirumuskan seperti ini yang selalu diusahakan bagi setiap orangtua dan pasangan pengantin masyarakat Melayu Sambas secara berkala dan berkelanjutan dalam melaksanakan proses pendidikan keluarga. Tujuan pendidikan berkeluarga yang dirumuskan secara konseptual dijadikan dasar dalam pendidikan keluarga dan muatan kegiatan-kegiatan selanjutnya, khususnya di dalam merancang program-materi pendidikan keluarga, proses pendidikan keluarga, dan evaluasi pendidikan keluarga.

Upaya mencapai tujuan ideal pernikahan yang diharapkan, maka dalam masyarakat Melayu Sambas setiap pasangan pengantin disiapkan dengan diberikan nasihat dan pembinaan secara langsung atau tidak langsung tentang kehidupan berkeluarga.

Program Pendidikan Keluarga

Program pendidikan keluarga pada masyarakat Melayu Sambas dilakukan secara berkala dan berkelanjutan, yaitu sebelum menikah, saat menikah, dan setelah menikah atau ketika menetap di rumah orangtua. Ketika menetap di rumah orangtua pasangan pengantin mendapatkan pembinaan dan pengalaman secara langsung tentang kehidupan berkeluarga. Pembinaan dan pengalaman berkeluarga terutama tentang kemandirian dalam bekerja, pemahaman sikap keberagamaan, akhlak prilaku baik kepada pasangan suami istri, perilaku baik pada orangtua dan anggota keluarga, perilaku baik pada anggota masyarakat. Harapannya dengan kemandiran tidak menjadikan selalu ketergantungan dengan orang lain dan sebagai wujud tanggung jawab makhluk pribadi. Sikap keberagamaan (makhluk religius sebagai hamba Allah) dijadikan sebagai dasar dalam kehidupan berkeluarga. Kemudian sikap prilaku baik pada pasangan suami istri (makhluk sosial) dalam upaya mewujudkan kerukunan dan kebahagiaan dalam berkeluarga. Perilaku baik pada orangtua dan keluarga untuk menunjang dan memperkokoh kebersamaan dan keharmonisan berkeluarga. Sedangkan program prilaku baik bagi anggota masyarakat guna terwujudnya sikap kebersamaan dan persaudaraan. Kebersamaan dilakukan dapat berpartisipasi aktif dalam kegiatan sosial keagamaan maupun sosial budaya di lingkungan masyarakat.

Pendidikan keluarga yang diprogramkan masyarakat Melayu Sambas dapat dipahami bukanlah semata untuk memenuhi kebutuhan biologis saja, melainkan dirumuskan

berdasarkan konsekuensi dari pernikahan, yaitu tugas dan tanggung jawab setiap pasangan pengantin ketika membangun kehidupan berkeluarga. Tanggung jawab dalam hal ini terkait kewajiban dalam aspek keagamaan sebagi makhluk ciptaan Allah swt, dan tanggung jawab dalam membina akhlak dan perilaku baik bagi pasangan, orangtua dan keluarga, serta anggota masyarakat.

Pada umumnya program pendidikan keluarga terkandung nilai-nilai islami dan nilai adat yang terdapat di dalam tahapan-tahapan pelaksanaan tradisi pernikahan. Adapun nilai-nilai yang dimaksudkan adalah: persaudaraan (*ukhuwah*), kejujuran dan tepat janji, kerjasama dan tanggung jawab, kesetiaan, keseimbangan (*al-adalah*), dan nilai kedamaian.

Proses Pendidikan Keluarga

Proses pendidikan keluarga bagi pasangan pengantin pada masyarakat Melayu Sambas dilakukan secara berkala dan berkelanjutan melalui proses sosialisasi, internalisasi, enkulturasi ajaran agama Islam maupun adat Islami Melayu Sambas terutama dalam tradisi pernikahan. Pada umumnya metode yang digunakan orangtua dalam pendidikan keluarga adalah metode pembiasaan (*tajribi*), nasihat (*mauizah*), dan peneladanan (*uswah hasanah*).

Metode pembiasaan (*tajribi*) dilakukan orangtua untuk latihan dan pengalaman-pengalaman secara berkala dan berkelanjutan sehingga pasangan pengantin terbiasa melakukannya sepanjang hidupnya. Setelah melakukan pembiasaan pasangan pengantin sudah dapat melakukan tanpa harus menjadi beban dan bahkan menjadi kebutuhannya. Seperti pembiasaan dalam bekerja, sikap bergama, sikap perilaku baik pada pasangan suami istri, perilaku baik pada orangtua dan keluarga, serta perilaku baik pada anggota masyarakat. Metode nasihat (*mauizah*) yang dilakukan orangtua dengan cara penyampaian melalui tutur kata yang bijaksana berisi nasihat-nasihat yang tidak memberatkan pasangan pengantin sehingga memudahkan proses pendidikan keluarga. Nasihat orangtua yang dilakukan adalah nasihat tentang kemandirian dan pentingnya bekerja, pentingnya sikap beragama, dan pentingnya berperilaku baik bagi pasangan, pada orangtua dan anggota keluarga, dan anggota masyarakat. Kemudian metode peneladanan (*uswah hasanah*) seperti yang diungkap An-Nahlawi dan dipertegas Ahmad Tafsir merupakan metode yang sangat efektif untuk menginternalisasikan sikap akhlak atau perilaku baik. Sehingga melalui peneladanan berpengaruh besar terhadap keberhasilan dalam pendidikan keluarga. Peneladan baik yang dilakukan orangtua dalam konteks ini dengan melalui ucapan dan perbuatan, terutama tentang sikap dalam bekerja, sikap beragama, sikap perilaku baik pada pasangan suami-istri, sikap perilaku baik pada orangtua dan anggota keluarga, serta perilaku baik pada anggota masyarakat.

Sedangkan media penyampaian yang digunakan dalam proses pendidikan keluarga dilakukan melalui sikap dan tingkah laku orangtua, dan melalui ungkapan bermakna seperti filosofi Melayu, doa, pantun, maupun syair lagu. Melalui syair dan lagu yang penuh makna khususnya bagi pasangan pengantin diyakini sebagai sarana pemberian nasihat secara tidak langsung, dan berpengaruh terutama yang memahaminya. Selain itu orangtua juga menggunakan buku-buku sebagai alat bantu dalam pendidikan keluarga, dan memanfaatkan *handphone* sebagai sarana yang efektif menyampaikan penasihatan, terutama bagi pasangan pengantin yang tempat tinggalnya jauh. Proses pendidikan keluarga yang dilakukan pada masyarakat Melayu Sambas seperti inilah yang membedakannya dengan pendidikan keluarga yang dilaksanakan lembaga mitra

pemerintah BP4. Karena itu, perbedaan yang sangat esensial antara kedua lembaga tersebut terletak pada intensitas waktu pembinaan dan keteladanan serta figur pendidik.

Evaluasi Pendidikan Keluarga

Pada masyarakat Melayu Sambas untuk menilai tercapainya tujuan pendidikan keluarga yang sudah dilakukan, seperti sikap kemandirian, sikap beragama, perilaku baik pada pasangan suami istri, perilaku baik pada orangtua dan anggota keluarga, serta perilaku baik pada masyarakat, maka dilakukan dengan melalui pengamatan secara berkala dan berkelanjutan. Pengamatan dilakukan secara langsung maupun tidak langsung pada pasangan pengantin pada saat sebelum menikah, saat menikah, dan setelah menikah. Sedangkan pengamatan secara komprehensif bagi pasangan pengantin dilakukan pada saat menetap di rumah orangtua. Melalui pengamatan seperti inilah orangtua dapat mengambil keputusan terutama tentang kemandirian pasangan pengantin dalam kehidupan berkeluarga. Adapun kemandirian pasangan pengantin dalam berkeluarga menjadi pembatas akhir masa menetap di rumah orangtua.

Dengan prinsip dan tamsilan yang dijadikan dasar bagi orangtua adalah “pokok pisang tumbuhnya akan lebih baik apabila dipisahkan dengan pokok induknya”. Artinya, orangtua pada masyarakat Melayu Sambas selalu berharap kepada pasangan pengantin untuk mempersiapkan kemandirian dalam berkeluarga dengan cara belajar hidup atau tinggal di rumah sendiri, dan tidak untuk menetap selamanya.

Selain pengamatan orangtua untuk menilai pasangan pengantin dilakukan dengan cara ditanya atau diuji terutama dalam penguasaan pengetahuan dasar agama. Namun, dalam pendidikan keluarga pada umumnya pengamatan dilakukan untuk menilai perkembangan sikap (afektif) dan keterampilan (psikomotorik) pasangan pengantin. Adanya proses penilaian menjadikan pendidikan keluarga khususnya menjadi lebih bermakna bagi kelangsungan bagi pasangan pengantin untuk mencapai kerukunan dan kemandirian dalam berkeluarga.

Kesimpulan

Adanya harapan dan cita-cita bersama untuk membangun keluarga ideal dan berkualitas tersebut, maka persiapan atau pendidikan keluarga bagi pasangan pengantin menjadi sebuah keniscayaan. Hal ini disebabkan perubahan dan pergeseran pola hidup masyarakat yang semula bercorak sosial-religius pada individual-materialistik. Sangat rasional jika pasangan pengantin diberikan pengetahuan dan pemahaman tentang nilai-nilai luhur agama maupun budaya untuk proses mencapai tujuan berkeluarga yang ideal. Tercapainya tujuan ideal sekaligus untuk ketahanan keluarga (*survive*) masa sekarang dan akan datang.

Pendidikan keluarga bagi pasangan pengantin dalam tradisi pernikahan pada masyarakat Melayu Sambas pada dasarnya upaya pembinaan pengetahuan, pemahaman, dan keterampilan kepada pasangan pengantin tentang kehidupan berkeluarga. Tahapan itu diaktualisasikan dalam adat sebelum menikah sebagai upaya persiapan bagi pasangan pengantin, adat saat menikah, dan adat sesudah menikah atau masa menetap di rumah orangtua.

Tujuan pelaksanaan pendidikan keluarga bagi pasangan pengantin pada masyarakat Melayu Sambas dalam tradisi pernikahan, pada dasarnya terdiri atas dua macam, yakni: tujuan umum dan khusus. Tujuan umum pendidikan keluarga adalah terwujudnya kerukunan dan kemandirian dalam kehidupan berkeluarga yang dilandasi ajaran agama

Islam dan nilai Islami budaya Melayu Sambas. Tujuan umum secara simultan mewujudkan tujuan ideal pernikahan dan untuk mencapai tujuan akhir berkeluarga. Sedangkan tujuan khusus pendidikan keluarga lebih bersifat operasional untuk mencapai tujuan umum. Adapun tujuan pendidikan keluarga secara khusus berkembangnya sikap kemandirian dan tanggung jawab, berkembangnya sikap beragama dalam keluarga, berkembangnya sikap perilaku baik pada pasangannya, orangtua dan anggota keluarga, dan anggota masyarakat.

Program atau materi pendidikan keluarga bagi pasangan pengantin dikembangkan secara integral didasarkan pada kebiasaan-kebiasaan dalam kehidupan berkeluarga yang bersumber dari ajaran agama Islam maupun adat Islami dalam pernikahan Melayu Sambas. Program pendidikan keluarga dilaksanakan secara berkala dan berkelanjutan, yaitu program sebelum menikah, program saat menikah, dan program sesudah menikah. Proses pendidikan keluarga bagi pasangan pengantin dilakukan melalui proses sosialisasi, internalisasi, dan enkulturasi ajaran agama Islam serta adat Islami budaya Melayu Sambas, yakni menggunakan metode nasihat (*mauizah*), pembiasaan (*tajribi*), dan peneladanan (*uswah hasanah*). Sumber dan media pendidikan keluarga melalui tutur kata dan setiap tindakan, perbuatan, sikap, orangtua, tokoh agama, pemuka masyarakat, dan tokoh budaya. Sedangkan media lain yang digunakan melalui buku-buku, pantun, syair, lagu, dan alat komunikasi *handphone*.

Adapun evaluasi dan penilaian dalam pendidikan keluarga dilakukan secara berkala dan berkelanjutan yakni; penilaian sebelum menikah, penilaian saat menikah, dan penilaian setelah menikah. Penilaian pada pasangan pengantin melalui pengamatan secara langsung dan tidak langsung menyangkut aspek: aspek sikap atau perilaku (afektif), keterampilan (psikomotorik), dan pengetahuan (kognitif).

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URGENSI INTEGRASI NILAI PENDIDIKAN KARAKTER DI SEKOLAH

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Abstract: *Today the world is suffering with various diseases. Business without morality Political without principle, Education without character, Rezeki without sacrifice, Humanity without merit, devotion without faith. Today the seven mentioned above illness are causing all problems to the Nation. Everyone must decide to free the country from seven painful diseases. The idea of integrated education is not just about how to make people smart, but to make good people too. It is not just about giving people knowledge, but also helping them to translate that knowledge into true wisdom. With an integrated education, there is no division between school and community, study and human life, knowledge and kindness. This paper contains three essentials. First, the integrative meaning of the nation's educational values. Second, the pattern of integration of the nation's educational values on learning activities in schools. Third, implications for schools, teachers, learners, and parents. This paper contains three essentials. First, the integrative meaning of educational values. Second, the integration of educational values in school activities. Third, implications for schools, teachers, learners, and parents.*

Keywords: *Integration, Value, Education, Character*

Pendahuluan

Dinamika pendidikan di Indonesia saat ini di tantang untuk dapat mengakses keanekaragaman, baik keanekaragaman budaya, bahasa, agama, dan lain-lain, sebagai input untuk menjadi sebuah keunggulan. Dalam pandangan konvensional, keunggulan merupakan nilai pengibar bendera (*flag carries*), yang hanya dilakukan oleh segelintir orang dimana orang tersebut memiliki kelebihan atau keutamaan. Namun dalam cara pandang baru bahwa keunggulan itu bukan hanya menjadi *privilage* yang hanya dimiliki oleh mereka yang memiliki kelebihan (*excellence for the excellence*), akan tetapi merupakan keunggulan atau kelebihan untuk semua (*excellence for all*). Dalam upaya mewujudkan *excellence for all* ini, maka diperlukan pembelajaran yang dapat memberdayakan sumber daya manusia pembelajar atau siswa (*empowering learning process*).

Tugas seperti ini tentunya melekat pada diri seorang guru, karena guru secara umum merupakan pembimbing bagi para pelajar agar mereka dapat menumbuhkembangkan potensi yang ada dalam dirinya. Keberhasilan seorang guru dalam memberikan bimbingan terhadap para peserta didiknya dapat terlihat dari produk yang dihasilkannya yakni berupa lulusan yang memiliki keseimbangan antara kemampuan kognitif, afektif dan psikomotorik. Untuk menghasilkan lulusan yang memiliki keseimbangan dalam tiga kemampuan tersebut di atas tidaklah mudah. Diperlukan proses yang cukup panjang, berkesinambungan, serta para pembimbing atau guru yang memiliki motivasi, inovasi

serta karakter yang kuat, dimana karakter tersebut akan ditransformasikan kepada seluruh peserta didiknya.

Salah satu persoalan krusial bangsa Indonesia, terutama yang berkaitan dengan penyiapan SDM siap kompetisi di era global adalah krisis nilai-nilai pendidikan bangsa. Pada saat ini, bangsa Indonesia sedang mengalami krisis nilai-nilai pendidikan bangsa, yang ditandai dengan semakin maraknya kejahatan dan tindakan-tindakan lain yang tidak mencerminkan nilai-nilai pendidikan bangsa, yang dilakukan oleh orang-orang ber-pendidikan dan ada pula yang punya jabatan strategis di pemerintah atau masyarakat. Tidak bisa lagi menghitung dengan jari berapa mantan pejabat pemerintah yang dihukum karena keterlibatannya dalam perkara kriminal, korupsi, dan penyalahgunaan jabatan. Hari ini dunia menderita dengan tujuh macam penyakit; Bisnis tanpa moralitas Politik tanpa prinsip, Pendidikan tanpa karakter, Rezeki tanpa pengorbanan, Sebuah panen tanpa tenaga kerja, Kemanusiaan tanpa kebajikan, Pengabdian tanpa iman. Hari ini tujuh yang disebutkan di atas adalah penyakit yang menyebabkan permasalahan Bangsa. Setiap orang harus memutuskan untuk membebaskan negeri dari tujuh penyakit yang pedih.

Persoalan di atas juga terjadi di lingkungan sekolah. Misalnya; kebocoran soal ujian nasional terjadi di Medan, Bandung, dan Solo (Aniek Gufron: 2010: 12). Realita ini menunjukkan bahwa institusi pendidikan belum berhasil menyiapkan lulusan yang memiliki komitmen dan bermoral tinggi. Dalam konteks ini, Doni Koesoema, menengarai bahwa pendidikan kita sedang menyimpan bom waktu yang akan menghancurkan sendi-sendi tatanan sosial kapan saja. Sementara itu, agar bisa memenangi kompetisi di berbagai bidang kehidupan mensyaratkan tersedianya SDM cerdas, cendikia, dan bermoral. Dengan demikian maka keberhasilan sebuah pendidikan akan sangat ditunjang dan ditentukan oleh karakter yang dimiliki oleh seorang guru atau pendidik. Hal ini tentunya tidaklah berlebihan, karena guru adalah seorang transformer ilmu atau pengetahuan, sedangkan ilmu atau pengetahuan yang tanpa karakter sebagaimana dikemukakan oleh Francis Bacon hanya akan menyesatkan. (D. Yahya Khan, 2010).

Mungkin ada banyak cara yang dapat dilakukan oleh anak bangsa untuk memecahkan masalah atau krisis nilai-nilai pendidikan yang melanda bangsa Indonesia. Salah satu cara yang bisa dilakukan adalah mengintegrasikan nilai-nilai pendidikan bangsa ke dalam kurikulum sekolah. Cara ini dipandang relevan digunakan karena setiap mata pelajaran akan termuati nilai-nilai pendidikan bangsa secara spesifik dan kontekstual. Alasan lainnya, karena pengembangan nilai-nilai pendidikan bangsa tidak secara khusus diberikan pada mata pelajaran tertentu dalam kurikulum sekolah. Dengan cara demikian, sekolah diasumsikan mampu menyiapkan SDM kompeten di bidangnya dan sekaligus peserta didik memiliki nilai- nilai pendidikan bangsa sebagaimana yang telah digali dan disepakati pendahulu kita dan tetap masih relevan dalam kehidupan sehari-hari pada saat ini.

Kandungan substansi yang tertuang dalam ketentuan pasal 1 ayat 1 UU No. 20 Tahun 2003 tentang sistem pendidikan nasional menyebutkan dengan jelas bahwa penyelenggaraan pendidikan nasional didasarkan pada orientasi dimensi nilai spiritual keagamaan, akar budaya nasional, responsif terhadap tuntutan dan tantangan perubahan jaman yang berkembang demikian cepat. Ketentuan lain yang terdapat dalam Bab II Pasal 3 menyebutkan pula bahwa Pendidikan nasional berfungsi mengembangkan kemampuan dan membentuk watak serta peradaban bangsa yang bermartabat dalam rangka mencerdaskan kehidupan bangsa, bertujuan untuk berkembangnya potensi peserta didik

agar menjadi manusia yang beriman dan bertakwa kepada Tuhan Yang Maha Esa, berakhlak mulia, sehat, berilmu, cakap, kreatif, mandiri, dan menjadi warga negara yang demokratis serta bertanggung jawab. Ini merupakan salah satu dasar dan tujuan dari pendidikan nasional yang seharusnya menjadi acuan bangsa Indonesia.
Berdasarkan hal yang dikemukakan di atas, maka karakter merupakan sesuatu hal yang sangat *urgen* dalam kehidupan manusia, baik sebagai pelajar, terutama sebagai seorang pengajar (guru), karena guru merupakan orang yang paling bertanggung jawab pada perubahan perilaku siswa, serta guru lah yang akan melakukan transformasi karakter terhadap seluruh peserta didiknya melalui transformasi ilmu.

Makna Integrasi Nilai Pendidikan Karakter

Integrasi berasal dari bahasa inggris *"integration"* yang berarti kesempurnaan atau keseluruhan. Definisi lain mengenai integrasi adalah suatu keadaan di mana kelompok-kelompok etnik beradaptasi dan bersikap komformitas terhadap kebudayaan mayoritas masyarakat, namun masih tetap mempertahankan kebudayaan mereka masing-masing. Integrasi memiliki 2 pengertian, yaitu: (1) Pengendalian terhadap konflik dan penyimpangan sosial dalam suatu sistem sosial tertentu; (2) Membuat suatu keseluruhan dan menyatukan unsur-unsur tertentu. Menurut definisi di atas, konsep integratif nilai pendidikan menekankan metode yang berkonsentrasi pada siswa sebagai manusia seutuhnya. Tujuannya adalah bukan tentang bagaimana menemukan pekerjaan yang baik atau menghasilkan uang besar, tetapi tentang bagaimana mengembangkan manusia yang lengkap. Setiap bagian dari individu pikiran, tubuh, emosi dan roh, harus dikembangkan pada waktu yang sama dan akan terintegrasi ke seluruh orang. Selanjutnya, gagasan pendidikan terintegrasi tidak hanya tentang bagaimana membuat orang yang cerdas, tetapi untuk membuat orang baik juga. Hal ini tidak hanya tentang memberi orang pengetahuan, tetapi juga membantu mereka untuk menerjemahkan pengetahuan itu menjadi kebijaksanaan sejati. Dengan pendidikan yang terintegrasi, tidak ada pembagian antara sekolah dan masyarakat, studi dan kehidupan manusia, pengetahuan dan kebaikan Banyak sekali pendapat yang menerangkan atau menjelaskan pengertian dari kata karakter. Secara etimologi, sebagian berpendapat bahwa yang disebut dengan karakter berasal dari bahasa latin; yakni *"character*" yang memiliki pengertian watak, tabiat, sifat-sifat kejiwaan, budi pekerti, kepribadian, dan akhlak. Namun sebagian yang lain menyatakan bahwa karakter tersebut adalah berasal dari kata "karasso" yang berarti cetak biru atau pola. (Bambang Q-Anees dan Adang Hambali, 2009). Karakter menurut Riyan dan Bohlin secara etimologi berasal dari bahasa Yunani "Charassein", yang memiliki pengertian menuliskan pada permukaan lempengan batu atau loga. Berangkat dari akar kata ini, berkembang pengertian bahwa yang disebut karakter adalah sebuah tanda atau ciri yang sangat khas (C. Kuntoro Adi, at.al., 2010).
Dalam bahasa Inggris, kata karakter diartikan sebagai *a distinctive differentiating mark*, yakni tanda yang dapat membedakan secara tersendiri. Karakter juga dimaknai sebagai *the sable and distinctive qualities built inti an individual's life which determine his response regardless of circumstances*, yakni suatu kualitas yang kokoh dan khusus (ciri khas yang membedakan) yang terbentuk pada kehidupan individu yang bisa menentukan sikap dalam mengadakan reaksi terhadap rangsangan tanpa memperdulikan terhadap situasi dan kondisi. Karakter dapat didefinisikan sebagai sebuah pola, baik berupa pikiran, sikap, maupun tindakan, yang melekat pada diri seseorang dengan sangat kuat dan sulit

dihilangkan. Karakter adalah sikap pribadi yang stabil hasil dari proses konsolidasi secara progresif dan dinamis, integrasi pernyataan dan tindakan. (Abdullah Munir, 2019).

Pendapat di atas berbeda dengan pemahaman Arismantoro, yang menyatakan bahwa karakter itu berbeda dengan kepribadian karena pengertian kepribadian dibebaskan dari nilai. Meskipun demikian, baik kepribadian (*personality*) maupun karakter berwujud tingkah laku yang ditujukan pada lingkungan sosial, keduanya relatif permanen dan menuntun, mengerahkan serta mengorganisasikan aktivitas individu. Seseorang bisa disebut orang yang berkarakter (*a person of character*) apabila prilakunya sesuai dengan kaidah moral (Arismantoro, 2008). Hal lain mengenai karakter ini dikemukakan oleh Ratna Megawangi, dimana beliau menyatakan bahwa karakter itu mirip dengan akhlak; yakni tabiat atau kebiasaan melakukakan hal-hal yang baik (Ratna Megawangi, 2007). Kalaulah disepakati bahwa istilah karakter itu sama dengan istilah akhlak dalam pandangan islam, maka pembentukan akhlak harus merupakan bagian dari tujuan penyelenggaraan pendidikan. Dari sekian banyak rumusan akhlak, rumusan yang paling komprehensif adalah yang dikemukakan oleh al-Ghazali. Beliau mengatakan bahwa akhlak adalah sifat yang melekat dalam jiwa seseorang yang menjadikan ia dengan mudah melakukan sesuatu tanpa banyak pertimbangan lagi (Al-Ghazali, t.th).

Dari sekian banyak definisi karakter yang telah dikemukakan di atas, penulis membuat satu rumusan mengenai arti karakter. Intinya bahwa yang dimaksud karakter tersebut adalah suatu sifat yang melekat pada diri seseorang yang ditunjukkan secara spontan dan kontinyu. Sebuah kebiasaan yang dilakukan secara berulang-ulang dengan diawali oleh kesadaran dan pemahaman akan menjadi karakter seseorang. Adapun yang dimaksudkan dengan pendidikan karakter adalah pendidikan yang ditujukan untuk membentuk kepribadian seseorang melalui pendidikan budi pekerti, dimana hasilnya dapat terlihat dalam tindakan nyata seseorang berupa tingkah laku yang baik, jujur, bertanggung jawab, menghormati hak orang lain, kerja keras, dan sebagainyaKepribadian yang baik, jujur, bertanggung jawab, mau menghormati hak orang lain, bekerja keras dan sifat-sifat baik yang lainnya, akan menjelma pada diri seseorang bila dia sadar dan faham akan manfaat dan hikmah dari berperilaku baik atau berkarakter.

Penanaman kesadaran dan pemahaman terhadap pentingnya berkarakter dalam menjalani kehidupan, bukanlah hal yang mudah, namun memerlukan proses yang panjang dan berkesinambungan yang disebut pendidikan karakter. Agar pendidikan karakter yang dilaksanakan tersebut membuahkan hasil, maka dalam proses pendidikannya perlu diperhatikan prinsip-prinsip pendidikan karakter. Prinsip prinsip tersebut diantaranya, (1) Bahwa manusia adalah makhluk yang dipengaruhi dua aspek, pada dirinya memiliki sumber kebenaran dan dari luar dirinya ada juga dorongan atau kondisi yang mempengaruhi kesadaran; (2) Anggapan bahwa perilaku yang dibimbing oleh nilai-nilai utama sebagai bukti dari karakter, maka pendidikan karakter tidak meyakini adanya pemisahan antara roh, jiwa dan badan; (3) Pendidikan karakter mengutamakan munculnya kesadaran pribadi peserta didik untuk secara ikhlas mengutamakan karakter positif; (4) Pendidikan karakter mengarahkan peserta didik untuk menjadi manusia ulul albab yang tidak hanya memiliki kesadaran diri, tetapi juga kesadaran untuk terus mengembangkan diri, memperhatikan masalah lingkungannya, dan memperbaiki kehidupan sesuai dengan pengetahuan dan karakter yang dimilikinya.

Manusia yang seperti ini adalah manusia-manusia yang memiliki *competence;* yakni manusia yang unggul dan menghargai proses; compassion; yakni yang memiliki kepedulian terhadap sesamanya; dan consence; yakni manusia yang sadar akan tujuan

hidupnya. Unsur-unsur yang terkandung dalam *competence* adalah pengetahuan, keterampilan dan sikap, sedangkan unsur-unsur yang terdapat dalam *compassion* adalah peduli, peka, rela dan tanggap. Adapun unsur-unsur yang terdapat dalam *conscience* adalah moral, prinsip, tanggung jawab, kejujuran, mandiri, kebebasan, keterbukaan, memiliki semangat pembelajar, kesadaran, kewaspadaan, keadilan, konsekuen, dan keseimbangan. (C. Kuntoro Adi, at.al., 2010). Hal-hal tersebut di atas tentunya harus ditanamkan kepada para guru dalam upaya memberikan kesadaran kepada mereka mengenai tugas dan fungsinya sebagai agen penanam, pembentuk, dan pembina karakter para siswa, terutama siswa yang memiliki kelainan dengan perilaku khas yang dimiliki oleh mereka yakni mereka yang melaksanakan pendidikan pada Pendidikan.

Pengertian Nilai

Terdapat beberapa perbedaan dalam mengartikan nilai. Perbedaan cara pandang dalam memahami makna dan/atau pengertian "nilai"bukan untuk menyalahkan definisi lain,akan tetapi merupakan suatu khazanah para pakar, dan juga sesuatu yang wajar karena didasari persepsi masing-masing pakar karena berdasarkan sudut pandang teoritis,empiris dan analitis Untuk memahami bahwa nilai itu ada, dan hakikat serta makna nilai itu apa. berikut ini dikemukakan beberapa pengertian tentang nilai;

a. Lorens Bagus (2002) dalam bukunya Kamus Filsafat menjelaskan tentang nilai yaitu sebagai berikut:
   - Nilai dalam bahasa Inggris value, bahasa Latin valere (berguna,mampu akan, berdaya, berlaku, kuat).
   - Nilai ditinjau dari segi Harkat adalah kualitas suatu hal yang menjadikan hal itu dapat disukai, diinginkan, berguna, atau dapat menjadi objek kepentingan.
   - Nilai ditinjau dari segi Keistimewaan adalah apa yang dihargai, dinilai tinggi atau dihargai sebagai sesuatu kebaikan. Lawan dari suatu nilai positif adalah "tidak bernilai" atau "nilai negative". Baik akan menjadi suatu nilai dan lawannya (jelek, buruk) akan menjadi suatu "nilai negative" atau "tidak bernilai".
   - Nilai ditinjau dari seudut Ilmu Ekonomi yang bergelut dengan kegunaan dan nilai tukar benda-bendsa material, pertama kali mengunakan secara umum kata „nilai‟.
b. Nilai adalah "*the addressee of a yes "* sesuatu atau alamat yang ditujukan dengan kata „ya‟ .Hans Jonas (Bertens, 2004). Dengan kata lain nilai adalah sesuatu yang kita iakan atau sesuatu yang kita setujui, sedangkan sesuatu yang tidak kita setujui seperti sakit, penderitaan atau kecelakaan adalah non nilai atau disvalue. Sesuatu yang kita iakan selalu bersifat positif atau kita sebut nilai positif dan yang tidak kita setujui dikenal dengan istilah nilai negative.
c. Mulyana (2004) mendefiniskan tentang nilai itu adalah rujukan dan keyakinan dalam menentukan pilihan. Definisi tersebut dikemukakan oleh Mulyana yang secara eksplisit menyertakan proses pertimbangan nilai, tidak hanya sekedar alamat yang dituju oleh sebuah kata „ya‟.
d. Beberapa pengertian yang lainnya tentang nilai dari para ahli dikemukakan oleh Rohmat dalam bukunya (Mulyana, 2004) sebagai berikut:
   - Nilai adalah keyakinan yang membuat seseorang bertindak atas dasar

pilihannya, Gordon Allfort (1964). Definisi ini dilandasi oleh pendekatan psikologis, karena itu tindakan dan perbuatannya seperti keputusan benar-salah, baik-buruk, indah-tidak indah, adalah hasil proses psikologis. Termasuk ke dalam wilayah ini seperti hasrat, sikap, keinginan, kebutuhan dan motif.

- Nilai adalah patokan normative yang mempengaruhi manusia dalam menentukan pilihannya diantara cara-cara tindakan alternative (Kuperman, 1983). Penekanan utama definisi ini pada faktor eksternal yang mempengaruhi prilaku manusia. Pendekatan yang melandasi definisi ini adalah pendekatan sosiolgis. Penegakan norma sebagai tekanan utama dan terpenting dalam kehidupan sosial akan membuat seseorang menjadi tenang dan membebaskan dirinya dari tuduhan yang tidak baik.
- Nilai adalah konsepsi (tersurat atau tersirat, yang sifatnya membedakan individu atau ciri-ciri kelompok) dari apa yang diinginkan, yang mempengaruhi tindakan pilihan terhadap cara, tujuan antara dan tujuan akhir (Kluckhohn, Brameld, 1957).

Definisi yang dikemukakan oleh Klukhon ini berimplikasi terhadap pemaknaan nilai-nilai budaya, seperti yang diungkap oleh Brameld dalam bukunya tentang landasan-landasan budaya pendidikan., dia mengungkapkan ada enam implikasi terpenting yaitu sebagai berikut:

- Nilai merupakan konstruk yang melibatkan proses kognitif (logic dan rasional) dan proses ketertarikan dan penolakan menurut kata hati.;
- nilai selalu berfungsi secara potensial, tetapi selalu tidak bermakna apabila diverbalisasai;
- apabila hal itu berkenaan dengan budaya, nilai diungkapkan dengan cara yang unik oleh individu atau kelompok;
- karena kehendak tertentu dapat bernilai atau tidak, maka perlu diyakini bahwa pada dasarnya disamakan (*equated*) dari pada diinginkan, ia didefinisikan berdasarkan keperluan system kepribadian dan sosio budaya untuk mencapai keteraturan atau mengahargai orang lain dalam kehidupan social;
- pilihan di antara nilai-nilai alternative dibuat dalam konteks ketersediaan tujuan antara (means) dan tujuan akhir (ends), dan;
- nilai itu ada, ia merupakan fakta alam, manusia, budaya dan pada saat yang sama ia adalah norma-norma yang telah disadari.

Hakikat dan Makna Nilai

Berdasarkan beberapa pengertian di atas, dapat dikemukakan kembali bahwa nilai itu adalah rujukan dan keyakinan dalam menentukan suatu pilihan. Sejalan dengan definisi itu maka yang dimaksud dengan hakikat dan makna nilai adalah berupa norma, etika, peraturan, undang-undang, adat kebiasaan, aturan agama dan rujukan lainnya yang memiliki harga dan dirasakan berharga bagi seseorang. Nilai bersifat abstrak, berada dibalik fakta, memunculkan tindakan, terdapat dalam moral seseorang, muncul sebagai ujung proses psikologis, dan berkembang kearah yang lebih kompleks.

Kattsoff dalam Soejono Soemargono (2004) mengatakan bahwa hakekat nilai dapat dijawab dengan tiga macam cara: Pertama, nilai sepenuhnya berhakekat subyektif, tergantung kepada pengalaman manusia pemberi nilai itu sendiri. Kedua, nilai merupakan

kenyataan-kenyataan ditinjau dari segi ontology, namun tidak terdapat dalam ruang dan waktu. Nilai-nilai tersebut merupakan esensi logis dan dapat diketahui melalui akal. Ketiga, nilai-nilai merupakan unsur-unsur objektif yang menyusun kenyataan Mengenai makna nilai Kattsoff mengatakan, bahwa nilai mempunyai beberapa macam makna. Sejalan dengan itu, maka makna nilai juga bermacam-macam. Rumusan yang bisa penulis kemukakan tentang makna nilai itu adalah bahwa sesuatu itu harus mengandung nilai (berguna), merupakan nilai (baik, benar, atau indah), mempunyai nilai artinya merupakan objek keinginan, mempunyai kualitas yang dapat menyebabkan orang mengambil sikap,, menyetujui" atau mempunyai sifat nilai tertentu, dan memberi nilai, artinya menanggapi seseuatu sebagai hal yang diinginkan atau sebagai hal yang menggambarkan nilai tertentu.

Integrasi Nila, Tidak Sebatas Teori Dan Pengajaran

Mengapa para pejabat negara dan politisi semakin gandrung melakukan praktik KKN (korupsi, kolusi dan nepotisme)? Mengapa aparat penegak hukum cenderung melanggar peraturan-peraturan hukum yang mereka buat sendiri ? Mengapa para elite politik saling berusaha menjatuhkan lawan-lawan politiknya? Mengapa kaum intelektual cenderung melanggar etika profesinya dan visi-misi luhurnya ? Mengapa sesama anak-anak bangsa senang menabur benih-benih kebencian, permusuhan, dengki, dan dendam ? Mengapa para siswa-siswi dan mahasiswa-mahasiswi sering terlibat dalam aksi-aksi kekerasan, pornografi, seks bebas, narkoba, dan aneka macam penyakit sosial lainnya ? Mengapa antarsesama anggota keluarga sering terjadi percecokan, perkelahian, bahkan terakhir pada pembunuhan? Mengapa hidup kita selalu diwarnai tragedi-tragedi kemanusiaan yang memilukan, dan seterusnya ?

Salah satu jawaban pertanyaan-pertanyaan di atas adalah karena kita gagal menumbuhkembangkan pendidikan nilai, baik di lingkungan keluarga, sekolah maupun masyarakat. Dalam beberapa dekade terakhir ini, pembangunan kita cenderung berorientasi pada sesuatu yang bersifat pragmatis, yaitu hasil yang bisa dilihat dengan mata dan dinikmati oleh perut. Institusi pendidikan yang fungsi awalnya untuk membentuk manusia Indonesia seutuhnya, saat ini tidak lebih dari sekadar lembaga bisnis dan industri yangg melihat peserta didik (siswa-siswi) sebagai objek yang siap menjadi ”ATM”.

Pada saat yang bersamaan, moral dan etika bukan lagi menjadi ”menu bergizi” bagi murid sekolah (juga guru), tetapi telah menjadi ”komoditas eceran”. Pada dasarnya pendidikan nilai itu hanya dapat diwujudkan atau dijabarkan dalam suatu kebersamaan. Oleh karena itu, untuk melakukannya hampir tidak mungkin tanpa rasa empati dan penghargaan kepada orang lain, kepada segala sesuatu di lingkungan alam dan lingkungan sosial, yang mengerucut pada penghargaan kepada kehidupan. Sementara empati tak mungkin muncul tanpa kepekaan terhadap berbagai persoalan tanpa sekat-sekat ras, etnis, agama, golongan, dan lainnya.

Nilai merupakan integritas hidup seseorang yang akan tercermin dalam pilihannya : cara berpakaian, teman-teman yang dipilih pasangan hidup, interaksi sosial, dan bagaimana hubungan keluarga dengan saudara-saudaranya. Pendidikan nilai membantu banyak orang untuk membedakan mana yang baik dan mana yang tidak baik, mana yang harus diprioritaskan dan mana yang tidak diprioritaskan, mana yang perlu dan mana tidak perlu. Masalah mendasar dalam pendidikan nilai, ada tiga masalah mendasar yang mesti dipahami oleh para pendidik (guru) dan siapa saja, yaitu apa yang harus diajarkan

(filsafat), bagaimana anak belajar dan memahami nilai moral *(psikologi),* serta dalam masyarakat apa dan macam mana nanti kita *(sosiologi).* Menolak pentingnya filsafat berarti menerima saja yang diperintahkan oleh suatu sistem tertentu. Mengesampingkan psikologi sebagai suatu sarana didaktik metodik pendidikan berarti membiarkan para pendidik seenaknya menggunakan metode-metode pendidikan yang belum teruji kebenaran ilmiahnya. Mengabaikan hakikat tujuan pendidikan moral dalam rangka sejarah (masyarakat) berarti menerima saja masyarakat seperti apa adanya tanpa peduli mengenai apa yang akan terjadi di masa mendatang. Lantas, apa model pendidikan nilai yang mesti ditumbuhkembangkan?Salah satu model pendidikan nilai yang pantas dipertimbangkan untuk ditumbuhkembangkan dalam sistem pendidikan kita ialah metode klarifikasi nilai-nilai pada diri anak-anak didik.

Gagasan dasar yang melandasi metode ini ialah bahwa setiap anak berhak dan bertanggung jawab atas pendidikan nilai bagi kehidupannya sendiri. Tugas pendidik sebatas menyadarkan setiap anak atas nilai-nilai kehidupan yang dipilihnya sendiri secara bebas dan bertanggung jawab. Tampaknya, metode ini sangat sederhana. Akan tetapi, sesungguhnya terdapat langkah yang menjadi prinsip klarifikasi nilai, yaitu : nilai harus dipilih secara bebas, nilai harus dipilih dari berbagai alternatif, memilih nilai sesudah dipertimbangkan akibat-akibat dari pilihannya, nilai harus diwujudkan di hadapan umum, nilai adalah kaidah hidup, nilai selalu dipelihara, dan berani mengemukakan nilai di depan orang lain.

Langkah klarifikasi nilai-nilai ini sangat mencerminkan keutuhan dimensi pendidikan yang produktif dan efisien. Langkah tersebut diantaranya termasuk dimensi kognitif (menekankan kemampuan rasional), selanjutnya mencerminkan dimensi afektif (penghargaan dan rasa bangga), dan langkah berikutnya mencerminkan dimensi psikomotorik (tindakan kongkret yang terus-menerus dan terpola). Pendidikan nilai, moral dan etika merupakan *hidden curriculum* yang secara integral terkait dengan hampir semua mata pelajaran sekolah. Keberhasilan menanamkan dan menumbuhkembangkan nilai-nilai tersebut tergantung dari peranan pendidik (guru) yang mendukung sistem penyelenggaraan pendidikan sekolah dan sejauh mana komitmen masyarakat dan pemerintah dalam memberikan teladan kepada anak-anak.

Pendidikan nilai tidak dapat dilaksanakan dengan pengajaran di tengah-tengah pelanggaran moral dan anomali yang terus terjadi seperti sekarang ini. Musuh utama pendidikan nilai ialah birokrasi yang korup dan serakah, politisi yang berperilaku ”seperti preman”, konglomerat (pengusaha) yang merampas hak-hak ekonomi rakyat, para pendidik yang menempatkan siswi-siswi sebagai ”sapi perah”, para selebritis yang gonta-ganti pasangan, dan aneka macam penyakit moral. Pendidikan nilai tidak sebatas pada teori dan pengajaran, tetapi harus disertai dengan perilaku hidup. Antara kata dan perbuatan harus sinkron, sejalan. Pendidikan nilai pasti gagal total bila pelanggaran-pelanggaran moral masih terus berlangsung. Penanaman pendidikan nilai harus ditunjukkan melalui sikap perbuatan yang kongkrit. Pendidikan nilai di sekolah akan terasa hambar jika penyakit-penyakit sosial masih merajalela di tengah masyarakat kita, di birokrasi pemerintah, di parlemen, partai politik, institusi pendidikan, agama, dan keluarga. Tidak ada gunanya kita mengajarkan nilai-nilai moral kepada para peserta didik jika perilaku sosial kita bertentangan dengan nilai-nilai moral.

Integrasi Nilai Pendidikan Karakter Pada Kegiatan Pembelajaran di Sekolah

Mengintegrasikan nilai-nilai yang terkandung dalam pendidikan bangsa ke dalam kegiatan pembelajaran, perlu terlebih dahulu menyepakati makna pembelajaran itu sendiri. Hal ini perlu dilakukan karena pemaknaan yang berbeda tentang konsep pembelajaran yang digunakan dapat berpengaruh terhadap kualitas integrasi nilai-nilai yang terkandung dalam pendidikan tersebut. Mengacu pada pengertian bahwa pembelajaran merupakan bentuk implementasi kurikulum sebagai dokumen tertulis (Saylor, dkk, 1981:258), maka pembahasan tentang pembelajaran tidak bisa dipisahkan dari persoalan implementasi kurikulum yang berlaku. Pembelajaran merupakan wujud nyata dari implementasi kurikulum. Dengan pengertian yang demikian, kegiatan pembelajaran memiliki posisi yang sangat menentukan bagi keberhasilan kurikulum sebagai rencana tertulis.

Hasan (2002:1) mengatakan, jika kurikulum dalam bentuk rencana tertulis dilaksanakan, maka kurikulum dalam bentuk proses adalah realisasi atau implementasi dari kurikulum sebagai rencana tertulis. Bisa jadi, dua orang guru yang sama-sama mengimplementasikan sebuah kurikulum akan diterima atau dikuasai anak secara ber-beda bukan karena isi atau aspek-aspek kurikulumnya yang berbeda, akan tetapi lebih disebabkan perbedaan dalam implementasi kurikulum yang diupayakan guru. Begitu urgennya posisi kegiatan pembelajaran bagi terwujud atau tidaknya sebuah kurikulum, sangatlah tepat manakala persoalan pembelajaran merupakan persoalan esensial di kalangan pengemban dan pelaksana kurikulum. Terlebih lagi jika sistem pembelajaran yang ada lebih menekankan dimensi daripada basil belajar. Oleh karena itu agar kegiatan pembelajaran dapat terwujud secara optimal dan sesuai dengan kurikulum sebagai rencana tertulis agar terlebih dahulu memahami secara tepat Tentang filsafat dan teori yang digunakan

Pada kesempatan lain, Hasan (2002: memilah dua persoalan pokok dalam kigiatan pembelajaran, yaitu persoalan yang berhubungan dengan kenyataan kurikulum yang ada dan berlaku di sekolah dan persoalan yang berhubungan dengan kemampuan guru untuk melaksanakannya. Khususnya yang berkaitan dengan persoalan kedua, ditegaskan oleh Sukmadinata (1988:218)dengan mengatakan bahwa pembelajar hampir seluruhnya bergantung pada kreativitas, kecakapan, kesungguhan, dan ketekunan guru.

Bagaimana kaitannya dengan kegiatan pembelajaran untuk pembentukan SDM bangsa? Mengacu pada asumsi bahwa pembelajaran merupakan bentuk konkret atau realisasi kurikulum sebagai dokumen tertulis di sekolah atau kelas, maka aktivitas pem-belajaran yang relevan dilaksanakan;guru untuk pembentukan SDM yang mempunyai nilai pendidikan kebangasaan tentu tidak bisa dilepaskan dari karakteristik kurikulum yang berlaku di sekolah, yaitu kurikulum tingkat satuan pendidikan (KTSP) dengan desain kurikulum berbasis kompetensi. Dengan demikian, apapun aktivitas pembelajaran yang diupayakan guru, aktivitas-aktivitas pembelajaran tersebut haruslah mampu memfasilitasi pembentukan dan pengembangan peserta didik yang mengintegrasi nilai pendidikan bangsa. Salah satu cara yang relevan diterapkan adalah pengintegrasian nilai-nilai yang terkandung dalam nilai pendidikan bangsa ke dalam kegiatan pembelajaran setiap mata pelajaran yang tertera dalam kurikulum sekolah.

Pengintegrasian nilai-nilai pendidikan ke dalam kegiatan pembelajaran berarti memadukan, memasukkan, dan menerapkan nilai-nilai yang diyakini baik dan benar dalam rangka membentuk, mengembangkan, dan membina tabiat atau kepribadian peserta didik sesuai jati diri bangsa tatkala kegiatan pembelajaran berlangsung. Nilai-nilai

pendidikan , antara lain (1) cinta kepada Allah dan semesta beserta isinya; (2) tanggung jawab, disiplin dan mandiri; (3) jujur; (4) hormat dan santun; (5) kasih sayang, peduli, dan kerja sama; (6) percaya diri, kreatif, kerja keras dan pantang menyerah; (7) keadilan dan ke-pemimpinan, baik dan rendah hati; dan (9) toleransi, cinta damai dan persatuan. Oleh karena itu, integrasi nilai-nilai pendidikan ke dalam kegiatan pembelajaran pada setiap mata pelajaran dalam konteks pembentukan karakter bangsa, sesungguhnya kegiatan tersebut ingin merealisasikan terhadap apa-apa yang tertera dalam kurikulum yang berlaku di sekolah, melalui kajian dan aplikasi nilai-nilai yang terkandung di dalam karak-ter bangsa pada kegiatan pembelajaran di sekolah.

Integrasi nilai-nilai pendidikan pada kegiatan pembelajaran dapat dilakukan melalui tahap-tahap perencana tersebut haruslah mampu memfasilitasi pembentukan dan pengembangan peserta didik. Salah satu cara yang relevan diterapkan adalah pengintegrasian nilai-nilai yang terkandung dalam nilai-nilai pendidikan bangsa ke dalam kegiatan pembelajaran setiap mata pelajaran yang tertera dalam kurikulum sekolah. Integrasi nilai-nilai pendidikan pada kegiatan pembelajaran dapat dilakukan melalui tahap-tahap perencanan, implementasi, dan evaluasi.

Implikasi Bagi Sekolah,Guru, Peserta Didik Dan Orang Tua

Apa implikasi penerapan pembelajaran yang mengintegrasikan nilai-nilai pendidikan bagi sekolah,guru, peserta didik, dan orang tua?.Untuk menjawab pertanyaan ini terlebih dahulu perlu diketahui dan dipahami kedudukan dan peran ketiga pihak ketiga peihak tersebut dalam konteks penyelenggaraan pembelajaran yang mengintegrasikan nilai-nilai pendidikan pada semua mata pelajaran. Bertitik tolak dari kedudukan dan peran masing-masing pihak tersebut kemudian dirumuskan tentang apa yang sebaiknya mereka upayakan sehingga pelaksanaan pembelajaran tersebut dapat berlangsung dan berhasil secara optimal. Apabila dilihat dari tingkat penyelenggaraan pendidikan, sekolah merupakan institutsi yang berada pada tingkat terbawah yaitu sebagai tempat berlangsungnya proses transmisi dan transformasinya pengalaman belajar kepada peserta didik. Dengan keududkannya yang demikian, tidaklah berlebihan manakala sekolah dikatakan sebagai institusi esensial bagi keberlangsungan dan keberhasilan program-program yang telah terumuskan dalam rencana strategi sekolah, apalagi dengan diterapkannya pendekatan *school based management*. Setidaknya, pihak sekolah memiliki kewenangan dan otoritas yang lebih mandiri dalam menjabarkan dan mengembangkan apa yang dirumuskan dalam program sekolah menentukan strategi implementasi, dan alokasi waktu yang sesuai dengan kondisi dan ke-butuhan setempat. Sekolah bukan sekadar berperan sebagai pelaksana, akan tetapi berperanan pula sebagai pengembang model pembelajaran yang menekankan integrasi nilai-nilai karakter bangsa sesuai dengan kondisi dan kebutuhan setempat.

Implikasi yang bisa dikemukakan sehubungan dengan kedudukan dan peran sekolah di atas, serta ingin tetap eksis dan berperan sebagai pihak terdepan dalam pengembangan model pembelajaran tersebut secara efektif maka sekolah dituntut (1) proaktif mencari informasi tentang berbagai nilai-nilai karakter bangsa yang terjadi di masyarakat dengan memperhatikan masukan-masukan dari segenap stakeholder dalam rangka pemutakhiran program pendidikan, sebagaimana dikatakan Joyce, B danWeils, M. (2004) bahwa *"As society changes and knowledge abaout curriculum and instruction increases, schools need to assimilate and accommodate many new realities";* (2) mampu mengubah etos kerja dan kultur akademik warga sekolah. Etos kerja yang tinggi dan kultur akademik

yang baik perlu dimiliki para warga sekolah jika mengharapkan keberlangsungan dan kesuksesan integrasi nilai-nilai karakter bangsa pada kegiatan pembelajaran di sekolah; dan (3)menyediakan berbagai fasilitas belajar yang menduktmg bagi integrasi nilai-nilai karakter bangsa pada kegiatan pembelajaran, misalnya ruang belajar, buku pelajaran, perpustakaan, dan laboratorium sains dan komputer.

Guru merupakan pihak terdepan dalam kegiatan pembelajaran berbasis nilai-nilai karakter bangsa. Untuk mendukung optimalisasi peran guru dalam integrasi nilai-nilai karakter bangsa ke dalam kegiatan pembelajaran, mereka hendaknya memiliki wawasan pengetahuan dan pengalaman tentang nilai-nilai yang terkandung dalam karakter bangsa secara luas dan memadai yang berkembang di masyarakat Indonesia. Di samping itu, para guru hendaknya menyadari peran mereka sebagai teladan bagi peserta didiknya. Dengan demikian, tutur kata, pola pikir, perilaku, dan cara-cara berpakaian mereka hendaknya dapat menjadi contoh dan teladan bagi anak-anaknya. Keteladan merupakan kunci sukses bagi integrasi nilai-nilai karakter bangsa ke dalam kegiatan pembelajaran di sekolah. Peserta didik merupakan pihak yang akan menerima dan memperoleh seperangkat kemampuan yang dirumuskan dalam model pembelajaran tersebut. Dalam hal ini, peserta didik perlu diposisikan sebagai subjek dari model pembelajaran yang menekankan integrasi nilai-nilai karakter bangsa. Program-program pendidikan di sekolah bukan semata-mata diperuntukkan bagi guru, akan tetapi lebih diperuntukkan bagi peserta didik. Dengan posisi yang demikian maka sepantasnya apabila mereka dilibatkan dalam mengembangkan program-pro-gram pembelajaran yang mendukung integrasi nilai-nilai karakter bangsa. Saylor dan kawan-kawan (1981) me-ngatakan, *"As a member of the learner population, they also have opportunities related to their level of maturaty to help in planning the total program; in this process of curriculum planning they participate but not necessarily have lead"*. Oleh karena itu, prinsip-prinsip student centered, peserta didik aktif, dan ketrampilan proses perlu diperhatikan dalam model pembelajaran tersebut.

Implikasinya adalah peserta didik dituntut ikut berpartisipasi secara aktif dalam menjabarkan, mengembangkan, dan mengimplementasikan nilai-nilai moral yang terkadung di dalam rumusan kompetensi bagi terbentuknya suatu profil lulusan sebagaimana yang Di rumuskan dalam kompetensi yang bersumber dari visi dan misi sekolah. Hal ini berarti bahwa setiap peserta didik dituntut memiliki kemampuan-kemam-puan (1) kreatif dan inovatif dalam blajar; (2) menciptakan suasana kompe-titif dalam belajar; (3) menghargai dan menghormati setiap warga sekolah; (4) mengikuti berbagai perubahan dan perkembangan ipteks yang sedang terjadi di masyarakat, untuk selanjutnya dibawa ke sekolah sebagai bahan masukan bagi peningkatan kualitas sekolah; dan (5) memiliki *sense of belongingness* terhadap berbagai program sekolah.

Orang tua dapat dikatakan sebagai salah satu pihak yang ikut bertang-gungjawab bagi kesuksesan program-program sekolah. Artinya, keberhasilan sekolah sangat ditentukan seberapa jauh tingkat partisipasi orang tua terhadap implementasi program-program yang diselenggarakan sekolah. Ada korelasi antara kemajuan dan kualitas sekolah dengan tingkat kesadaran orans tua terhadap pendidikan anaknya. Implikasinya, orang tua dituntut berpartisipasi aktif dalam merancang dan mengembangkan nilai moral yang diyakini perlu diberikan peserta didik. Hal ini berarti bahwa pihak orang tua perlu (1) meningkatkan kesadaran terhadap arti penting nilai-nilai pendidikan bagi anaknya;(2) menyediakan berbagai fasilitas belajar yang diperlukan anaknya untuk tumbuh kembangnya nilai-nilai pendidikan dalam diri anak-anak; dan (3) melakukan kerja sama secara sinergis dengan pihak sekolah guna memikirkan dan mencari solusi terhadap

berbagai problem yang dialami sekolah, terutama yang berkaitan dengan demoralisasi anak didik.

Kesimpulan

Di akhir tulisan ini, penulis ingin kembali menegaskan bahwa integrasi nilai-nilai pendidikan dapat dilakukan pada kegiatan pembelajaran semua mata pelajaran di sekolah untuk menyiapkan lulusan yang menguasai kompetensi dan sekaligus mengaplikasikan nilai-nilai pendidikan pada kehidupan sehari-hari. Integrasi nilai-nilai pendidikan dalam kegiatan pembelajaran dapat dilalukan pada tahap-tahap; pendahuluan, inti, dan penutup. Di sini, yang perlu diperhatikan adalah setiap tahap pembelajaran perlu ada porsi waktu untuk aktualisasi nilai-nilai pendidikan sebagaimana yang terkandung dalam rumusan operasional kompentensi. Oleh karena itu, merupakan suatu keharusan bagi pihak sekolah, guru, orang tua, dan peserta didikn untuk mewujudkan kegiatan pembelajaran yang di dalamnya terkandung nilai-nilai pendidikan bangsa dengan harapan supaya lulusan sekolah benar-benar menguasai kompetensi sekaligus melaksanakan tindakan-tindakan yang merupakan pengejawantahan dari nilai-nilai pendidikan bangsa, sebagaimna yang dikehendaki masyarakat.

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PARTISIPASI PARTAI POLITIK ISLAM

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Abstrak: *Pembahasan tentang peran partai politik Islam di negara-negara yang mayoritas beragama Islam memang menjadi perbincangan hangat tidak hanya di kalangan elit politik namun juga di lapisan masyarakat bawah. Apakah partai politik yang berlandaskan Islam memang benar memperjuangkan hak-hak kaum Muslimin ataukah hanya kedok belaka di belakang Agama alias mengatasnamakan Islam demi mencapai tujuan tertentu. Makalah ini menyoroti persoalan bagaimana peran dari partai politik Islam atau partisipasi partai Islam dalam membangun kesejahteraan umat yang diamanahkan kepada mereka terlebih pada saat memegang kekuasaan. Bagaimana partai Islam bisa mendulang suara, mengambil simpati masyarakat padahal banyak diantara masyarakat yang merasa ragu terhadap pelabelan Islam dalam partai tersebut.*

Keyword : *Partisipasi, Partai Politik Islam*

Pendahuluan

Sudah menjadi kenyataan bahwa, di setiap negara yang mayoritas penduduknya Muslim paling tidak memiliki satu partai yang mengusung partai Islam, terlepas agama sebagai kedok belaka atau murni memperjuangkan syari'at Islam. Sebut saja misalnya Partai Ikhwanul Muslimim di Mesir, PAS di Malaysia, PKS (Partai Keadilan Sejahtera), PKB (Partai Kebangkitan Bangsa), PBB (Partai Bulan Bintang) di Indonesia dan sebagainya, begitu gencar menyuarakan pemilu (menjalankan roda pemerintahan) yang lebih adil, bebas, tanpa intervensi dan paksaan dari partai atau aliansi politik yang berkuasa (pemerintah). Pada tahun 2010 an yang lalu dunia dikejutkan demo besar-besaran anti pemerintah di Mesir dan memaksa presiden Hosni Mubarak lengser ke prabon. Dukungan gerakan ini semakin besar ketika beberapa menteri mengundurkan diri dan langsung ikut bergabung dalam kekuatan yang semakin tak terbendung itu. Setelah ditelusuri ternyata dibalik aksi tersebut adalah atas pekerjaan partai Ikhwanul Muslimin. Partai ini merujuk kepada gerakan Ikhwan yang didirikan di Isma'iliyah pada tahun 1928 oleh hasan al-Banna untuk menyebarkan Islam beradsarkan cinta, persaudaraan dan persahabatan (David Sagiv, 1995). Lain halnya pula di Malaysia misalnya, ketika PAS berhasil merampas beberapa negeri bagian seperti Kedah dan Terengganu selain Kelantan yang merupakan basis kuat PAS (John L Esposito dan John O Voll, 1999), yang semula dikuasai oleh Barisan Nasional yang notebenenya adalah koalisi partai pemerintah pada masa awal kepemimpinan Abdullah Ahmad Badawi. Demikian pula di Indonesia, beberapa partai Islam menampakkan trend menaik dalam mendulang suara. Hal ini dapat dimengerti tentunya bahwa isu-isu yang dibawa partai tersebut adalah isu sentral dalam masyarakat yang langsung menyentuh hati dan perasaan rakyat.

Bukan merupakan rahasia lagi bahwa, partai-partai Islam kurang atau bahkan tidak mendapat tempat dalam dinamika politik karena sudah disetting agar tidak mendapat

pengaruh yang besar. Ini dikhawatirkan akan menjadi penjagal partai berkuasa. Partai Islam hanyalah dijadikan sebagai nasi tambah dalam sebuah hidangan yang sesungguhnya sudah lengkap dan sempurna, agar dikatakan demokrasi. Meskipun demikian, keberadaan partai Islam tetap menyeruak ke permukaan. Ia selalu menampilkan partisipasinya untuk mengimbangi berbagai bentuk ketidakadilan dengan mengusung ideologi mereka.

Menurut Sukron Kamil, hal tersebut didasari oleh dua hal yaitu *pertama,* elite-elite agama disetting hanya berwenang di bidang spiritual bahkan dalam beberapa kasus hanya dijadikan alat untuk menjustifikasi kepentingan penguasa. *Kedua,* aturan agama yang mengatur urusan publik seperti hukum pidana tidak diberlakukan sedang hukum perdata lebih banyak dijalankan (Sukron Kamil, 2002). Selain itu partai Islam juga berkehendak untuk merebut tampuk pemerintahan dengan strategi ideologi fleksibel, tidak menutup diri terhadap agama lain. Ideologi tidak menjadi hal yang urgen karena Islam memang memberikan kelonggaran, sehingga dalam prakteknya banyak kita lihat partai-partai Islam beraliansi dengan partai yang berseberangan ideologi dengan mereka seperti Hizbullah di Lebanon, bersekutu dengan tokoh Maronite Kristen, Michel Aoun. Partai-partai sosialis dan komunis bersekutu dengan pemerintah Muslim, Fuad Seniora. Jemaat Islami di satu sisi beraliansi dengan kelompok sekuler untuk melawan rezim Zia-ul-Haq meskipun motif awal mereka adalah kebijakan Islamisasi agresif. Demikian pula di Yordania, Front Aksi Islam (IAF) dan Yaman bekerja sama dengan pihak dari berbagai spektrum ideologis, termasuk komunis dan sosialis untuk melawan ketidakadilan penguasa negara mereka yang membatasi kebebasan pemilu (Abdulkader H. Sinno and ahmed Khanani, 2009). Ikhwanul Muslimin Mesir bersekutu dengan kaum liberal, kiri, dan Arab nasionalis untuk meredam pemerintahan Hosni Mubarak yang otoriter dan ingin menjadi presiden seumur hidup layaknya di Libya.

Inilah menjadi kekuatan partai-partai Islam tetap eksis. Fleksibilitas ideologis ini tidak mengherankan karena blok bangunan teologis dari al-Qur'an dan al-Sunnah yang relevan untuk mengembangkan partisipasi politik dalam berdemokrasi. Ada anggapan miring terhadap partisipasi umat Islam yaitu ingin meruntuhkan bangunan demokrasi yang sudah terbangun kokoh dalam pikiran semua orang. Padahal Islam sejak dirisalahkan kepada Nabi Muhammad SAW, telah menerangi banyak kehidupan dengan mengedepankan nilai-nilai Islam yang salah satunya adalah demokrasi. Jadi dalam hal ini tidak semuanya benar meskipun ada beberapa kasus yang ditemukan, tetapi hal itu tidak bisa lantas untuk digeneralisasi terhadap semua partai Islam. Seperti yang disinggung di atas, mungkin inilah partai yang mengatasnamakan Islam sebagai lambang mereka padahal sesungguhnya tidak demikian.

Partisipasi Partai Islam

Partisipasi politik merupakan kegiatan seseorang atau sekelompok orang untuk ikut serta secara aktif dalam kehidupan politik dengan jalan memilih pimpinan negara dan secara langsung atau tidak langsung mempengaruhi kebijakan pemerintah. Tindakan partisipasi politik diantaranya adalah dapat dilakukan dengan memberikan suara dalam pemilu, menghadiri rapat umum, menjadi anggota partai, mengadakan hubungan dengan pejabat pemerintah atau parlemen (Miriam Budiarjo, 1998). Partisipasi politik dapat diidentifikasi sepanjang berlangsungnya proses interaksi antara rakyat dan penyelenggara negara dan selama rakyat terlibat aktif dalam proses mempengaruhi kebijakan umum. Proses itu ditunjukkan untuk sebuah pengaruh dan saling mempengaruhi (Ali Anwar,

2004).

Partisipasi politik dapat dilakukan secara individual atau kolektif, terorganisir atau spontan, mantap atau sporadis, legal dan ilegal, efektif dan tidak efektif. Dalam pelaksanaannya, bentuk-bentuk ini akan bergantung pada sumber-sumber yang dimiliki oleh para pelakunya, dan bergantung pula pada situasi politik negara yang sedang berlangsung. Pemikiran yang mendasari konsep partisipasi politik terletak pada pemahaman bahwa kedaulatan ada di tangan rakyat yang kemudian dilaksanakan melalui kegiatan bersama untuk menetapkan tujuan dan menentukan orang-orang yang akan memegang tampuk pimpinan (Ali Anwar, 2004). Partisipasi politik merupakan salah satu dimensi stabilitas politik sebuah masyarakat-bangsa atau negara, sedangkan dimensi lainnya adalah pembangunan ekonomi dan institusionalisasi politik. Semakin tinggi partisipasi masyarakat, semakin baik institusionalisasi politik dan adanya pertumbuhan, serta keadilan dalam pembangunan ekonomi akan semakin baik stabilitas politiknya. Sebaliknya, bila variabel-variabel tersebut rendah akan mendorong terjadinya instabilitas dalam politik (Ali Anwar, 2004).

Partisipasi politik Muslim tidak mesti berbentuk formal, tapi dapat bersifat substantif. Artinya, nilai-nilai universal Islam lebih berhak untuk diperjuangkan umat Islam ketimbang simbol-simbol Islam yang tidak diterima oleh kalangan luas, khususnya kalangan non Muslim dan kalangan nasionalis secara umum. Perjuangan menegakkan nilai-nilai universal Islam seperti keadilan dan hak asasi manusia, musyawarah, persamaan, toleransi, dan kemaslahatan umum, hanya dapat didukung oleh partisipasi politik Muslim yang memahami nilai-nilai kemajemukan kelompok manusia dalam agama selain etnisitas, bahasa, kelas sosial, dan gender. Tantangan terberat umat Islam dengan demikian adalah bagaimana menyikapi kemajemukan itu, Selama umat Islam berada dalam kerangka negara-bangsa, selama itu pula penghargaan terhadap kemajemukan tidak boleh hilang dan demokrasi memberi hak hidup terhadap individu dan komunitas agama yang berbeda (A. Ezzati, 1990) .

Partai Islam di Negara-negara Muslim

Menurut Ira M. Lapidus, masyarakat Muslim modern terbagi dalam dua tipe yaitu sekular dan Neo Islam (Ira M. Lapidus, 1999). Negara Muslim sekular adalah negara-negara Muslim yang menjadikan Islam tidak lagi berperan dalam kehidupan publik, yang karenanya elite-elite agama tersubordinasi di bawah elite-elite politik. Sistem politik yang berlaku adalah sistem politik pluralistik yang sekular di mana agama dan negara berjalan dalam dialektika masuig-masing (Sukron Kamil, 2002). Sedang negara neo Islam adalah melandaskan ajaran Islam secara komprehensif bagi kehidupan modern, baik pribadi atau publik. Karena itu, demi keselamatan hidup, Islam mesti dijalankan secara totalistik *(kaffah)*. Mengingat Islam mengatur soal politik, maka ia mesti dimunculkan pada wilayah politik (Sukron Kamil, 2002).

Secara umum, di negara-negara Muslim yang sekular menutup rapat gerakan Islam politik atau partai-partai Islam. Mereka menerapkan kebijakan satu partai atau partai tunggal dengan dukungan militer. Mesir misalnya, militer menjadi rezim yang berkuasa pasca kudeta tahun 1952 yang dikomandani oleh petinggi militer. Seperti Gamal Abdul Naser, Anwar Sadat dan Hosni Mubarak. Demikian pula di Irak, ketika Saddam Husein berkuasa, militer sebagai kekuatan utamanya dan menjadikan Partai Sosialis Baath sebagai partai tunggal. Di Syiria berkuasa Hafez al-Assad, seorang elite militer yang berkuasa setelah kudeta militer tak berdarah pada tahun 1971 dengan Front Nasional

progressifnya. Front ini merupakan gabungan antara Partai Baath dan empat kelompok di luar Baath. Demikian pula di T'urki dan Afrika Utara. Di Turki, rezim militer sering melakukan intervensi politik. Di Afrika Utara, yaitu Aljazair dan Tunisia yang berkuasa adalah partai tunggal. Di Aljazair Front de Liberation National (FLN) dan di Tunisia Partai Persatuan Demokrasi Konstitusional / RCD. Sedang di Maroko, berlaku sistem monarki dengan raja Hasannya. Ketiganya itu berkiblat ke Perancis dan elite-elite politiknya juga terperanciskan. Di Malaysia berkuasa partai koalisi Barisan Nasional yang dimotori UMNO (Sukron Kamil, 2002).

Namun di negara Muslim lainnya, terdapat dinamika yang cukup menarik. Yordania misalnya, menerima partai Islam. Ada juga yang menolak secara tegas seperti Aljazair. Kasus yang paling hangat adalah sikap akomodatif pemerintahan Yordania di satu sisi dan pada sisi lain kasus yang menimpa FIS di Aljazair. Bila di Yordania, Ikhwanul Muslimin selalu mendapat tempat di pemerintahan dan diberi kepercayaan memegang lima jabatan menteri, sebaliknya terjadi di Aljazair. Di salah satu negara Maghribi tersebut, reformasi yang dilakukan Benjedid tahun 1989, yang menghapus tradisi partai tunggal sosialis Aljazair dan selanjutnya diterapkan sistem politik multi partai, namun tidak berjalan lama. Front Islamique du Salut (FIS), koalisi partai Islam di bawah pimpinan Syaikh Ali Abbas Madam, seorang profesor moderat, yang memenangkan pemilu 1991 dan 1992, lantas dibubarkan dan dilarang. Partai ini memanfaatkan alienasi rakyat Aljazair di tengah penerapan kebudayaan Perancis dan kegagalan ekonomi pemerintah dengan seruannya untuk kembali pada keaslian dengan gerakan Arabisasi dan Islamisasinya. Para tokoh partai tersebut mengkritik westernisasi, praktek demokrasi Barat yang mengorbankan keadilan sosial dan ekonomi dan menganggap pemecahan problem Aljazair dengan mencontoh Barat sebagai museum yang tidak mampu menghadang krisis dan pencontohan terhadap sebagai neokolonialisme. Dalam situasi di mana pengangguran sangat parah dan distribusi ekonomi tidak merata, FIS mendapatkan dukungan kaum miskin dan kelas menengah (Sukron Kamil, 2002). Sejak itu FIS terpecah menjadi dua faksi; moderat dan militan. Yang disebut terakhir hingga saat ini melakukan perang gerilya (John L Esposito dan John O Voll, 1999).

Pandangan dan sikap yang ditunjukkan kaum militer dan elite elite sekuler Aljazair seperti di atas tidaklah hanya berlaku di negara itu. Akan tetapi, terjadi juga di Tunisia. Tunisia, sebagaimana di Aljazair, elite-elite sekular yang berkuasa melihat gerakan politik Islam tidak sekedar ancaman terhadap hegomoninya, tetapi jika diperkenankan akan menjadi kemenangan fundamentalisme yang mengancam liberalisasi dan demokratisasi. Mengingat pandangan demikian didukung Barat, mereka pun berani melakukan tindakan-tindakan yang justru kontra demokrasi (Sukron Kamil, 2002). Sebut saja misalnya, Rezim Ben Ali yang mengambil alih tampuk kekuasaan dari Bourqiba, Nopember 1987, meskipun telah melakukan liberalisasi politik, tidak mau mengakui partai Islam Renaisans (al-Nahdhah) sebagai partai resmi. Partai yang sebelumnya bernama Gerakan Kecendrungan Islam (Movement de Tendence Islamigue/MTI) ini dipimpin oleh Ghannausyi. Alasan Ben Ali, karena partai ini telah mencampuradukan agama dan politik. Akibatnya kemudian, konfrontasi pun tak terelakkan. Para pemimpin Partai Renaisans dipenjarakan dan disiksa. Program liberalisasi Ben Ali, kendati sebelumnya telah memperbolehkan partai itu mempublikasikan jurnal atau korannya, terbukti melenceng dari semangat demokrasi. Partai Islam Renaisans akhirnya diganyang dan partai Ben Ali, Persatuan Demokrasi Konstitusional, berbuat curang dalam pemilu 1989. Demokrasi sejati dan kebebasan pers pun, di negeri ini, tidak ada (Sukron Kamil, 2002).

Situasi yang lebih tragis, terjadi di Syiria dan Irak. Di Syiria, oposisi kaum Muslimin "fundamentalis" yang menolak idiologi Baathisme Asad yang sekular selalu ditumpas dengan kekerasan. Pada tahun 1980 misalnya, di Aleppo, sekitar 30 anggota Ikhwanul Muslimin dihukum mati dan 6.000 lainnya dijebloskan ke penjara. Dua tahun setelahnya mereka berhasil melakukan konsolidasi dengan menduduki kota Hamma pada Februari 1982 untuk mendirikan pemerintahan Islam. Mereka kemudian disapu bersih oleh salah satu pasukan elite Syiria Sarayadifa'. Sekitar 20.000 orang anggota Ikhwanul Muslimin dalam tragedi Hamma tersebut menemui ajalnya. Sebagaimana di Syiria, di Irak gerakan oposisi melawan tangan besinya Sadam Husein selalu dibungkam dengan kekerasan, dan oposisi selalu gagal, meskipun belakangan didukung Amerika Serikat. Yang terkenal adalah oposisi Kurdi yang dijawab Sadam dengan senjata kimia pemusnah masal (Sukron Kamil, 2002). Lain halnya pula di negara-negara neo Islam seperti Pakistan, Iran, Sudan, dan Libya. Menunjukkan dinamika partai Islam yang variatif. Pakistan sejak di bawah kepemimpinan Zia Ul-Haq (1977-1988), menjadikan Pakistan sebagai negara yang berorientasi Islam yang lebih konservatif. Ia melakukan langkah-langkah Islamisasi negara dan masyarakat serta mendukung penuh partai-partai Islam, terutama Jama'ah Islamiyah-nya Maududi (Sukron Kamil, 2002). Selanjutnya ia digantikan oleh Benazir Butho yang lebih nasionalis. Akan tetapi tidak bertahan lama karena tidak mampu membendung dominasi partai Islamnya Nawaz Syarif yang kemudian dilanjutkan oleh Pervez Musharraf.

Iran, setelah wafatnya Imam Khomeini sebagai pemimpin revolusi pada bulan Juni 1987, menghadapi konflik antara kaum Mullah moderat yang dipimpin oleh Hasyemi Rafsanjani dan kaum Mullah radikal yang dipimpin oleh Ali Khameinei. Bagi Rafsanjani yang moderat dan pragmatis, restrukturisasi ekonomi nasional mesti didahulukan ketimbang sikap-sikap revolusi. Sebagai seorang moderat, ia juga memandang perlu melakukan normalisasi hubungan dengan Barat. Pandangan moderat tersebut, dilanjutkan oleh Presiden Khatami. Bahkan, ia telah merekomendasikan pendirian partai baru selain partai tunggal pemerintah. Ia yang didukung teknokrat moderat, agaknya, ingin membawa Iran pada sebuah negara yang lebih terbuka dan menghargai keragaman (Sukron Kamil, 2002). Akan tetapi ketika Mahmoud Ahmadinejad menjabat, kebijakan yang merangkul Barat justru ditinggalkannya.

Sudan, saat dipimpin Umar Hasan al-Basyir sebagai rezim yang berkuasa menunjukkan orientasinya terhadap Islam. Ia memanfaatkan orang-orang partai NIF (National Islamic Front) dan partai Islam yang dibentuk Ikhwanul Muslimin di bawah kepemimpinan Hasan Turabi. Orang-orang NIF banyak yang menduduki jabatan penting dan antara Basyir dengan Turabi pun terjalin relasi yang rumit yang di dalamnya meski Turabi tidak memiliki kedududukan resmi dalam pemerintah, tetapi menjadi penuntun idiologi bagi rezim tersebut. Pada masa ini dimulailah Islamisasi pemerintahan (Sukron Kamil, 2002).

Libya di bawah Muammar Qadafi menunjukkan gaya kepemimpinannya cenderung kepada Islam radikal. Ia menggabungkan model nasionalisme Arab dan sosialisme dengan fundamentalisme Islam sebagai strategi untuk mendapatkan dukungan dari rakyatnya (Sukron Kamil, 2002). Apa yang dapat dipahami dari negara tipe seperti ini adalah pandangan elitnya yang melihat negara dan kebijakan pemerintahannya sebagai perwakilan Tuhan yang sakral dan absolut. Akibatnya, tidak ada ruang lagi bagi perbedaan, kritikan, apalagi penolakan. Perbedaan pendapat dengan pimpinan negara sama saja dengan menentang Tuhan. Karenanya, kebebasan berpendapat, beroposisi akan sulit diharapkan bisa lahir (Sukron Kamil, 2002).

Partai Islam di Indonesia

Sepanjang sejarahnya setelah kemerdekaan pada tanggal 17 Agustus 1945, Indonesia telah melaksanakan 8 kali pemilu. Dari seluruh pemilu tersebut tidak pernah ketinggalan diikuti juga oleh partai-partai Islam (Hamdan Zoelva). Pemilu pertama yang dilaksanakan pada tanggal 29 September 1955, diikuti 5 partai Islam, yaitu Majelis Suro Muslimin Indonesia (Matsyumi), Nahdatul Ulama (NU), Partai Syarikat Islam Indonesia (PSII), Partai Tharekat Islam Indonesia (PTII), Persatuan Tarbiyah Islamiyah (PERTI) (Mukhamad Shokheh, 2008). Hasilnya cukup baik meski masih kalah dengan partai-partai nasionalis sekuler.

Isu politik yang paling menonjol yang dibawa oleh partai-partai Islam hasil pemilu tahun 1955 dan mereka mempunyai suara yang sama untuk itu, adalah persoalan idiologi yaitu Islam sebagai dasar negara, berhadapan dengan kelompok lain yang menginginkan Pancasila serta sosial ekonomi sebagai dasar Negara. Hal itu terjadi karena memang pada saat itu sedang diperdebatkan tentang Konstitusi Indonesia di Konstituante. Namun perdebatan mengenai dasar Negara tidak membuahkan hasil karena kekuatan Islam dan Nasionalis memiliki kekuatan yang seimbang. Pada saat itu seluruh partai Islam memandang bahwa Islam dan politik tidak bisa dipisahkan dan politik adalah bagian dari syariat. Pada pemilu selanjutnya, partisipasi partai Islam relatif stabil dalam artian tidak berbeda jauh dari pemilu pertama, yang diawal diikuti lima partai Islam, sedang pemilu yang kedua diikuti empat partai dengan perolehan suara 26,5%. Setelah itu tingkat kepekaan dan kepercayaan masyarakat terhadap partai Islam semakin merosot (Hamdan Zoelva, 2003).

Pada pemilu pasca orde baru, partai Islam yang ikut terlibat dalam pesta demokrasi terdapat delapan partai. Hasil yang diperoleh menunjukkan sangat minimal sekali bila dibandingkan dengan perolehan suara partai politik yang tidak berdasarkan Islam. Partai Persatuan Pembangunan yang telah berumur hampir seperempat abad hanya memperoleh 58 kursi DPR yaitu 12,6 % dari 462 kursi yang diperebutkan. Partai Bulan Bintang memperoleh 13 kursi atau 2%, Partai Keadilan memperoleh 7 kursi atau 1,5%, Partai Nahdatul Ummah memperoleh 5 kursi atau 1%, serta 3 partai Islam lain yang meperoleh kursi masing-masing 1 kursi, yaitu Partai Kebangkitan Ummat, Partai Syarikat Islam serta Partai Matsyumi sehingga berjumlah 3 kursi atau 0,64 %. Sementara itu, kedua partai yang berbasiskan massa Islam, memperoleh kursi yang juga tidak begitu besar, yaitu Partai Kebangkitan Bangsa memperoleh 51 kursi atau 11% dan Partai Amanat Nasional memperoleh 34 kursi atau 7,36 %. Sehingga total perolehan kursi kedua partai ini adalah 85 kursi atau 18,36%. Jumlah ini seimbang dengan perolehan kursi partai-partai Islam. Sedangkan total perolehan kursi partai Islam dan partai barbasis massa Islam adalah 171 kursi atau 37 %. Peranan dan kedudukan parlemen hasil pemilu tahun 1999, menempati posisi yang sangat strategis bagi masa depan Indonesia, karena dalam masa inilah kebijakan-kebijakan strategis dan mendasar bagi masa depan Indonesia di letakkan antara lain dengan adanya perubahan yang sangat besar pada Undang-Undang Dasar Negara Republik Indonesia (Hamdan Zoelva, 2003). Pada pemilu 1999, secara umum peta kekuatan partai Islam menurut Idris Thaha, terbagi dua yaitu Partai Islam tradisional yang diwakili nahdhiyin atau PKB yang merupakan partai resmi dari NU. Yang kedua Partai Islam Modernis yang terbagi lagi menjadi dua yaitu konservatif dan liberal. Kelompok Islam modernis konservatif bergabung dalam partai-partai politik yang mengusung Islam sebagai dasar ideologi. Seperti PPP, PBB, PK. Dan kelompok Islam modernis liberal banyak bergabung ke dalam partai golkar dan PAN (Idris Thaha, 2005).

Hal yang menarik diamati bahwa pandangan dan posisi partai-partai Islam dan partai-partai yang berbasiskan massa Islam berbeda pandangan dalam perdebatan tentang pasal 29 UUD 1945. Partai-Partai Islam yang dimotori oleh Partai Bulan Bintang dan Partai Persatuan Pembangunan (M. Rusli Karim, 1985) mengusulkan penambahan 7 kata dari Piagam Jakarta. Pada sisi lain usulan ini tidak mendapatkan dukungan dari kedua partai yang berbasis massa Islam di Majelis Permusyawaratan Rakyat. Hal ini dipahami karena kedua partai ini mengklaim dirinya sebagai partai terbuka dan inklusif. Sangat berbeda dengan posisi perdebatan dalam konstiante hasil pemilu tahun 1955, dimana seluruh partai Islam memperjuangan Islam sebagai dasar Negara, baik dari NU yang duduk dalam Konstituante maupun dari basis Muhammadiyah sebagai anggota luar biasa Masyumi. Ada hal yang menarik dari NU adalah Partai tradisionalis NU (Greg Fealy, 2004) meskipun elite-elite politiknya saling berseberangan, namun secara umum dapat digambarkan bahwa partai ini diarahkan untuk mengembangkan diri dalam arus utama politik akomodasi. Banyak elite politiknya dipandang terlalu akomodatif terhadap penguasa untuk memperoleh posisi politik yang tidak terlalu menentukan dan kontrol atas birokrasi di Departemen Agama, sebuah lembaga yang memberikan jaminan finansial bagi anggotanya. Karena inilah partai ini seringkali dilabeli partai oportunisme (Bahtiar Effendy, 1998).

Perkembangan ini mengindikasikan adanya perubahan yang signifikan dalam cara pandang para politisi Islam mengenai hubungan negara dengan agama (Islam). Sebagai bukti misalnya, elite-elite partai politik di lingkungan NU tidak lagi mengumbar peran politik sebagai satu-satunya cara menyampaikan pesan agama, namun lebih kepada bagaimana mensejahterakan umat. Ada upaya untuk menciptakan situasi dan kondisi yang lebih menguntungkan masyarakat daripada berkoar-koar soal politik Islam Ali Anwar, 2004). Pada sisi lain, jika menyangkut politik praktis dalam hal penentuan dan pemilihan kepemimpinan, partai-partai Islam dan partai yang berbasiskan massa Islam dapat bersatu dan memiliki pandangan yang sama. Hal ini dapat dilihat pada saat terpilihnya Presiden Abdurrahman Wahid pada Sidang Umum MPR tahun 1999. Hal ini juga nampak pada proses politik dan berbagai pengambilan putusan mengenai penentuan pejabat publik oleh DPR, hampir dapat dipastikan bahwa partai-partai tersebut dapat bersatu dan memiliki pandangan yang sama. Gejala ini menunjukkan adanya sikap pragamtis para politisi Islam di parlemen dalam berpolitik.

Hal lain yang perlu diperhatikan agar partai-partai Islam bisa menempati kembali posisi yang pernah diraih pada pemilu 1955 adalah dengan melakukan evaluasi-rekonstruksi terhadap strategi yang dilancarkan pada pemilu yang sudah-sudah agar mendapatkan inti persoalan yang membawa kemerosotan suara yang begitu besar. Peluang bagi partai-partai Islam adalah adanya pergeseran pilihan pemilih yang sebelumnya memilih PDIP dan Partai Golkar, serta dari para pemilih pemula. Hal itu hanya bisa dicapai dengan kemampuan konsolidasi internal dari partai-partai Islam agar dapat mengorganisir, memobilasi, merumuskan serta menyuarakan kepentingan-kepentingan ummat Islam dengan lebih baik. Jargon-jargon politik aliran dan idiologi masih layak untuk disuarakan oleh partai-partai Islam disamping menawarkan program-program yang lebih baik dan menyentuh kepentingan rakyat secara luas (Hamdan Zoelva, 2003).

Penutup

Walau bagaimanapun, keeksistensian partai Islam di pentas politik telah memberikan warna dan varian yang tersendiri dan berlangsung dalam kerangka sistem negara yang

sudah ada. Terlepas dari kelompok yang menerima kehadirannya maupun yang menolak, tetap masih diperhitungkan. Paling tidak sebagai pencitraan terhadap negara yang bersangkutan, bahwa partai Islam tidak diberangus dan menunjukkan adanya proses demokratisasi di negara tersebut. Ikhwanul Muslimin yang didirikan oleh Hasan al-Banna di Mesir sangat berbeda dengan Ikhwanul Muslimin di tempat lain, seperti di Sudan dan Syiria. Demikian pula Jamaat Islamnya Maulana Maududi Pakistan berbeda partisipasinya dengan yang ada di Bangladesh, Afghanistan dan lain-lain. Namun yang jelas bahwa partisipasi yang ditunjukkan partai Islam terlihat di Iran dan Sudan yang berhasil mendirikan negara dengan kekuatan dan dukungan partai Islam. Mesir dan Aljazair, partai Islam selalu mendapat tekanan dan depresif dari pemerintah bahkan dianggap gerakan ilegal, namun terus berjuang agar mendapat legetimasi dari negara. Sangat berbeda dengan di Malaysia, Pakistan (John L Esposito dan John O Voll, 1999), dan Indonesia, dimana partai Islam berperan sebagai penyeimbang kekuatan penguasa dan saling mengisi dan melengkapi dalam sistem pemerintahan di negaranya.

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FAKTOR-FAKTOR YANG MELATAR BELAKANGI CERAI GUGAT DARI PIHAK PEREMPUAN STUDI KASUS DI KAB. SAMBAS

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Abstract: *This thesis talk about the factors which background overshadow divorce to sue from woman party, as its his weak indication is development of family resilience, because husband still pretend its 'superior' and incoming wife in faction 'imperior' cultural effect of patriarki which symptom still in Subdistrict Sambas. Besides culture patriarki, other dissimilar factor as height impeller mount the divorce of because of often the happening of hardness in domestic conducted by husband to wife, 'insincerity' husband to wife in the form of insincerity with the woman of is other dissimilar, economic limitation of family, the increasing of knowledge and wife education in the case of comprehending conjugal right, that wife also have the rights to raise the divorce is so-called divorcedly sue. Research invention found, height of divorce number in pure Subdistrict Sambas as indication from wife reaction, because feeling do not hold up again to behavior digress the husband till action divorce to sue raised by wife of through Office of Religion Business to be recommended to Religion Justice (RJ) as final decision taker is later then released a Divorce Deed of through whole procedure which have been specified. height of divorce Number in Subdistrict Sambas is in fact assessed unique enough, because this subdistrict non as region girding predikat as industrial area or metropolis, but social change of existing society exactly inversely proportional from regional condition in fact, by showing life style "hedonis" as its strength indication is influence of effect of availability various existing facility, among other things in the form of domestic port as instrument go out entry of external society and place wisata which is very often misused in Subdistrict Sambas.*

Key Word: *Divorce Divorce, Woman*

Pendahuluan

Secara faktual kehidupan masyarakat yang sebenarnya masih dalam tataran tradisional kini telah mengalami pergeseran menuju masyarakat urban. Perubahan sosial ini ternyata juga menerpa pada aspek kehidupan suami-istri, kemudian menjelma menjadi rintangan dalam menata kehidupan berumah tangga. Artinya, gangguan tersebut semula datang dari kehidupan generasi muda yang kerapkali mengadopsi bentuk-bentuk berpikir bebas *(free thinkers)*, dan terus meluas untuk meracuni dan mendangkalkan akhlak dan aqidah pasangan suami istri dalam konteks usia perkawinan yang tergolong muda. Belum lagi merebaknya seks bebas yang kian menggejala akhir-akhir ini ditambah semakin transparansinya tayangan-tayangan film porno, tabloid, majalah-majalah serta internet bahkan melalui fasilitas *hand phone*.

Problematika kehidupan berumah tangga merupakan bagian dari proses kehidupan yang dibangun atas dasar kesadaran dan saling kepercayaan. Meskipun problematika tersebut berdasarkan perspektif sosiologi dapat dinilai sebagai bentuk pengingkaran atas dua macam kaidah yang mengatur kehidupan perilaku dan kehidupan antar pribadi, sebagaimana Soekanto (2004:22) menegaskan, bahwa kaidah-kaidah yang mengatur kehidupan pribadi dibedakan antara kaidah kepercayaan dengan kaidah kesusilaan. Apabila kaidah kepercayaan bertujuan antara manusia menganut kehidupan beriman, maka kaidah kesusilaan bertujuan agar manusia mempunyai hati nurani yang bersih. Meningkatnya tempramental hati dan perasaan dalam menanggapi problematika keluarga yang kerapkali menerpa itu, dapatlah dinilai sebagai faktor yang paling substansial sebagai penyebab gagalnya pernikahan, hingga runtuhnya bangunan keluarga. Hal ini sama artinya sebagai bentuk dari gagalnya suatu perbuatan jika tidak mencapai sasaran, karena sasaran perkawinan adalah terwujudnya jiwa yang *muthmainnah* artinya tenang serta terbentuknya keluarga sakinah, yakni rumah tangga yang tentram.

Secara biologis terlihat manusia akan tampak hina jika dalam menjalani kehidupan pernikahannya tidak mengedepankan akal sehat (Shiddiq, 2004:76) dalam arti selalu mengumbar emosi dan menghindari tanggung jawab. Hal ini menginspirasikan bahwa semakin besarnya problematika yang dihadapi keluarga mengisyaratkan himpitan yang dinilai terasa begitu berat, memungkinkan sebagai motivator terciptanya interaksi disfungsional di dalam keluarga. Sikap-sikap irasional terus dikedepankan sebagai proses bertahan dan mencari nilai-nilai kebenaran diri yang subyektif sifatnya—tidak logis. Sebagaimana ditegaskan Baruch A. Brody dalam The (1993:100) banyak dari masalah-masalah kemasyarakatan besar timbul dalam hubungannya dengan tuntutan-tuntutan tentang keadilan dan ketidakadilan.

Kompensasi dari hal tersebut adalah perceraian atau talak, dan dapat diartikan sebagai bentuk pemisahan suami dari istri, atau pemutusan tali pernikahan yang sah dengan cerai yang sah juga. Menurut *syara'* perceraian adalah sesuatu yang diperbolehkan menurut agama akan tetapi mengandung resiko berupa pembencian halmana berdasar kepada hadist Nabi Muhammad SAW dalam Zulfah (2003:142) sebagaimana diriwayatkan Abu Daud, Ibnu Majah dan Al-Hakim bahwa perkara yang halal namun paling dibenci Allah, adalah talak. Hadist tersebut memberikan makna bahwa sebelum keadaan terpaksa benar janganlah ada perceraian dan ini dapat disimak bahwa jika seseorang akan melakukan perceraian di Pengadilan Agama (PA) terlebih dahulu senantiasa diingatkan oleh pegawai yang bersangkutan. Maksud dan tujuannya adalah agar pasangan suami-istri tadi dapat baikan atau rujuk lagi untuk membangun kerukunan keluarga sebagaimana sedia kala.

Maraknya kasus perceraian di Kecamatan Sambas mengakibatkan terbetik ungkapan yang terlanjur berkembang di daerah penelitian bahwa ada keengganan pihak tertentu untuk menikah karena kekhawatiran akan akibatnya, yaitu terjadinya keretakan keluarga menjurus perceraian, dan oleh Al-Fikrul Islami dan Mujtama' al-munashir, oleh sesungguhnya jika anggapan tersebut berkembang justru membuka peluang untuk setiap orang melakukan perbuatan zina, meskipun perzinaan ini tidak harus dipandang sebagai akibat langsung dari perceraian, akan tetapi perlu juga dipandang sebagai kesempatan untuk meminta maaf dan mendapatkan ampunan. Walhasil, kebutuhan jasmani maupun naluri merupakan potensi dasar manusia yang mendorong manusia untuk melakukan suatu perbuatan (Abdurrahman, 2003:78). Artinya, ketika manusia ingin memenuhi kebutuhan jasmani dan nalurinya, umumnya terikat oleh cara-cara tertentu, dan persepsi-persepsi tertentu.

Faktor lain yang menyebabkan perceraian terjadi diantaranya berkenaan dengan dominasi untuk merubah dan mempertahankan nilai-nilai yang dianggap lebih sesuai dengan perkembangan zaman kontemporer sekarang ini dan menuntut kepribadian wanita-meskipun telah bersuami-berbeda dengan zaman-zaman sebelumnya yang senantiasa menjaga kehormatan diri. Salah satu contohnya sebagaimana diungkap Nawawi (1993:92) bahwa sebagian wanita dewasa ini telah terkena penyakit yang suka memperlihatkan dandanannya secara berlebihan kepada kaum lelaki. Bahkan diantaranya sedikit sekali mempunyai rasa malu. Jika berjalan suka sekali membuat-buat dengan melanggak-lenggokkan pinggulnya. Adanya nilai-nilai baru dalam masyarakat yang mengubah sistem keluarga, biasanya akan membawa akibat meningkatnya kegagalan dalam melaksanakan peran). Bila salah satu pihak, baik istri maupun suami menerima cara-cara baru, sedangkan pihak-pihak lain belum bersedia menerima, maka dapat terjadi ketidaksepahamanan tentang kewajiban peran dan prilaku sebenarnya. Ini dapat mengakibatkan adanya banyak orang yang dianggap gagal dalam melaksanakan perannya, berdasarkan patokan baru atau lama.

Sebagaimana perkawinan, perceraian juga merupakan suatu proses yang didalamnya banyak menyangkut hal-hal, seperti; emosi, ekonomi, sosial dan pengakuan secara resmi oleh masyarakat melalui hukum yang berlaku. Oleh Goode dalam Karim (1999:135) mengatakan, setiap masyarakat mempunyai definisi yang berbeda tentang konflik, antara pasangan suami-istri tentang konflik serta cara penyelesaiannya. Hal ini dimaksudkan bahwa anggapan tentang perceraian merupakan suatu "kegagalan" adalah bias, karena semata-mata mendasarkan perkawinan pada cinta yang romantis. Padahal semua sistem perkawinan jika dicermati secara mendalam, setidaknya terdiri dari dua orang yang hidup dan tinggal bersama dimana masing-masing memiliki keinginan, kebutuhan, nafsu, serta latar belakang dan nilai sosial yang mungkin saja berbeda satu dengan lainnya, dalam hal ini Firestone dalam Beilharz (2003:15) menyandarkan harapannya itu pada potensi pembahasan yang terkandung dalam teknologi reproduksi yang baru sebagai sarana mengatasi tirani biologis, suatu optimisme yang oleh para feminis berikutnya dinilai keliru. Akibatnya sistem ini dapat menciptakan ketegangan-ketegangan dan ketidak-bahagiaan yang dirasakan semua anggota keluarga. Karena apabila terjadi sesuatu dengan perkawinan-misalnya; perceraian-maka akan timbul masalah-masalah yang harus dihadapi baik oleh pasangan yang bercerai maupun anak-anak serta masyarakat di wilayah terjadinya perceraian.

Cerai gugat dimaksudkan sebagai bentuk perceraian yang didasarkan adanya gugatan yang diajukan oleh istri, agar perkawinan dengan suaminya menjadi putus. Artinya, ada reaksi internal dari pihak istri-menggugat atau mengajukan cerai-agar suami menjatuhkan talak atau mendatangi Kantor Pengadilan Agama (PA) Kabupaten Sambas setempat karena pertimbangan ada suatu konflik yang mengharuskan keutuhan perkawinannya tidak dapat dipertahankan lagi hingga kembali pada peran agama-melalui KUA-sebagai edukatif, penyelamatan, pengawasan sosial, memupuk persaudaraan dan transformatif. Inilah sebagaimana pemikiran Kahmad (2000:130) bahwa dalam mengatasi persoalan-persoalan yang timbul dimasyarakat yang tidak dapat dipecahkan secara empiris karena adanya keterbatasan kemampuan dan ketidakpastian. Artinya, tidak jarang KUA terpaksa mengambil tindakan halal namun dibenci oleh Allah SWT, yakni perceraian sebagai alternatif penyelesaian akhir.

Pembahasan mengenai perceraian setidaknya terdapat dua syarat yang harus dipenuhi bagi perilaku yang menjurus pada pertukaran sosial, bahwa: (1) Perilaku tersebut

berorientasi pada tujuan-tujuan yang hanya dapat dicapai melalui interaksi dengan orang lain; dan (2) Perilaku harus bertujuan untuk memperoleh sarana bagi pencapaian tujuan (Gulardi, 1999:175). Artinya, keputusan bercerai lebih mudah dicapai pada pasangan yang tidak melibatkan ikatan emosional—cinta—yang mendalam. Sebaliknya, pasangan yang dulunya menikah karena cinta, lebih sulit membebaskan diri dari ikatan emosional yang pernah terjalin. Kembali terhadap hubungan perkawinan yang tidak disertai rasa cinta, tidak akan memberikan kepuasan pada pelakunya karena imbalan yang diharapkan tidak terpenuhi. Hal ini kiranya sejalan dengan pemikiran Sztompka (2004:4) bahwa terciptanya keseimbangan atau kegoncangan, konsensus atau pertikaian, harmoni atau perselisihan, kerjasama atau konflik, berasal dari sifat saling mempengaruhi dari keseluruhan ciri-ciri sistem sosial yang kompleks. Artinya, telah terjadi pergeseran atau perubahan sosial, dimana wanita dilokasi penelitian lebih memilih menjanda-bercerai-ketimbang terus bergelut dalam pusaran konflik keluarga yang dinilainya terlalu buang waktu dan makan hati, jika keutuhan rumah tangganya dipertahankan, sejurus dengan dukungan dalam sistem sosial yang kini terbentuk, karena telah terkondisi demikian akibat pragmentasi keinginan atas kebebasan yang menjadi idaman.

Harapan bahagia menjalani kehidupan berumah tangga ternyata tidaklah selalu sesuai harapan, karena dalam mencapainya dibutuhkan kesiapan baik lahir maupun batin, terutama tentang kemampuan suami atau istri mengatasi segenap permasalahan yang melanda, baik secara internal maupun eksternal keluarga. Adalah sesuatu yang umum terjadi dari segenap permasalahan yang melanda justru melahirkan konflik berkepanjangan dan ironisnya terkadang berakhir dengan perceraian. Mengingat tak seorang pun bisa menduga kapan datangnya peristiwa perceraian meski dipicu oleh sesuatu masalah yang dinilai kecil, kemudian membesar hingga akhirnya meminta korban, yaitu harmonisasi kehidupan keluarga. Artinya, perceraian dapat menimpa siapapun, tanpa peduli status sosial, pangkat dan jabatan karena perceraian merupakan akumulasi perasaan marah dari pihak istri maupun suami yang tak tertahankan. Fenomena perceraian sebagaimana terjadi di segenap kehidupan keluarga di Kecamatan Sambas, setidaknya mengindikasikan bahwa telah terjadi pergeseran nilai dan norma yang mengarah pada perubahan sosial, terutama mengenai pandangan dan perilaku terhadap faktor-faktor yang melatar belakangi terjadinya perceraian, terutama cerai-gugat yang dilakukan oleh pihak istri dari eksistensi pernikahan yang dijalani bersama suami sebelumnya.

Cerai gugat yang diambil pihak istri terhadap suami di Kecamatan Sambas disebabkan beberapa faktor, yaitu: (1) Keluarnya sifat asal suami yang ditandai tingginya egoisme suami yang berlebihan, sehingga kerapkali mengeluarkan kata-kata kotor dan ringan tangan terhadap istri.; (2) Alasan ekonomi keluarga, hingga berujung pada pertengkaran dan kekerasan fisik terhadap istri; (3) Problem perselingkuhan, karena istri menilai bahwa perselingkungan yang dilakukan suami adalah kesalahan besar dan tidak dapat lagi untuk dimaafkan; (4) Suami menjadi TKI mengakibatkan terputusnya hubungan komunikasi, sehingga istri tidak lagi menerima nafkah, baik secara lahir maupun batin; (5) Kekerasan fisik yang dilakukan suami terhadap istri; dan (6) Pengaruh perubahan lingkungan menuju pada bentuk-bentuk modernitas, karena istri merasa kedudukannya telah sejajar dengan suami, bahkan menjurus terabaikannya fungsi-fungsi istri dalam rumah tangga. Konflik yang terjadi dalam keluarga lebih merupakan bentuk perseteruan antara suami-istri, terutama diakibatkan faktor nilai, seperti; uang, perhatian, kekuasaan dan kewenangan. Padahal seharusnya baik suami maupun istri dapat secara bijak

merundingkan atau mengadakan proses tawar-menawar dalam mencapai tujuan bersama. Manakala tidak terjadi kesesuaian karena masing-masing pihak, baik suami maupun istri terus bertahan pada sikapnya masing-masing bahkan berupaya membangun sikap untuk saling melumpuhkan, inilah yang menjadi faktor pemicu utama terjadinya perceraian terutama dilakukan oleh pihak istri, mengingat secara umum korban konflik di internal keluarga adalah istri karena kerapkali mendapatkan perlakuan yang tak wajar secara psikologis maupun fisik. Ihromi (1999:280) menegaskan bahwa upaya mutakhir dalam mengatasi perceraian sebenarnya melakukan penelusuran tentang konsensus atau kesesuaian paham sebagai suatu cara manajemen konflik. Kekuasaan atau kemampuan untuk mempengaruhi interaksi dan hasilnya merupakan kekuatan pengarah yang utama dalam keluarga.

Berbagai faktor yang melatar belakangi terjadinya cerai-gugat yang dilakukan pihak istri terhadap suami di kabupaten Sambas, memiliki korelasi positif sebagaimana diungkapkan oleh Surada hakim Pengadilan Agama Kabupaten Sambas yang dimuat di *Suara Pemred*, Jumat (24/2/2016). Surada menjelaskan, angka perceraian di Kabupaten Sambas mengalami peningkatan dan Kecamatan Sambas dinilai mendominasi. Sebagai perbandingan untuk tiga tahun terakhir terlihat pada tahun 2004 tercatat sebanyak Setiap tahun, tingkat perceraian di Kabupaten Sambas semakin meningkat. Berdasarkan data Pengadilan Agama (PA) Kabupaten Sambas, tercatat pada 2014 perkara cerai gugat yang telah diputus sebanyak 627 perkara. Pada 2015 meningkat menjadi 739 perkara dan terus naik sebanyak 805 perkara pada 2016. Dari 805 kasus tersebut terdapat beberapa kasus diantaranya merupakan kasus cerai gugat yang masih dalam proses.

Alasan dominan atas tingginya angka perceraian tersebut rata-rata akibat nafkah yang tidak terpenuhi sehingga istri menggungat cerai suami. Hal ini dinilai rasional karena telah bertahun-tahun tidak mendapatkan nafkah karena suaminya berangkat ke luar negeri menjadi TKI dan telah menjadi pemahaman umum bahwa jika tiga bulan berturut-turut istri dan anak tidak mendapatkan nafkah, istri boleh menggugat cerai suami, rata-rata tingkat perceraian yang tinggi di umur berkisar 20 sampai 30 tahunan, dan lapangan pekerjaan serta mendorong pendidikan. Realitas cerai gugat ini pada umumnya dilakukan pihak istri di dalam kota Sambas dan yang berasal dari desa-desa sekitarnya, sehingga dapatlah dinilai bahwa telah terjadi proses perubahan sosial yang melanda kehidupan masyarakat. Apalagi Kecamatan Sambas merupakan daerah wisata dan pelabuhan yang sedang memasuki era modern, ditambah maraknya kehidupan malam dilengkapi berbagai jenis kersediaan hiburan malam dan kafe-kafe. Keberanian istri melakukan cerai gugat karena suami dinilai telah melalaikan kewajibannya sebagai kepala rumah tangga, sehingga dalam kehidupan suami-istri terus mengalami perselisihan.

Berdasarkan paparan latar belakang, penulis tertarik melakukan penelitian mengenai faktor-faktor yang melatar belakangi cerai gugat dari pihak perempuan di Kecamatan Sambas, mengingat kedudukan istri sebenarnya bukan berada di bawah suami tetapi memiliki hak dan kewajiban yang sama dalam membangun ketahanan keluarga dalam mencapai kehidupan.

Metode Penelitian

Penelitian ini menggunakan metode kualitatif dengan jenis penelitian deskriptif yakni menggambarkan dan menerangkan berbagai komponen tentang situasi sosial suatu objek dan subjek penelitian, yaitu mengenai faktor-faktor yang melatar belakangi cerai-gugat dari pihak perempuan di Kecamatan Sambas Kabupaten Sambas. Penelitian ini

menggunakan pendekatan kualitatif untuk menghadirkan data deskriptif dalam bentuk kata-kata tertulis dan informan, yaitu; pihak istri yang melakukan cerai gugat terhadap suami yang diamati melalui wawancara dan observasi. Analisis deskriptrif tersebut akan menguraikan serta menghubungkan antara hasil yang diperoleh dari wawancara mendalam dengan catatan di lapangan sebagai hasil observasi. Antara apa yang di lihat dan dengan apa yang didengar, diurai secara cermat dalam kata-kata sehingga dapat menghubungkan konsep yang lebih bermakna dalam mengkaji permasalahan penelitian. Menurut Nawawi (1991:63), penelitian deskriptif sebagai prosedur pemecahan masalah, diselidiki dengan menggambarkan atau melukiskan keadaan subjek atau objek penelitian (seseorang, lembaga, masyarakat dan lain-lain) pada saat sekarang berdasarkan fakta yang tampak sebagaimana adanya.

Selanjutnya membuat kesimpulan-kesimpulan sebagai hasil analisis permasalah-an penelitian. Asumsi tersebut diharapkan dapat menghasilkan proposisi-proposisi tentang faktor-faktor yang melatar belakangi terjadinya cerai gugat dari pihak perempuan di Kecamatan Sambas Kabupaten Sambas. Tipe pendekatan ini melalui pendekatan intensif, mendalam dan mendetail serta komprehensif untuk menggali secara mendalam mengenai masalah penelitian serta tetap mempertahankan keutuhan obyek penelitian (Sanafiah, 1995:22). Guna memahami konsep dasar tentang dunia empirik yang akan diteliti, peneliti mengamati dan memahami fenomena sosial yang didapat di lapangan berkaitan dengan faktor-faktor yang melatar belakangi cerai gugat sebagai bentuk pengimplementasian secara internal dari pihak istri-perempuan-dengan turun langsung kelapangan dan bergaul dengan masyarakat, serta ditunjang beberapa literatur, peneliti secara langsung maupun tidak langsung harus mampu menyelami realitas sosial yang diamati. Kemudian peneliti akan mengembangkan kesimpulan sementara sebagai bahan dalam pengamatan selanjutnya. Penelitian pada kasus ini merupakan generalisasi dari pola-pola khusus dalam kelompok sosial, sehingga berlaku secara terbatas hanya pada komunitas yang diteliti, yakni masyarakat Kecamatan Sambas Kabupaten Sambas.

Lembaga yang Memproses Cerai Gugat

Lembaga yang memproses kasus cerai gugat dimulai dari KUA sebagai upaya pemberian nasihat kepada pasangan suami istri. Namun, apabila pasangan suami istri tersebut tidak dapat didamaikan maka kasus cerai gugat selanjutnya dilimpahkan ke Pengadilan Agama. pada proses di tingkat Pengadilan Agama juga tidak langsung ditanggapi dan segera diceraikan pada waktu itu walaupun sudah memenuhi syarat-syarat. Akan tetapi ditunda terlebih dahulu sampai minggu depan dan bahkan mungkin sampai sebulan, dengan harapan agar yang hendak bercerai ingat dan sadar kembali tentang kehidupan berumah tangga, setelah terlebih dahulu diberi nasehat. Hal lain yang dapat dinilai bahwa bukti keseriusan Pengadilan Agama dalam memutuskan perceraian khususnya cerai gugat oleh pihak istri, berdasarkan keterangan Surada Hakim Pengadilan Agama Kabupaten Sambas bahwa setiap gugat-cerai yang masuk diupayakan agar pasangan suami-istri dapat rujuk kembali. Prosesnya dapat berlangsung selama 6 bulan, yaitu dimulai melakukan pemanggilan sebanyak 3 kali terhadap suami dan pemanggilan sebanyak 2 kali terhadap penggugat-pihak istri-untuk diberikan nasehat, dan selama proses sidang tersebut sifatnya tertutup dalam arti tidak boleh diketahui khalayak sebagai bentuk penghormatan karena menyangkut hal tersebut adalah masalah internal keluarga. Namun apabila tergugat-pihak suami-tidak bersedia memenuhi panggilan, atau tetap bersikukuh untuk meluruskan perceraian itu dalam arti tidak lagi bersedia menerima bentuk-bentuk nasehat yang

diberikan oleh pihak Pengadilan Agama (PA) sehingga digelarlah sidang terakhir berupa putusan cerai. Pada sidang putusan cerai ini telah dinyatakan terbuka untuk dikonsumsi secara umum. Terhadap usaha berbentuk nasehat yang diberikan pihak Pengadilan Agama terlihat belum dapat menghasilkan agar pasangan suami-istri tersebut dapat rujuk kembali. Hal ini ditandai dengan tingginya angka putusan cerai oleh Pengadilan Agama setempat dibanding dengan kemauan pasangan suami-istri untuk kembali menata hidup berumah tangga.

Secara yuridis mengenai pemberian akta cerai—cerai talak dan cerai-gugat—diatur dalam Pasal 84 ayat (4) jo. Pasal 72 UU No. 7 tahun 1989 ditugaskan dan menjadi wewenag Panitera pada Pengadilan Agama yang mengadili dan memutuskan perkara tersebut. Namun demikian, Panitera Pengadilan atau Pejabat Pengadilan yang ditunjuk berkewajiban selama 30 hari mengirimkan satu helai salinan putusan Pengadilan Agama yang telah memperoleh kekuatan hukum tetap tanpa bermaterai kepada PPN yang wilayahnya meliputi tempat kediaman penggugat dan tergugat—mantan suami/istri yang berperkara—untuk mendaftarkan putusan perceraian dalam Buku Pendaftaran Cerai. Sedangkan yang dikirim oleh Panitera untuk di daftar dalam Buku Pendaftaran Talak adalah penetapan hakim yang menyatakan bahwa perkawinan putus sejak talak diucapkan, sebagaimana tertuang dalam Pasal 71 ayat (1) Jis Pasal 72 Jis Pasal 84 ayat (1) Undang-Undang No. 7/1989 Jis Pasal 29 Peraturan Menteri Agama No. 2/1990.

Mengenai tugas dan wewenang Pengadilan Agama sebagaimana diatur dalam ketentuan Pasal 49 Undang-undang Nomor: 7 Tahun 1989 adalah memeriksa, memutuskan dan menyelesaikan perkara-perkara di tingkat pertama antara orang-orang yang beragama Islam di bidang: (1) Perkawinan; (2) Kewarisan, wasiat dan hibah yang dilakukan berdasarkan hukum Islam; dan (3) Wakaf dan Shadaqah. Selanjutnya berdasarkan Undang-undang Nomor: 3 Tahun 2006, tentang Revisi Undang-undang Nomor: 7 Tahun 1989 tentang Peradilan Agama, kewenangan Peradilan Agama bertambah, yaitu menangani sengketa tentang Ekonomi Syari'ah, penetapan asal usul seorang anak dan penetapan pengangkatan anak berdasarkan hukum Islam. Artinya, dalam melaksanakan tugas-tugas tersebut sudah barang tentu diperlukan program kerja yang tertuang dalam rencana kegiatan sesuai dengan bidang tugas masing-masing pejabat maupun staf. Guna menunjang tugas-tugas pokok tersebut diperlukan program penunjang sebagaimana tertuang dalam program kerja. Guna mengetahui keberhasilan program kerja yang telah ditetapkan maka disusunlah laporan tahunan sebagai realisasi dari pelaksanaan program kerja, tujuannya adalah selain untuk mengevaluasi pelaksanaan program kerja juga sebagai bahan kebijaksanaan program kerja yang akan datang, untuk selanjutnya akan diperoleh hasil yang lebih baik dalam menyikapi segenap permasalahan yang dihadapi dan hambatan yang ditemukan serta usaha pemecahannya.

Adapun landasan kerja Pengadilan Agama Sambas, adalah: (1) Undang-undang dasar 1945; (2) Undang-Undang Nomor: 4 Tahun 2004 tentang ketentuan-ketentuan pokok kekuasaan kehakiman; (3) Undang-undang Nomor: 5 Tahun 2004 tentang Mahkamah Agung; (4) Undang-undang Nomor: 1 Tahun 1974 tentang perkawinan; (5) Undang-undang Nomor: 7 tahun 1989 tentang Peradilan Agama; (6) undang-undang Nomor: 41 Tahun 2004 tentang perwakafan; (7) Peraturan Pemerintah Nomor: 4 Tahun 1958 tentang pembentukan Pengadilan Agama/Mahkamah Syari'ah Kabupaten Sambas; (8) Peraturan Pemerintah Nomor: 9 tahun 1975 tentang pelaksanaan Undang-undang Nomor: 1 Tahun 1974; (9) Keputusan Presiden Nomor: 1 Tahun 1991 tentang kompilasi hukum Islam; (10) Keputusan Presiden Nomor: 14 Tahun 2004 tentang pelaksanaan pengalihan urusan

organisasi, administrasi dan finansial di lingkungan Peradilan Umum, Peradilan Tata Usaha Negara dan Peradilan Agama ke Mahkamah Agung; (11) Surat Keputusan Mahkamah Agung RI Nomor: KMA/001/SK/I/1992 tentang pola pembinaan dan pengendalian administrasi kepaniteraan Pengadilan Agama dan Pengadilan Tinggi Agama; (12) Surat Keputusan Mahkamah Agung RI Nomor: KMA/004/SK/II/1992 tentang organisasi dan tata kerja kepaniteraan Pengadilan Agama dan Pengadilan Tinggi Agama; (13) Undang-undang Nomor: 3 Tahun 2006 tentang revisi Undang-undang Nomor: 7 Tahun 1989 tentang Peradilan Agama; (14) KMA Nomor: 80 Tahun 2006 tentang standarisasi peradilan, pedoman kerja dan pengawasan Peradilan Agama; (15) KMA Nomor: 96 Tahun 2006 tentang pengawasan dan pembinaan; dan (16) Peraturan perundang-undangan lainnya yang berkaitan dengan tugas-tugas Pengadilan Agama. Sedangkan lembaga yang terkait erat dengan masalah perceraian adalah Kantor Urusan Agama yang mengawali pasangan suami-istri dengan ikatan perkawinan, untuk menuju rumah tangga harmonis yang menjadi dambaan setiap pasangan yang telah disampaikan melalui nasehat BP-4 di Kantor Urusan Agama serta hal-hal yang dapat meruntuhkan sebuah rumah tangga pun disampaikan dengan harapan pasangan yang akan membangun rumah tangga yang harmonis dapat terwujud.

Kantor Urusan Agama Kecamatan Sambas sangat merespon setiap pasangan suami-istri yang datang untuk meminta nasehat dalam memecahkan persoalan sengketa rumah tangga dengan nasehat-nasehat yang disampaikan agar perselisihan dapat diselesaikan serta dapat rukun kembali. Sekiranya niat baik yang disampaikan untuk rukunnya kembali suami-istri tidak tercapai, maka masalah ini akan menjadi wewenang Pengadilan Agama untuk memprosesnya sebagaimana penjelasan sebelumnya.

Faktor-Faktor Yang Melatar Belakangi Tingginya Cerai-Gugat di Kecamatan Sambas

Pada dasarnya hubungan antara suami dan istri merupakan hubungan yang didasarkan pada prinsip *relationship* dalam makna saling mengerti, saling menghargai dan saling mendukung. Keeratan hubungan suami-istri bukan sekedar hubungan yang formalistik namun seharusnya lebih dari itu. Harapannya adalah agar tercipta rasa ketenangan dan kedamaian karena saling memahami bahkan menyadari akan hak dan kewajibannya, sebagai sesuatu yang wajib diketahui oleh pasangan suami-istri. Sebaliknya, jika dalam jalinan kehidupan suami-istri kurang menyadari makna hak dan tanggung jawabnya dinilai rentan akan terjadinya penyimpangan-penyimpangan, kezaliman hingga melahirkan konflik dalam kehidupan berumah tangga, bahkan dapat menjurus pada terciptanya kekerasan Dalam Rumah Tangga atau kerapkali disingkat KDRT.

Jika ditelusuri secara mendalam berdasarkan hasil temuan di lapangan menunjukkan bahwa tingginya angka perceraian khususnya perceraian atas dasar inisiatif istri berupa cerai gugat merujuk data perkara Pengadilan Agama (PA) Sambas tahun 2016 sebagai ranking tertinggi, meliputi; cerai talak sebanyak 17 kasus dan cerai gugat sebanyak 48 kasus. Tingginya tingkat inisiatif para istri mengajukan cerai gugat umumnya didasarkan pada alasan perselingkuhan yang disertai KDRT. Perselingkuhan yang didasarkan pada kata dasar, yaitu; selingkuh menurut Kamus Umum Bahasa Indonesia mengandung arti curang, tidak jujur, tidak berterus terang bahkan berindikasi korup. Terhadap hal ini, jika dikaitkan pada pengkajian secara konstitusi mengenai pemberlakuan segenap perundang-undangan hingga peraturan tentang perkawinan, aplikasinya diantara kehidupan berumah tangga masih terdapat aktivitas perselingkuhan baik yang dilakukan oleh pihak istri

maupun suami. Hal ini mengandung makna bahwa perselingkuhan yang terjadi jelas telah melanggar komitmen dan kesucian perkawinan karena diantara suami atau istri telah mengingkari tanggungjawabnya terhadap keluarga. Bahkan atas perselingkuhan yang dilakukan suami sesuai konteks penelitian ini mengisyaratkan bahwa telah terjadi hubungan tidak adil yang diperankan suami terhadap istri dengan berlaku curang, tidak jujur bahkan terindikasi korup atas keuangan keluarga untuk aktivitas bersenang-senang di luar batas kewajaran dengan perempuan lain selain istrinya sendiri. Ketidakadilan ini bukan mustahil membiaskan ketertekanan pihak istri hingga memutuskan untuk mengakhiri perjalanan perkawinannya bersama suami.

Peluang untuk suami melakukan perselingkuhan diantaranya juga tidak konsistennya beberapa perundang-undangan dan peraturan yang dinilai tidak adil, karena sejauh yang diketahui dan didasarkan atas pengamatan yang dapat dilakukan, yaitu berkisar masih berlakunya Undang-undang Perkawinan No. 1 Tahun 1974 yang dinilai bias gender. Bias gender dalam hal ini dimaksudkan manakala melakukan pengkajian terhadap Undang-undang Perkawinan No. 1 Tahun 1974 tepatnya pada Pasal 3 yang mengandung arti untuk membolehkan poligami hingga membuka peluang bagi suami boleh menikahi perempuan lebih dari satu orang. Atas kemungkinan boleh melakukan poligami ini menginspirasikan suami untuk melakukan perkawinan lagi yang biasanya diawali dengan aktivitas perselingkuhan dengan perempuan lain, baik secara sembunyi-sumbunyi atau pun secara terang-terangan. Artinya, jika terjadi sesuatu dan lain hal misalnya diharuskan mengawini perempuan simpanan karena hamil dan sebagainya dalam penetapan pengadilan juga diperbolehkan. Asalkan untuk memperoleh istri lebih dari satu syaratnya mesti mendapat izin dari istri sebelumnya. Artinya, poligami merupakan wujud konkrit dari hegemoni laki-laki dalam rumah tangga dan izin istri tidak meniadakan watak hegemonis dari sistem perkawinan seperti itu. Pesyaratan izin inilah sebagaimana terjadi di lapangan seringkali diabaikan atau diberikan oleh istri dalam situsi tertekan.

Pada Pasal 31 undang-undang tersebut juga mendefinisikan suami sebagai kepala keluarga dan istri sebagai ibu rumah tangga. Peran sebagai kepala keluarga ini dinilai juga menjadi penyebab pengambilan keputusan cenderung dimonopoli oleh suami. Demikian pula terhadap bentuk-bentuk transaksi simpan pinjam secara legal sebagaimana melakukan pinjaman keuangan dengan pihak bank misalnya, diketahui jika pemimjaman dilakukan oleh pihak yang telah menikah maka harus mendapatkan persetujuan dari suami. Penetapan berbagai aturan yang kerapkali mengedepankan suami sebagai kepala keluarga seringkali menimbulkan sejumlah persoalan ketika suatu rumah tangga dipimpin oleh perempuan *(single headed household)* yang telah resmi bercerai. Artinya, banyak kasus yang ditemukan dilapangan, dimana rumah tangga seperti ini kesulitan untuk memperoleh akses perbankan dan tidak dilibatkan dalam pengambilan keputusan publik, akibatnya seringkali terjadi kebiasaan yang mempola di Kecamatan Sambas untuk segera lagi menikah pasca perceraian yang dialami dengan tidak lagi menyoalkan bahwa pilihan untuk mendapatkan suami kembali apakah masih memiliki istri atau masih bujangan. Bahkan, ada assumsi yang terlanjur meluas bagi kalangan janda di daerah tersebut jika mendapatkan suami yang telah menikah dinilai memiliki kemandirian dan nilai telah memiliki kemapanan hidup yang memadai dibanding jika melakukan pernikahan dengan para perjaka.

Kontekstualitas Peradilan Cerai-Gugat Terhadap Suami Di Kecamatan Sambas

Secara naluriah setiap perilaku manusia cenderung mengarah kepada bentuk-bentuk kemandirian dan memiliki keinginan untuk mendapatkan pengakuan dari manusia lain dalam melakukan kontak sosial, demikian juga bagi istri di dalam kehidupan keluarga bersama suami dan anak-anaknya. Kecenderungan ini terjadi seiring bertambahnya usia kehidupan yang lebih produktif. Produktivitas seseorang dapat dimulai sejak seseorang berusia 15 tahun ke atas hingga mencapai batas usia 64 tahun. Mengenai ukuran kedewasaan seseorang secara sosiologis sangat dipengaruhi tingkat internalisasi dalam keluarga dan kemampuannya melakukan sosialisasi secara baik dengan lingkungannya. Manakala kedua proses tersebut internalisasi keluarga dan sosialisasi dengan lingkungan bertedensi negatif maka tidak menutup kemungkinan akan membentuk sikap dan watak seseorang menjadi negatif, seperti; memiliki perwatakan keras dan cenderung berperilaku kasar sebagai pemicu tindakan-tindakan kekerasan, menjurus sikap penindasan kepada orang atau pihak lain.

Berdasarkan berbagai informasi baik melalui pihak kepolisian, YLBH-PIK maupun Pengadilan Agama (PA) Kabupaten Sambas dan KUA di Kecamatan Pemangkat umumnya memiliki keselarasan dalam berasumsi. Artinya, sekitar 90 persen di kehidupan berkeluarga pernah mengalami KDRT dan umumnya dinilai terjadi secara non fisik, sedangkan kekerasan secara fisik dinilai setengahnya dan itu pun tidak semuanya yang dilaporkan kepada pihak yang berwenang. Apa yang terjadi di Kecamatan Pemangkat tersebut adalah bagian kecil dari KDRT jika di lihat berdasarkan konteks Indonesia. Jumlah kasus KDRT yang menjurus arah perceraian dirasakan dinilai terus meningkat. Bahkan kurun satu tahun terakhir, dilaporkan sudah 22 ribu kasus KDRT terjadi di seluruh Indonesia. Itu artinya, meningkat 5 kali lipat dibanding tahun sebelumnya yang hanya 4 ribu kasus. Peningkatan kasus KDRT ini menurut Menteri Negara Pemberdayaan Perempuan Meutia Hatta Swasono bukan berarti kasus-kasus kekerasan yang terjadi di masyarakat meningkat, hanya saja barangkali karena ada undang-undang KDRT, sehingga orang yang mengalaminya cenderung lebih tergugah untuk melaporkan kasus yang dialaminya (Gemari, 2007:42) termasuk diantaranya keberanian istri melakukan cerai gugat. Hanya saja sebagaimana dilansir dari berbagai pengamatan pihak-pihak yang berkompeten bahwa kekerasan secara fisik lebih banyak terjadi pada pasangan suami-istri berusia antara umur 17 tahun hingga 30 tahun, sedangkan secara non fisik cenderung tidak mengenal batas usia dalam arti dapat terjadi kapan dan dimana saja berdasarkan labil tidaknya kondisi seseorang.

Selain itu, faktor pendidikan dewasa ini sering dijadikan sebagai ukuran dalam menilai kualitas istri, karena semakin tinggi tingkat pendidikan yang disandang dianggap berpengaruh secara signifikan terhadap kesadaran dan kemapanan istri dalam menjalani kehidupannya, sehingga tidaklah keliru kiranya pendidikan terus dijadikan kebutuhan hakiki bagi manusia dalam mengarungi kehidupannya yang lebih bermartabat. Akan tetapi dalam penelitian ini menjelaskan tidak selamanya faktor pendidikan menjamin seseorang terlepas dari perbuatan-perbuatan kekerasan, namun setidaknya karena wawasan yang dimiliki terhadap istri yang pendidikannya memadai dapat segera bersikap, bahkan berani untuk memutuskan hubungannya dengan suami melalui cerai gugat. Penelitian ini dinilai cukup sebagai bukti bahwa KDRT juga senantiasa dialami informan yang pendidikannya mulai dari tamatan SD, SLTA hingga menyandang gelar kesarjanaan (S-1) dengan sumber pemicu glamoritas kehidupan modern yang berujung pergaulan bebas dan perselingkuhan, sehingga suami sudah mulai berani melakukan

pembandingan-pembandingan antara istri dengan perempuan selingkuhannya yang biasanya lebih memberikan kesenangan hidup secara fisik. Kedalaman akan pemahaman agama bagi para istri juga menjadikan dasar argumentasi untuk secara bulat bertekad melakukan cerai gugat. Karena sejumlah informan yang telah mengakhiri masa berkeluarganya bersama suami dan tetap mempertahankan kehormatan diri umumnya mengaku bahwa nilai-nilai keagamaan sangat diyakini sebagai sandaran hidup dan pedoman untuk mendapatkan kebahagiaan di dunia maupun di akhirat kelak. Artinya, semua agama selalu mengajarkan kepada umatnya tentang nilai-nilai kebaikan yang harus dikembangkan berdasarkan ajaran dan perintah-Nya, serta menjauhi segala perbuatan dosa sebagai larangan yang seharusnya tidak dikerjakan. Sebagaimana Soekanto (2004:22) menegaskan, bahwa kaidah-kaidah yang mengatur kehidupan pribadi dibedakan antara kaidah kepercayaan dengan kaidah kesusilaan. Apabila kaidah kepercayaan bertujuan antara manusia menganut kehidupan beriman, maka kaidah kesusilaan bertujuan agar manusia mempunyai hati nurani yang bersih.

Telah menjadi pengakuan universal bahwa terhadap sejumlah agama yang diakui di Indonesia dapat dipastikan bahwa segenap ajaran-ajarannya tidaklah membenarkan seseorang atau pihak-pihak tertentu melakukan kekerasan atau penindasan terhadap orang atau pihak lain, apalagi terhadap istri sebagai bagian dari kehidupan suami, selain dinilai sebagai perbuatan dosa juga diyakini dapat mempengaruhi hubungan silaturahim dari proses interaksi yang dilakukannya bersama. Artinya, Ketika dua manusia berlainan jenis melakukan akad nikah maka indikasi yang harus dibina adalah kerukunan dan kesahajaan dalam menjalani bahtera rumah tangga, agar satu diantaranya mampu membangun kebersamaan dan saling menutupi kekurangannya masing-masing. Terhadap eksploitasi kekerasan dalam rumah tangga, jelaslah bahwa hal tersebut merupakan perbuatan dosa karena ada pihak yang merasa ditindas dan disakiti meskipun dilakukan secara non fisik (mental). Hanya saja realitas dalam penelitian ini, tidak semua pasangan suami-istri mampu memahami dan mengamalkan segenap ajaran agama yang dianutnya secara baik, sehingga kekerasan dalam rumah tangga sebagai awal pemicu terjadinya perceraian senantiasa terjadi, bahkan sulit untuk dipisahkan sebagai romantikanya berumah tangga.

Argumentasi lainnya hingga seorang istri rela melakukan proses cerai-gugat ke Pengadilan Agama (PA) atas alasan pekerjaan. Pekerjaan yang dimiliki istri, berdasarkan sejumlah pengakuan informan yang telah mengalami proses cerai gugat hingga resmi bercerai dengan suami merupakan indikasi konkrit dalam menyimak produktivitas seseorang istri. Jika mengacu pada pernyataan tersebut dinilai tidaklah semuanya benar, mengingat secara hakiki pekerjaan sebagai pegangan hidup sifatnya mengikat, terutama secara ekonomi dalam rangka memenuhi segenap kebutuhannya. Artinya, jenis pekerjaan yang digeluti seseorang berpengaruh terhadap sikap dan kepribadiannya, meskipun hal ini tidaklah sepenuhnya benar. Buktinya, salah seorang informan yang berprofesi sebagai pelayanan masyarakat, yaitu; PNS dinilai kerapkali mengedepankan bentuk-bentuk kekerasan dalam menyelesaikan segenap permasalahan yang dihadapi dalam rumah tangganya. Akibatnya, sebagaimana ditegaskan Gulardi dalam Ihromi (1999:168) yakni adanya nilai-nilai baru dalam masyarakat yang mengubah sistem keluarga, biasanya akan membawa akibat meningkatnya kegagalan dalam melaksanakan peran.

Berdasarkan pemaparan dari proses penyajian data hasil penelitian yang dilakukan secara kualitatif cukup menjadi faktor pemicu hingga mengemukanya bentuk-bentuk kekerasan dalam rumah tangga yang kerapkali dialami pasangan suami-istri, hingga diantaranya terpaksa harus memutuskan sikap bahwa bercerai adalah jalan terbaik daripada terus

mengalami penindasan, buang waktu dan makan hati. Meskipun diketahui bahwa tidak semua informan yang mengalami perceraian atau sedang dalam proses perceraian bersedia memberikan keterangan atau informasi, apalagi terhadap bentuk-bentuk kekerasan yang dialaminya.

Realitas kondisi tersebut, ketika menemui informan lain berisial Si (38 Th) yang dalam keterangannya secara tegas mengatakan bahwa sekarang ini dirinya sedang mengalami proses cerai gugat untuk pengakhiran kehidupan berkeluarga bersama suami. Pengajuan cerai gugat tersebut terpaksa dilakukannya karena merasa suasana kehidupan rumah tangga bersama suami kerapkali diselimuti suasana pertengkaran dan tidak jarang melibatkan pihak keluarga dari masing-masing pihak. Bahkan oleh tetangganya Iis (45 Th) terkadang merasa risih, jika tetangganya itu bertengkar yang seolah tidak kenal waktu meskipun di malam hari sewaktu orang memanfaatkannya untuk istihat tidur malam. Dasar ketidakcocokan sehingga Si melakukan cerai gugat karena penghianatan suami berupa perselingkuhan disertai terjadinya bentuk-bentuk kekerasan dalam keluarga, berupa tindakan berdasarkan jenis kelamin, berakibat pada kesengsaraan dan penderitaan istri secara fisik juga psikologis. Hal tersebut dapat dinilai sebagai ancaman berupa bentuk tindakan tertentu, pemaksaan atau perampasan kemerdekaan secara sewenang-wenang yang terjadi dilingkungan pribadi (keluarga) yang dilakukan oleh suami atau terhadap beberapa anggota keluarga (anak-anak) hingga memaksakan ketergantungan dan dominasi sepihak terhadap anggota keluarga lainnya. Selain hal tersebut membuktikan bahwa kehidupan sosial di Kecamatan Sambas telah mengalami perubahan terutama mengenai tatakelakuan generasi muda dan pasangan suami istri muda dari norma sebelumnya menjurus penyimpangan norma sebagai pembuka jalan. Seperti diamati Robert Biersted dalam Stompka (2004:294) bahwa penyimpangan dari struktur lama hampir dapat dipastikan merupakan bagian dari proses penciptaan struktur baru. Hal ini dinilai sejalan dengan karya Ferdinant Tonnies dalam Sztompka (2004:27) tentang perubahan sosial yang berawal pada keraguannya mengenai sifat kemajuan menjurus dampak negatif dari perubahan sosial bahwa kebaikan tipe masyarakat tradisional terdahulu *(gemeinschaft)* yang telah digantikan oleh tipe *(gesellschaft)* masyarakat urban, industrial dan modern. Pemikiran Ferdinant Tonnies tentang komunitas masyarakat tradisional *(gemeinschaft)* dan komunitas masyarakat modern *(gesselschaft)*. *Gemainschaft* ditandai ditandai adanya hubungan personal atau hubungan kekeluargaan; sedangkan *gesselschaft* ditandai oleh adanya hubungan impersonal atau hubungan bisnis. Faktor lainnya juga ada yang datang dari ekonomi dari orang tua atau saudara, juga ada yang datang dari terbangunnya jalinan asmara atau cemburu. Gangguan yang datang dari sebab asmara dan cemburu ini termasuk gangguan yang datang dari diri sendiri. Terhadap gangguan-gangguan tersebut, gangguan dari ekonomilah yang menduduki ranking pertama. Terhadap kasus asmara atau cemburu biasanya faktor ekonominya tidak ada masalah, namun secara umum dalam setiap kehidupan berumah tangga sedikit banyak pastilah terdapat gangguannya.

Kesimpulan

Maraknya kasus perceraian di Kecamatan Sambas dikarenakan faktor ekonomi keluarga berupa minimnya pemenuhan kebutuhan dasar, terjadinya pengkhianatan suami berupa perselingkuhan dengan perempuan lain, pengaruh lingkungan dan kondisi masyarakat yang telah mengadopsi pengaruh modernisasi menuju glamoritas perilaku hidup yang *hedonis,* serta terjadinya kekerasan dalam rumah tangga. Pengajuan cerai gugat terhadap

suami oleh sejumlah kalangan istri di Kecamatan Sambas sebagai unjuk reaksi yang ditujukan ke Pengadilan Agama atas sikap dan perilaku suami yang dinilai tidak realistis, hanya mencari kebebasan dan kesenangan sendiri tanpa memikirkan tanggung jawabnya terhadap keluarga. Proses perceraian dalam upaya mendapatkan akta cerai ternyata tidaklah semudah membalikkan telapak tangan, karena selain sarat dengan prosedur yang harus dilalui. Artinya, perkara perceraian baru bisa diputuskan oleh hakim sebagai tindakan terpaksa, setelah tidak ada solusi lain bagi suami maupun istri untuk damai atau rujuk kembali. Adapun upaya-upaya yang perlu dilakukan diantaranya tindakan tindakan preventif (Peningkatan kesejahteraan keluarga sehingga terpenuhinya kebutuhan, minimal kebutuhan dasar keluarga), (2) Mendirikan klinik bimbingan psikologi yang edukatif, untuk konsultasi agar segenap anggota keluarga dapat memecahkan masalah-masalah yang sulit terpecahkan, (3) Menyediakan tempat latihan untuk menyalurkan bakat dan kreatifitas segenap anggota keluarga sesuai dengan norma-norma dan nilai-nilai agama, (4) Mengadakan kontak diskusi agar segenap anggota keluarga dengan jalan membahas atau mendiskusikan hal-hal yang berhubungan dengan masalah-masalah yang dihadapi keluarga. Selain itu pula perlu adanya tindakan kuratif sebagai upaya penyembuhan tatanan sosial diantaranya (1) Mengurangi faktor-faktor yang menjadi penyebab terjadinya perceraian, misalnya; memenuhi kebutuhan jasmani dan rohaninya, (2) Menanamkan pemahaman agama kepada suami-istri betapa pentingnya mempertahankan keutuhan rumah tangga, dengan menjalankan hak dan kewajiban sebagai seorang suami dan seorang istri, (3) Menanamkan disiplin, misalnya; hidup teratur, tertib termasuk dalam hal tertib bergaul dan adat kesopanan. Perlu adanya tindakan hukum pabila terjadi perceraian yang disertai kekerasan hingga menjurus pada perubahan tatanan menuju dekadensi sosial secara berulang-ulang, dimana sebelumnya telah diberikan pengarahan, peringatan dan teguran, tetapi tidak diindahkan dianggap perlu diadakan hukuman sesuai dengan perbuatannya.

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PEDAGANG MELAYU MUSLIM DI DAERAH PERBATASAN INDONESIA–MALAYSIA (PERSPEKTIF ETIKA BISNIS SYARIAH)

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Abstract: *This study is a study of Malay Muslim Merchants in Indonesia-Malaysia Border Area, with border community research in Temajuk Village, Paloh Subdistrict, Sambas District, West Kalimantan, the border area closest to Telok Melano Sarawak Kuching Malaysia. The Malay Muslim traders on the border are transcultural and transnational, with very fluid boundaries, in culture, ethnicity and religion. The study focused on Muslim traders as the arena of transactions and economic relationships in the marketing mix in accordance with the shari'a in line with itqon: doing at the best possible quality, performing a task of the highest quality towards a falter trader. This research is addressed on the aspects of Malay Muslim Merchants activities in Border Areas of Indonesia-Malaysia related (1) how Malay Muslim Traders practices in Indonesia-Malaysia Frontier Area, (2) How Malay Muslim Traders Strategy in Indonesia Border Area -Malaysia, (3) opportunities and constraints of Malay Muslim Traders in the Indonesian-Malay Frontier Region.*

Keywords: *Traders, Muslims, Borders, Sharia*

Pendahuluan

Daerah perbatasan saat ini sedang menjadi isu penting bagi NKRI setelah beberapa kali mengalami sengketa perbatasan dengan Malaysia, mendorong pemerintah untuk membangun daerah perbatasan menjadi "beranda" Negara. Di sisi lain, perubahan sosial di berbagai negara pada dekade ini diyakini merupakan implikasi dari hubungan negara dan pasar. Hubungan-hubungan dalam suatu masyarakat pun banyak dilandasi oleh motif saling memenuhi kebutuhan ekonomi. Kemampuan untuk memenuhi kebutuhan memunculkan berbagai bentuk hubungan kelompok-kelompok masyarakat, yang seringkali melintasi batas-batas negara. Perbatasan sering dilihat sebagai zona ketidakstabilan, ketidakpastian, keterpinggiran, dan penuh bahaya serta kriminalitas. Dalam buku "*Borderlands: Ethnographic Approaches to Security, Power, and Identity*" Hasting dan Wilson (2011) berpendapat, studi perbatasan menarik perhatian etnografer, sebagai lensa yang unik yang akan digunakan untuk melihat persimpangan dari kekuatan nasional, transkultural, dan transnasional yang membentuk keamanan dan ketidakamanan di era gobalisasi saat ini. (Hastings Donan and Thomas M. Wilson, eds, 1999).

Bagaimanapun, sejalan dengan letaknya yang jauh dari pusat pemerintahan Indonesia, serta perbedaan pertumbuhan ekonomi antara Indonesia dan Malaysia selama beberapa periode membuat masyarakat Melayu Muslim Desa Temajuk Kecamatan Paloh Kabupaten Sambas secara ekonomi lebih berorientasi ke Malaysia. Posisi di kedua sempadan yang lebih dekat memiliki arti bahwa kepentingan masyatakat melayu Temajuk Indonesia dan telok melano Malaysia, tempat mereka menemukan pekerjaan, kebutuhan

sehari-hari, pelayanan kesehatan dan fasilitas pendidikan sekaligus mitra berbisnis. Kondisi seperti ini meningkatkan arus pelintas batas kedua Negara. Harapan dan impian masyarakat kedua negara yang saling ketergantungan sudah sejak zaman kerajaan yang tidak bisa dipisahkan dari budaya agama dan suku serta transaksi ekonomi di perbatasan. Desa Temajuk Kecamatan Paloh terhadap perbatasan untuk memiliki kehidupan lebih baik, ditemukan di negeri seberang Malaysia. Dan begitu juga sebaliknya masyarakat Telok melano Malaysia, Segala kebutuhan barang dan jasa ditawarkan dalam berbagai kemudahan di kedua negeri. Akses ke dua negeri bagi masyarakat melayu Islam perbatasan lebih mudah dibandingkan ke Ibukota kedua negara. Pusat perbelanjaan dan pembangunan industri pengolahan hasil bumi memberikan harapan terhadap peluang-peluang untuk dapat menggapai hidup lebih baik. Setelah kayu ilegal semakin sepi masyarakat pelintas batas di sekitar kawasan perbatasan, kini banyak bekerja mengandalkan hasil alam dari bertani dan nelayan. Kehidupan mereka telah dibentuk oleh lingkungan perbatasan dan mereka hidup di lingkungan yang unik, dengan memiliki budaya dan kearifan lokal yang sama.

Temajuk sebagai wilayah desa yang yang terletak di ekornya Kalimantan ini, berbatasan langsung dengan Desa Melano Distrik Kuching Serawak, Malaysia. Secara administratif Paloh ini memiliki wilayah yang luas dengan penduduk, "terbelah" menjadi dua. Sebagian penduduknya menjadi warga Indonesia dan sebagian lainnya masuk warga Malaysia. Patok-patok batas wilayah Indonesia dan Malaysia di Paloh termasuk dari beberapa patok yang ada di sepanjang wilayah Kalimantan Barat (Indonesia) dan Serawak (Malaysia), yang dibuat seadanya sejak dahulu kala, sehingga tidak dapat diamati dengan jelas. Kesamaan budaya dan etnis di wilayah Temajuk Indonesia dan bagian Serawak Malaysia, yang didominasi kultur dan etnik Melayu, mendukung proses interaksi sosial-ekonomi di antara dua kelompok masyarakat diperbatasan dua negara. Peraturan lintas batas kedua negara tidak menyurutkan kegiatan-kegiatan yang berlangsung diantara kelompok-kelompok ini. Kesamaan budaya dan etnik seringkali justru menjadi sumber manfaat untuk mempermudah proses interaksi sosial-ekonomi di antara mereka (Endang Rudiatin, 2012).

Masyarakat suatu negara yang batas-batas etnis dan budayanya saling bersinggungan akan menghilangkan ide-ide konstruksi etnis yang memisahkan mereka untuk suatu kepentingan kelangsungan hidup. Batas-batas etnis sering memiliki karakter berubah-ubah, dapat dipersempit atau diperluas dalam kaitannya dengan kebutuhan spesifik mobilisasi ekonomi (Cohen, Ronal, 1974). Dalam perekonomian, perbedaan identitas dan kebiasaan antar etnis menimbulkan tindakan-tindakan ekonomi untuk memenuhi kekurangan masing-masing etnis. Pertemuan antar etnis dan agama inilah yang menyebabkan hubungan komplementer antar keduanya cenderung menghilangkan ide-ide konstruksi etnis dan agama yang memisahkan antara „saya‟ dan „mereka‟. Pada masyarakat Indonesia dan Malaysia di Wilayah Temajuk, ketika melakukan kegiatan ekonomi, tidak ada lagi perbedaan dua bangsa dengan perbatasan dan aturan-aturannya.

Adapun produk yang diperdagangkan para pedagang muslim di Desa Temajuk Kecamatan Paloh Kabupaten Sambas adalah : (Profil Desa Temajuk Tahun 2017).

Tabel. 1 Produk yang Di Perdagangkan Sampai Sekarang

Produk- Produk yang di Perdagangkan							
Perikanan	Perkebunan	Sembako	Pakaian	Bahan Bangunan	Kehutanan	Elektronik	Pariwisata
Ikan Lobster Ubur-ubur	Lada Karet Buah-buahan	Beras Indomi Deterjen	Baju Celana Jean	Semen Tehel	Kayu	Parabola	Pantai Air Terjun

Sumeber : Kantor Desa Temajuk Kec. Paloh Tahun 2017

Melihat produk yang diperdagangkan di perbatasan memberikan peluang yang menguntungkan bagi penduduk Desa Temajuk Kecamatan Paloh Kabupaten Sambas karena hampir semua hasil bumi mereka jual di perbatasan dengan menghasilkan Ringit malaysia dengan nilai tukar rupiah yang cukup tinggi, apalagi melihat tipelogi dan geografis Desa Temajuk yang berada di ekornya Kalimantan memiliki berbagai potensi terutama perdagangan antar negara diharapkan menjadi pusat perdagangan internasional karena relatif dekat dengan Negara Malaysia, Singapura, Kepulauan Natuna dan Batam, peluang ini menjadikan Pemeritah untuk segera membuka Pos Lintas Batas Negara yang kedua setelah Aruk Kecamatan sajingan.

Pedagang Melayu Muslim di Daerah Perbatasan Indonesia–Malaysia dalam berdagang secara syariah sudah terbiasa di praktekan dengan berlandaskan saling kepercayaan, kekeluargaan, mereka tidak meninggalkan konsep bisnis Muhammad Pemasaran syariah yang sangat memperhatikan, *Sidiq, amanah, fathanah, tabligh,* karena bagi para pedagang muslim di perbatasan bagi mereka yang tidak melakukan konsep tersebut mereka akan tersingkir dan tersisih dengan tersedirinya dari pasar komunitas pedagang melayu muslim karena akan mencoreng nama pedagang di desa Temajuk dan membawa nama Negara dan membawa suku melayu akibat kecurngan-kecurangan yang di lakukan (Buchari Alma dan Doni Juni Priansah, 2014).

Penelitian ini diarakan pada aspek kegiatan Pedagang Melayu Muslim di Daerah Perbatasan Indonesia–Malaysia terkait (1) bagaimana praktik Pedagang Melayu Muslim di Daerah Perbatasan Indonesia–Malaysia, (2) Bagaimana strategi Pedagang Melayu Muslim di Daerah Perbatasan Indonesia –Malaysia, (3) Bagaimana peluang dan kendala Pedagang Melayu Muslim di Daerah Perbatasan Indonesia –Malaysia.

Metode penelitian

Keinginan untuk menghasilkan data yang bersifat deskriptif, gambaran yang sistematis, faktual serta akurat mengenai fakta-fakta, sifat-sifat serta hubungan antara fenomena yang diamati dan dianalisis dengan pendekatan kualitatif. Penelitian dibimbing oleh paradigma kualitatif didefinisikan sebagai suatu proses penelitian untuk memahami masalah-masalah manusia atau social dengan menciptakan gambaran menyeluruh dan kompleks yang disajikan dengan kata-kata, melaporkan pandangan terinci diperoleh dari para sumber informasi, serta dilakukan dalam latar (*setting*) yang alami. Dalam mengungkapkan dan memahami sesuatu di balik fenomena yang sedikit pun belum diketahui hal ini dapat digunakan metode kualitatif karena metode ini juga dapat digunakan untuk mendapatkan wawasan tentang sesuatu yang baru sedikit diketahui. Demikian pula metode kualitatif dapat memberikan rincian yang kompleks tentang fenomena yang sulit diungkapkan oleh metode kualitatif (Anselm Strauss & Juliet Corbin, 2007).

Penelitian ini bertujuan untuk menyediakan penjelasan tersurat mengenai struktur, tatanan dan pola yang luas terdapat dalam suatu kelompok partisipan. Dalam penelitian

ini, peneliti adalah instrument kunci. Oleh karena itu, peneliti melakukan upaya-upaya menganalisis, dan mengkonstruksi objek yang diteliti agar menjadi lebih jelas. Berkaitan dengan konteks etisnya, penelitian ini lebih menekankan pada makna dan terikat nilai. Disamping itu Peneliti ini diarahkan untuk mengungkapkan masalah belum jelas, untuk mengetahui makna yang tersembunyi, untuk memahami intraksisosial, untuk mengembangkan teori, untuk memastikan kebenaran data dan meneliti sejarah perkembangan. Penelitian ini dilakukan di Desa Temajuk Kecamatan Paloh Kabupaten Sambas Perbatasan Indonesia-Malaysia.

Prinsip Berdagang Rasulullah

Rasulullah Muhammad SAW, pernah mengatakan bahwa sebagian besar rezeki manusia diperoleh dari aktivitas dagang. Hal ini disabdakan beliau dalam hadits yang diriwayatkan oleh Ibrahim Al-Harabi, *"ist'ah al-asyari ar-rizqi minat tijjarah"* artinya berdaganglah kamu, sebab lebih dari sepuluh bagian penghidupan, Sembilan di antaranya dihasilkan dari berdagang. Dalam ilmu ekonomi, perdagangan secara konvensional diartikan sebagai proses saling tukar menukar yang didasarkan atas kehendak sukarela dari masing-masing pihak. Mereka yang terlibat dalam aktivitas perdagangan dapat menentukan keuntungan maupun kerugian dari kegiatan tukar-menukar secara bebas itu.

Sebaliknya, prinsip dasar perdagangan menurut islam adalah adanya unsur kebebasan dalam melakukan transaksi tukar-menukar, tetapi kegiatan tersebut tetap disertai dengan harapan diperbolehkan keridhaan Allah SWT. Dan melarang terjadinya pemaksaan. Oleh karena itu, agar diperoleh suatu keharmonisan dalam sistem perdagangan, diperlukan suatu "perdagangan yang bermoral". Rasulullah SAW secara jelas member banyak contoh tentang sistem perdagangan yang bermoral ini, yaitu perdagangan yang jujur dan adil serta tidak merugikan kedua belah pihak. Sabda Rasulullah Muhammad saw yang diriwayatkan oleh Abu Sa'id menegaskan: *"saudagar yang jujur dan dapat dipercaya akan dimasukkan dalam golongan para nabi, golongan orang-orang jujur dan golongan para syuhada."* (Sunan Tirmidzi, 1130).

Hadits tersebut menunjukkan bahwa dalam setiap transaksi perdagangan diperintahkan untuk lebih mengutamakan kejujuran dan memegang teguh kepercayaan yang diberikan orang lain. selain itu, dalam setiap transaksi perdagangan dituntut harus bersikap sopan dan bertingkah laku baik sebagaimana disebutkan dalam hadits yang diriwayatkan oleh Bukhori *"rahmat Allah atas orang-orang yang berbaik hati ketika ia menjual dan membeli serta ketika membuat keputusan".* Berdasarkan hadits tersebut, tampak jelas bahwa Muhammad saw telah mengajarkan untuk bertindak jujur dan adil serta bersikap baik dalam setiap transaksi perdagangan.

Profesionalisme Nabi dalam berbisnis melekat erat dengan krakter yang ada pada diri beliau. Krakter ini mencakup sifat-sifat Nabi yang mulia yaitu jujur (*shidiq*), menyampaikan (*tabligh*), dapat dipercaya (*amanah*), dan bijaksana (*fathanah*). Dalam konteks bisnis, sifat-sifat tersebut menjadi dasar dalam setiap aktivitas bisnis beliau yang kemudian menjadi sikap dasar manusiawi (*Fundamental Human ethics*) yang mendukung keberhasilan. Berikut ini diagram yang mengambarkan ruang lingkup krakter dasar nabi yang kemudian menjadi prinsip bisnis syariah:

Berdasarkan diagram diatas dapat diuraikan sebagai berikut :

Shiddiq

Shiddiq berarti "jujur" atau "benar". Dalam menjalankan bisnisnya, Nabi Muhammad selalu menunjukan kejujuran. Beliau meyakini betul bahwa membohongi para pelanggan sama dengan menghiyanati mereka. Mereka akan kecewa bahkan tertipu. Akibatnya, mereka tidak akan bertransaksi bisnis lagi. Akibatnya, lambat laun bisnis pun akan hancur.

Dalam manajemen pemasaran moderen, karakter *Shiddiq* menentukan terciptanya layanan informasi secara benar. Bahkan, karakter *Shiddiq* merupakan dasar yang harus menyertai aktivitas bisnis. Dengan jiwa *Shiddiq*, hak akan kepentingan pelanggan akan terpenuhi.

Kejujuran Nabi sebagai pembisnis dapat di jelaskan sebagai berikut:

a. Tidak mengingkari janji yang telah di sepakati.
b. Tidak menyembunyikan cat atau sesuatu yang di transaksikan.
c. Tidak mengelabui harga pasar.

Amanah

Amanah berarti "dapat di percaya". Dalam konteks ini, *amanah* adalah tidak mengurangi atau menambah sesuatu dari yang seharusnya atau dari yang telah di sepakati. Itu bisa terjadi antara penjual dan pembeli, penyewa dan yang menyewakan. Maupun antara penggadai dan yang menggadaikan. Setiap seorang yang diberi *ama>nah* harus benar-benar menjaga dan memegang amanah tersebut.

Fathanah

Fathanah berarti "cakap" atau "cerdas". Pebisnis yang cerdas mampu memahami peran dan tanggung jawab bisnisnya dengan baik. Dia pun mampu menunjukkan kreativitas dan inovasi guna mendukung dan mempercepat keberhasilan. Seiring itu, pebisnis yang cerdas mampu memberikan sentuhan nilai yang efektif dan efesien dalam melakukan kegiatan pemasaran.

Dalam transaksi muamalah, prinsip-prinsip yang dijiwai sifat *fathanah* tercermin dari:

- Mengadministrasikan dokumen transaksi.
- Menjaga propesionalisme dan kualitas pelayanan.
- Kreatif dan inovatif.
- Mengantisifasi perubahan yang terjadi di pasar, baik yang berhubungn dengan produk, teknologi, harga, maupun persaingan.

Tabligh

Secara bahasa, tabligh bisa dimaknai dengan "menyampaikan". Dalam kontek bisnis, pemahaman tabligh bisa mencakup argumentasi dn komunikasi. Penjual hendaknya mampu mengkomunikasikan produknya dengan strategi yang tepat. Dengan sifat *tabligh*, seorang pebisnis diharapkan mampu menyampaikan keungulan-keungulan produk dengan menari dan tepat sasaran tanpa meninggalkan kejujuran dan kebenaran (*Transparancy and fairness*). Dengan itu, pelanggan dapat dengan mudah memahami pesan bisnis yang di sampaikan. Menurut prinsip syariah, kegiatan pemasaran harus dilandasi semangat beribadah kepada Tuhan Sang Maha Pencipta, berusaha semaksimal mungkin untuk kesejahteraan bersama, bukan untuk kepentingan golongan apalagi kepentingan sendiri. Islam agama yang sangat luar biasa. Islam agama yang lengkap, yang berarti mengurusi semua hal dalam hidup manusia. Islam agama yang mampu menyeimbangkan dunia dan akhirat antara *hablum minallah* (hubungan dengan Allah) dan *hablum minannas* (hubungan sesama manusia). Ajaran Islam lengkap karena Islam agama terakhir sehingga harus mampu memecahkan berbagai masalah besar manusia.

Islam menghalalkan umatnya berniaga. Bahkan Rasulullah Shallallahu 'alaihi wa sallam seorang saudagar – sangat terpandang pada zamannya. Sejak muda beliau dikenal sebagai pedagang jujur. "Sepanjang perjalanan sejarah, kaum Muslimin merupakan simbol sebuah amanah dan di bidang perdagangan, mereka berjalan di atas adab Islamiah," ungkap Syekh Abdul Aziz bin Fathi as-Sayyid Nada dalam Ensiklopedi Adab Islam Menurut *al-Quran* dan *al-Sunnah* (Yusuf Qardhawi, 1995). Rasulullah *Shallallahu 'alaihi wa sallam* telah mengajarkan pada umatnya untuk berdagang dengan menjunjung tinggi etika keislaman. Dalam beraktivitas ekonomi, umat Islam dilarang melakukan tindakan batil. Namun harus melakukan kegiatan ekonomi yang dilakukan saling ridha, sebagaimana firman Allah swt.

يَٰٓأَيُّهَا ٱلَّذِينَ ءَامَنُواْ لَا تَأۡكُلُوٓاْ أَمۡوَٰلَكُم بَيۡنَكُم بِٱلۡبَٰطِلِ إِلَّآ أَن تَكُونَ تِجَٰرَةً عَن تَرَاضٖ مِّنكُمۡۚ وَلَا تَقۡتُلُوٓاْ أَنفُسَكُمۡۚ إِنَّ ٱللَّهَ كَانَ بِكُمۡ رَحِيمٗا ٢٩

Terjemahan :

> *"Hai orang-orang yang beriman, janganlah kamu saling memakan harta sesamu dengan jalan yang bathil, kecuali dengan jalan perniagaan yang berlaku dengan suka sama suka di antara kamu. Dan janganlah kamu membunuh dirimu; sesungguhnya Allah adalah Maha Penyayang kepadamu." (QS. al-Nisa: 29).*

Berdagang penting dalam Islam. Begitu pentingnya, hingga Allah SWT menunjuk Muhammad sebagai seorang pedagang sangat sukses sebelum beliau diangkat menjadi Nabi. Ini menunjukkan Allah SWT mengajarkan dengan kejujuran yang dilakukan oleh Muhammad bin Abdullah saat beliau menjadi pedagang bahwa dagangnya tidak merugi, malah menjadikan beliau pengusaha sukses. Oleh karena itu, umat Islam (khususnya pedagang) hendaknya mencontoh beliau saat beliau berdagang. Al-Quran juga mengatur kegiatan kehidupan atau muamalah. Juga etika perdagangan, penjualan atau pemasaran, sebagai etika marketing adalah sangat penting dari mesin perusahaan karena: pertama, perusahaan harus dapat menjamin produknya. Jaminan yang dimaksud mencakup dua aspek–material, yaitu mutu bahan, mutu pengolahan, dan mutu penyajian; aspek non-material mencakup kehalalan dan keislaman dalam penyajian. Kedua, yang dijelaskan Allah adalah manfaat produk. Produk bermanfaat apabila proses produksinya benar dan

baik. Ada pun metode yang dapat digunakan agar proses produksi benar dan baik, menurut Al-Quran, sesuai petunjuk dalam QS. al-An'am: 143 yang berbunyi:

ثَمَٰنِيَةَ أَزۡوَٰجٖۖ مِّنَ ٱلضَّأۡنِ ٱثۡنَيۡنِ وَمِنَ ٱلۡمَعۡزِ ٱثۡنَيۡنِۗ قُلۡ ءَآلذَّكَرَيۡنِ حَرَّمَ أَمِ ٱلۡأُنثَيَيۡنِ أَمَّا ٱشۡتَمَلَتۡ عَلَيۡهِ أَرۡحَامُ ٱلۡأُنثَيَيۡنِۖ نَبِّـُٔونِي بِعِلۡمٍ إِن كُنتُمۡ صَٰدِقِينَ ١٤٣

Terjemahan :

> *"Beritahukanlah kepadaku (berdasarkan pengetahuan) jika kamu memang orang-orang yang benar."*

Ayat ini mengajarkan kepada kita, untuk meyakinkan seseorang terhadap kebaikan haruslah berdasarkan ilmu pengetahuan, data, dan fakta. Jadi, dalam menjelaskan manfaat produk, nampaknya peranan data dan fakta sangat penting. Bahkan sering data dan fakta jauh lebih berpengaruh dibanding penjelasan.

Ketiga, penjelasan mengenai sasaran atau kustomer dari produk yang dimiliki oleh perusahaan. Makanan yang halal dan baik yang menjadi darah dan daging manusia akan membuat kita menjadi taat kepada Allah. Sebab konsumsi yang dapat menghantarkan manusia kepada ketakwaan harus memenuhi tiga syarat: (1) Mater yang halal, (b) Proses pengolahan yang bersih (thaharah), dan (3) Penyajian yang Islami (Afzalur Rahman, 1995).

Pedagang Muslim dalam Etika Bisnis Syariah

Islam memang menghalalkan usaha perdagangan, perniagaan dan atau jual beli. Namun tentu saja untuk orang yang menjalankan usaha perdagangan secara Islam, dituntut menggunakan tata cara khusus, ada aturan mainnya yang mengatur bagaimana seharusnya seorang Muslim berusaha di bidang perdagangan agar mendapatkan berkah dan ridha Allah SWT di dunia dan akhirat. Aturan main perdagangan Islam, menjelaskan berbagai etika yang harus dilakukan oleh para pedagang Muslim dalam melaksanakan jual beli. Dan diharapkan dengan menggunakan dan mematuhi etika perdagangan Islam tersebut, suatu usaha perdagangan dan seorang Muslim akan maju dan berkembang pesat lantaran selalu mendapat berkah Allah SWT di dunia dan di akhirat. Etika perdagangan Islam menjamin, baik pedagang maupun pembeli, masing-masing akan saling mendapat keuntungan.

Pada hakikatnya dalam sebuah perdagangan menurut Islam di kenalnya pasar dan landasan dalam perniagaan Islam adalah pasar. Aturan yang paling mendasar untuk menegakkan yang benar dan yang salah dalam perniagaan adalah menurut fiqh yang bersumber pada al-Quran dan al-Sunnah kepada contoh ilmu dan amal dimulai masa Rasulullah salallahu alaihi wassalam dan tiga generasi awal yang terbaik. Pasar adalah tempat dimana terjadi jual beli barang dan jasa. Pasar adalah tempat umum bagi khalayak. Pasar tidak dimiliki, namun setiap orang yang datang berhak menggunakan lapaknya, dan berjual beli sampai malam. Kebebasan pasar adalah hal pokok dalam membahas perniagaan Islam. Sayangnya pernyataan `kebebasan pasar` telah dicemari oleh para ekonom-ribawi. Perbedaan terpenting pasar bebas Islam dan pasar kapitalistik adalah hal seperti bunga, pasar uang, surat hutang, kredit berbunga, bursa efek dianggap sebagai bagian kebebasan pasar maka bagi kita umat Islam riba adalah pelanggaran dan ketidak adilan yang dilarang oleh Allah dan rasulnya.

Muhamad dalam mencari nafkah yang halal beliau bekerja keras menggeluti profesi dagangnnya, dan ini di geluti tidak hanya untuk memenuhi biaya hidup namun juga beliau menggeluti ini untuk membangun reputasi beliau kepada orang-orang kaya datang

dan menanamkan modal kepadanya. Dan beliau memperhatikan bagaimana memberikan pelayanan terbaik dalam berdagang, beliau telah membuktikan diri sebagai pembisnis terbaik dalam melayani pelanggan sepenuh hati (*Itqan*) pada mitra bisnisnya.

Peta Desa Temajuk Kabupaten Sambas Kalimantan Barat Perbatasan Indonesia-

Perbatasan Indonesia-Malaysia

Wilayah perbatasan saat ini memasuki paradigma baru pengembangan wilayah. Sebagai wilayah yang muncul akibat globalisasi maupun desentralisasi kebijakan, terjadi pergeseran paradigma keamanan menuju kesejahteraan. Karakteristik yang berbeda dengan wilayah lain (immobilitas faktor produksi, biaya transaksi dan delay, sistem ekonomi yang berbeda, isu institusi, penetapan perwilayahan dan peran sektor informal) mendorong fungsi ekonomi wilayah tersebut pada sisi internal maupun eksternal. Perspektif ekonomi di wilayah perbatasan cenderung meningkat seiring perubahan paradigma tersebut. Dengan latar belakang diatas, Indonesia Kabupaten Sambas Dea Temajuk merupakan wilayah perbatasan dengan aktivitas ekonomi tertinggi dengan dinamika aktivitas ekonomi yang ditunjukkan dengan meningkatnya arus pergerakan baik orang atau barang.

Tinjauan terhadap secara teoritis mencontohkan adanya peluang peningkatan pertumbuhan ekonomi, dari kesempatan ekonomi tersebut, namun sampai saat ini kedua daerah di perbatasan belum menunjukkan adanya perkembangan dalam konteks pengembangan sebuah kawasan perbatasan antarnegara dari perspektif ekonomi yang mendukung fungsi kedua negara sebagai pusat pertumbuhan. Penelitian ini bertujuan untuk merumuskan strategi Pedagang Melayu Muslim di Daerah Perbatasan Indonesia – Malaysia ditinjau dari pembangunan ekonomi yang berpenduduk muslim. Temuan studi ini diharapkan dapat menjadi arahan yang lebih spesifik terhadap pengembangan potensi ekonomi Kabupaten Sambas di perbatasan dalam perumusan strategi yang mendukung kebijakan pemerintah. Implikasi pengembangan kawasan perbatasan ditinjau pula dari pendekatan atas element best practice dan kajian teoritis dalam konteks pengembangan kawasan perbatasan yang selanjutnya menjadi masukan bagi perumusan strategibagi kedua negara. strategi pengembangan perbatasan tersebut antara lain adalah mendorong regulasi yang kondusif dan operasional bidang pengembangan perekonomian kawasan perbatasan.

Posisi Kawasan Desa Temajuk yang berada di Utara wilayah Kecamatan Paloh Kabupaten Sambas secara geografis sangat strategis karena selain berbatasan langsung dengan Wilayah Negara Malaysia, juga relatif dekat dengan Negara Singapura, Kepulauan Natuna dan Batam, fenomena yang terjadi: walaupun berada pada posisi strategis sebagai kawasan yang berbatasan langsung dengan wilayah Teluk Melano dan Serawak-Malaysia, namun perkembangan kawasan Temajuk sangat lamban dibandingkan dengan wilayah tetangga, hal ini disebabkan selain oleh keterbatasan dan kesenjangan berbagai infrastruktur, terutama infrastruktur jaringan transportasi darat yang mengakibatkan sulitnya mobilisasi dan aktivitas pergerakan barang, peralatan dan jasa, serta menimbulkan kawasan permukiman yang menyebar dan terisolir. Kondisi demikian mengakibatkan terjadinya kesenjangan sosial, ekonomi, lingkungan dan keamanan di kawasan perbatasan.

Kesimpulan

Lintas batas yang tidak diawasi ini sebelumnya tidak menjadi masalah dalam pengertian perekonomian subsisten saat itu. Namun sekarang zona perbatasan di Temajuk Paloh Indonesia Telok Melano Malaysia semakin terintegrasi dengan pasar dunia. Posisi geografis yang menguntungkan, sebagai pintu gerbang perdagangan transnasional serta kondisi transportasi darat dan laut yang mendukung, menjadi aset bagi kedua negara. Perdagangan di perbatasan kini berhadapan dengan berbagai aturan tidak saja dari Indonesia, juga dari Malaysia. Perdagangan lintas batas menjadi tidak leluasa seperti dulu, memberi alasan terhadap kemunculan pasar-pasar di perbatasan. Fenomena yang terlihat, suatu masyarakat pedagang muslim yang saling berkontribusi dan bekerjasama untuk sebuah keberlangsungan ekonomi serta mereka telah menciptakan model bauran pemasaran. Yang saya sebut sebagai Pedagang Melayu Muslim di Perbatasan. Identitas etnik serta agama yang baru ini dijadikan sumber manfaat untuk suatu kepentingan tertentu dan jaminan masa depan. Kepentingan yang sama dalam memenuhi kebutuhan untuk kelangsungan hidup, mendorong mereka membangun jaringan ekonomi, membuat pasar bagi pedagang muslim dengan budayanya sendiri, yang mengarah kepada terbentuknya integrasi ekonomi di perbatasan antar dua negara. Dalam rangka meningkatkan dan mempertahankan pelanggan yang terus menerus para pedagang muslim di perbatasan sangat scara tidak langsung sudah menerapka teori marketig mix dan marketing syariah, salah satunya para pedagang sudah memperhatiakan poroduk, mereka memperdagangkan produk yang halal dengan sistim penawaran dan penjualan suka sama suka karena di dasari kearifan lokal yang di bentuk oleh kondisi lingkungan dan masyarakat yang mayoritas Muslim.

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