

Conference Proceedings
September 2014

Shanghai China

CCIB

International Conference on
Culture Creative Industry and e-Business

CSS

Shanghai International Conference on
Social Science

Conference Proceedings

September 13-15, 2014

Shanghai, China

SICSS

Shanghai International Conference on Social Science

ICCIB

International Conference on Culture Creative Industry and e-Business

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Content

General Information	3
Conference Venue Information & Floor Plan	4
Conference Excursion- Shanghai City Half Day Tour	5
Conference Organization	6
APCEAS International Committee Board	6
Special Thanks to Session Chairs	7
Conference Schedule	8
Keynote Speech	10
Oral Sessions	11
Society (1)	11
SICSS-1656	13
SICSS-1707	14
SICSS-1722	27
SICSS-1760	34
SICSS-1808	47
SICSS-1801	48
Culture	49
SICSS-1706	50
SICSS-1823	61
SICSS-1836	70
Culture Creative Industry	71
ICCIB-24	72
ICCIB-25	82
ICCIB-27	84
Education (1) / Psychology	92
SICSS-1742	93
SICSS-1772	105
SICSS-1818	120
SICSS-1700	121
SICSS-1703	131
Politics / Law	144
SICSS-1781	145
SICSS-1718	159
SICSS-1764	171
Finance / Economy / Management / e-Business	185
SICSS-1779	186

SICSS-1816	199
SICSS-1681	208
ICCIB-18	211
Education (2) / Society (2)	222
SICSS-1688	223
SICSS-1825	224
SICSS-1794	231
SICSS-1705	243
Poster Sessions.....	244
Management / Society / Law / Culture	244
SICSS-1665	245
SICSS-1667	247
SICSS-1824	248
SICSS-1704	263
SICSS-1650	265

Conference Schedule

Saturday, September 13, 2014

Executive Committee Meeting (Committee Only)

Sunday, September 14, 2014

Oral Sessions

Time	Information
08:30-15:00	Registration
09:00-10:30	Room Boston --- Society (1)
10:30-11:00	Tea Break
11:00-12:30	Room Boston --- Keynote Speech Room Queens --- Culture
12:30-13:30	Lunch Time
13:30-15:00	Room Boston --- Culture Creative Industry Room Queens --- Education (1) / Psychology
15:30-19:30	Conference Excursion- Shanghai City Half Day Tour

Sunday, September 14, 2014

Hallway, 3F

Poster Session

Time	Information
09:00-10:30	Management / Society / Law / Culture

Monday, September 15, 2014

Oral Sessions

Time	Information
08:30-15:00	Registration
09:00-10:30	Politics / Law
10:30-11:00	Tea Break
11:00-12:30	Finance / Economy / Management / e-Business
12:30-13:30	Lunch Time
13:30-15:00	Education (2) / Society (2)

Keynote Speech

Room Boston

Sunday, September 14, 2014 11:00-12:30



Eun Jin Hwang

Associate Professor

Indiana University of Pennsylvania, USA

The Influence of Higher Education Institutions' Involvement in Social Networking on Teaching and Learning

Bio

Eun Jin Hwang, Ph.D. is an associate professor of Fashion Merchandising Program in the Department of Health and Human Development at Indiana University of Pennsylvania. Her Ph.D. is from the Virginia Polytechnic Institute and State University. Her research and teaching mainly concern fashion merchandising, strategic management with respect to textiles and apparel and the textile and apparel industry and trade.

Oral Sessions

Society (1)

Room Boston

Sunday, September 14, 2014 09:00-10:30

Session Chair: *Ercüment Erbay*

SICSS-1656

Childrens Rights in Turkey

Ercüment Erbay | *Hacettepe Iniversity*

SICSS-1707

Preliminary Analysis of a Public Health Twitter Campaign: World Health Day 2014

Dan Dumbrell | *University of Sydney*

Robert Steele | *CQ University*

SICSS-1722

Empowering Marginal Communities in Rain City to Shape Human Resources Excellence and Entrepreneurship

Surianie Sunarto | *Bogor Agricultural University*

Mdan Mardani | *Bogor Agricultural University*

Mtan Paramitahasannah | *Bogor Agricultural University*

Agas Harianto | *Bogor Agricultural University*

Laras Lestari | *Bogor Agricultural University*

Megawati Simanjuntak | *Bogor Agricultural University*

Juni Artanto | *Bogor Agricultural University*

SICSS-1760

Performances, Working Factors and Professional Support Needs of Interdisciplinary Teams to Intervene Abused and Neglected Children

Aksornprom - Aksornprom | *Sukhothai Thammatirat Open University*

SICSS-1808

Women's Role in the Fishermen's Family Welfare

Istiqlaliyah Muflikhati | *Bogor Agricultural University*

Anna Fatchiya | *Bogor Agricultural University*

Lilik Noor Yuliati | *Bogor Agricultural University*

SICSS-1801

Entrepreneurial Intention of Fisherman's Wife: Motivation, Barriers, and Social Capital

Lilik Noor Yuliati | *Bogor Agricultural University*

Istiqlaliyah Muflikhati | *Bogor Agricultural University*

Anna Fatsiya | *Bogor Agricultural University*

SICSS-1722

Empowering Marginal Communities in Rain City to Shape Human Resources Excellence and Entrepreneurship

**Surianie, Idan Mardani, Intan Paramitabasanah, Agus Harianto, Laras Lestarai,
Megawati Simanjuntak, Rico Juni Artanto**
Bogor Agricultural University, Indonesia
agusagb47@yahoo.com

Abstract

The existence of transgenders is a reality that can not be denied in society and environment that is not a new story. Transgender is a marginal community, which does not have a place in society. Profession as a commercial sex worker become a label that attached to transgenders. Bogor city, known as the Rain City has one community of Gay, Transgenders, Man Love Man named *Warna Lentera Pakuan (WLP)*. A total of 320 transgenders recorded in this community. This program is a transgender empowering with activities that can support creativity, motivation to work, and increase their confidence in the public. Various activities are carried such as Outbound, Entrepreneurship Motivation, Real Entrepreneurship, Interests and Talent Sharpening Action, Transgender's Preneur Showtime by forming *Borontok* Fried Rice business, continuity programs and advocacy efforts. In the long term, through the activities of this programs are expected to foster positive souls within the transgender and slowly turn them back into the common social norms. The methods in this program are self motivation and life skills education. This program has developed a transgenders empowerment guide module named "Life Skills Achieve Your Personal Best".

Keywords : empowerment, life skill education, self-motivation, transgender

Introduction

The existence of transgenders is a reality that can not be denied in society and not a new story in the environment nowadays. Transgender is a marginal community, which does not have a place in society. In the socialization process with public, transgenders faced many problems, include: (1) the tendency of identity confusion, (2) unacceptance of social and environment. Furthermore, transgender also face the complexity of legality (Lerner & Spanier in Koeswinarno, 2004). Problem that is faced by transgenders tend to their position as a community irregularities in the public. Society with social order considered them as a phenomenon out of the ordinary that confront the norm.

The existence of transgenders in order of social life including in Bogor nowadays can not be avoided, even this minority community will continue to grow as long as there is no obstacle. The transgender community's life makes them feel comfortable. However, it is worth nothing that transgender (*transsexual*), *homosexual* (sexual behavior that is addressed to a type), and *tranvetisme* (convenience goods to wear the opposite sex) are the three types of sexual deviations that can not be equated. Transgenders as minorities social being tend to prefer to be treated as a woman, so that the social environment, a transsexual will continue to seek community to acknowledge its existence.

In fact, grouping exclusively make transgenders generate new conflicts in social life, especially related to subsistence activities in society, transvestites often ostracized and abandoned. Many people are reluctant to hire them. On the one hand, people do not open up educational opportunities, rights and decent living as a community in the same country, while on the other hand transgenders keep being prosecuted and blamed for the irregularities committed. In fact, as the rampant cases of prostitution, transgenders often accused as the perpetrator.

In 2006, the number of transgender in Indonesia reached 35,300 people. In Bogor current number reaches 320 transgender who have been recorded by the community Bogor Transgenders Community (Indonesian: Gay, Waria, Lelaki suka lelaki/GWL) Bogor (Nurdiansyah, 2006). This community organization is managed by a working group from the Bogor Department of Social Welfare with the name "Warna Lentera Pakuan". Currently, only development programs carried out by NGOs at home and abroad. In addition, the transvestites only given condoms to help prevent HIV / AIDS than for training and *hard skills and soft skills* improvement.

By looking at the social conflicts faced by the transgender community as well as looking at the potential possessed transgender especially in Bogor, necessary action for the empowerment of the transgender. This program is designed by using unique methods and easy to applied. Broadly speaking, this program combines elements of learning hard skills and soft skills such as training, practice, and educational *games* that can support transgender creativity and ability. The approach used in this activity is a humanist and familiarity approach so between the program managers (students) and beneficiaries (transgenders) are not only limited to the relationship established rigid implementation of the program but also ~~formed~~ ties of kinship. This approach will affect the level of acceptance of the program by participants. In the future, this program will not only involve transgenders as an object of empowerment, but also Social Welfare Departement of Bogor, Bogor Government District, and media partners to support the sustainability of the program by keep sticking fast to the

long-term goal is empowering to be the excellent human resources and *entrepreneurial* spirit in accordance with social norms.

Objectives

The purpose of the community service program is to develop and shape the transgender confident character so that they can work and have a entrepreneurship as an initiation towards transgender-preneur. Then, this program gives them a skill about entrepreneurship.

Overview of Community

The targets of this program are Bogor transgender. Transgender has formed a community called Warna Lentera Pakuan (WLP). Currently the number of transgender who have been netted and join a WLP community in Bogor as much as 320 people. Of this total, 5 percent did not continue to pursue secondary education, 60 percent of them go to junior high school, 30 percent go to the senior high school level, and 5 percent go to college. The activities of daily transgender ranging such as sex commercial worker, street singers, salon workers, shop assistants, and entrepreneurs. Transgender sex commercial workers are those who work as commercial sex workers. Transgender of this type have almost instantaneous character and tend to look for a job that is easy to make money. Of the total of 320 transgenders in Bogor 60 percent of them work as prostitutes. Prostitute transgender sell the sex from about 09:00 pm to 03:00 am. Day-to-day operations as well transgender uneven every day. Typically, the effective day-to-day operations is on Saturday night, Sunday night and Monday night.

The second type is transgender street singers. The activities of these transgender singers is done at night. Unlike the transgender prostitutes, types of this tend to be more aggressive and committing a crime. Furthermore, the third type are home transgender. This types tend to do activities at home. Their daily activities are as workers in the salon, minister of the shop, a boutique, a housekeeper, and waitress at a cosmetic store. The latter is a high class transgender. This shemale types tend to come from a wealthy family who has a store, salon, or the business itself.

Research Methodology

There are two methods used in this program, which is self motivation and life skills education. Self motivation metode is the first step to form a transgender character before receiving life skills education. Life skills education methods aimed at improving the quality of life that is formed through education and training. Advocacy is a step PKM team to bridge the transvestites to be one community in the list of social welfare issues Bogor. In addition, the team with program participants strive to make this program as a Strategic Programme shemale Bogor. In a study conducted by Rr. Beautiful Mustikawati written in 2013 in the journal *The Simple Strategy of Transgender Economic Empowerment Through Life Skill*

Education there are five effective strategies, strategies participants entrepreneurship training, training service strategy, strategy formation unit operations, sustainable development strategy for transgender, and capital equipment assistance strategy.

Results and Discussion

This Marginal Community Empowerment Program has been conducted since February 2014. Opening program on February 14, 2014 that held at the WLP Secretariat in Tajur, Bogor, West Java by the target of the program are as many as 20 people from the transgender community. At this event, has also agreed *timeline* routine activities and meeting is every Tuesday at 13:00. The following description is presented transgender empowerment program implementation and its outcomes have been achieved:

Outbound

The event was held at the Bogor Botanical Garden on Tuesday, February 18, 2014. The purpose of this activity is to increase team cohesiveness and togetherness, to train the skill of leadership and creativity of transgenders. This activity is designed in the form of games. There are three games in the outbound. First, a running game with tied legs. Second, balloons bursting games with closed eyes, and the final game is drawing business dreams. Participants were divided into two groups with the same number of members. During outbound all participants seemed happy and did good teamwork. Participants who attended were 23 people, consisting of 20 members and 3 members of the transgender community KPAD (Regional AIDS Commission) Bogor city. The achieved results from this program is participants can apply the values of leadership and teamwork in any given game, and have created a fairly close relationship between CRP and participants.

Transgender E-Mo (Transgender Entrepreneur Motivation)

Transgender E-Mo held on Tuesday, February 25, 2014 at 13:00 until 16:00. This activity is conducted indoors, precisely at the Regional AIDS Commission of Bogor with lectures, and discussions. The provided material is motivation how to start a business, how to get a business idea, and why we have to have a business. Method of telling the profile of one of the characters that are considered to have a good career in the corporate world is also done in this activity. Participants who attended the event were about 12 people. The success indicators of this activity can be seen from the distributed questionnaires and testimony of participants. From the results of the questionnaires, 100% of participants would like to open a business such as saloon, cosmetology, and culinary.

Transgender Talent Interests Sharpening Action

This activity is carried out in one of the participant house in the Bubulak Bogor precisely on March 4, 2014. The series of training activities are bridal makeup, make-up, training of making fried rice green, and sewing training archetype. This activity is carried out within a time *Shiff*. This activity is carried out by the method of practice. A display gives examples, and participants pay close attention, then participants were also asked to practice again the material being studied. Examples are cooking, cosmetology, and sew with straight practice on paper as a basic pattern stitches. The number of participants who attended the event is 18 people. The success of the activities seen from the enthusiastic participants. The results of questionnaires distributed after the activity takes participants indicated a desire to open a business field. This activity also adds to the knowledge and skills of the transgender about a lot of things that need to be considered in starting a business.

Transgender Reship (Transgender Real Entrepreneurship)

Implementation of activities in the Office of Real Entrepreneurship KPAD Bogor held on March 11, 2014. The activities educate the transgender on the procedures for calculation of profit and loss as well as simple bookkeeping accounting business. The material provided is a simple calculation of profit and loss and *cash flow* in the business. The number of attendees is 11 people. In this activity the participants know the business planning procedures, and simple bookkeeping. In addition, participants can present the results of a SWOT analysis they have done in groups.

Show Time Preneur

Participants were divided into 2 groups, production and marketing groups. On April 5, 2014, the group processed fried rice production. Furthermore, April 6, 2014 transgender show time preneur implemented. This event is a Grand launcing Borontok Fried Rice implemented in Field Sempur during Car Free Day takes place. The results achieved from this activity, participants can sell their products, the sale went smoothly and participants benefit first. In addition, the public was introduced to the product "borontok fried rice" and get a positive response. Another result is an existing order for this product. Fried Rice Borontok effort has been inaugurated by the Head of the Department of Social Welfare and Java city of Bogor West on May 30, 2014.

Advocacy

Empowerment program which has been successfully implemented will not affect on going advocacy efforts to the absence of relevant stakeholders. Authors team has made efforts to bridge the advocacy community to be able to communicate and interact with stakeholders. Filing cooperation programs, hearings, and a search has been carried out venture capital

assistance. As for those who have advocated include (1) Social Service of West Java Province, (2) the Department of Labor, Social Affairs, and Transmigration Bogor, (3) Family and Society Empowerment Planning, (4) Bogor Department of Education, (5) Department of Trade and industrial city of Bogor, (6) Office of Cooperative and SMEs Bogor, (7) Rural Bank Bogor City, and (8) Forum Communications Small and Medium Enterprise of Bogor. The results of this advocacy is the establishment of cooperation and synergy in the implementation of the program and guarantee the sustainability of the transgender empowerment program that will fit into **the Social Service Program Strategic Plan 2015**. Additionally, there is an opportunity for proposals for operating funds to the Social Service Bogor.

The Business and Book Launching

This activity is the culmination of all empowerment programs that have been implemented. The event was attended by the Head of Community Empowerment Social Service of West Java Province, Bogor City Dept. of Social and Engineers, lecturers, which NGOs related Lekas, Regional AIDS Commission Bogor, RRI as media partners, as well as all participants empowerment programs. This activity has been carried out on the inauguration of Borontok Fried Rice business and launching modules transgender *empowerment, Life Skill Achieve Four Personal Best* with the ISBN number 978-602-98439-8-9. The module can be used as a **guide** in particular by the Department of Social Welfare and Bogor West Java Province to **empower** the transgender community. In addition, also held discussions between community **stakeholders** and NGOs can work together in the future in order to run a particular program of **empowerment**.

Dissemination to Public through the Media

Socialization transgender community empowerment programs to the public is done through **print** and electronic media. Transgender empowerment program has been published in the **daily** newspaper Pos Kota Bogor and Radar. In addition, the CRP team has done in the air **broadcast** radio and Radio Republik Indonesia Megaswara. This activity aims to disseminate **information** and educational programs to empower and encourage people who want to come **to the** empowerment of the marginalized communities in the environment. Socialization **through** the media held regularly every week with a radio broadcast in the Republic of **Indonesia Pro 2** every Friday at 16:30 to 17:30 pm.

General Evaluation

The program has been running about 4 months. Generally, the success of the program has **reached** 90%. Big dreams of this program was already realized by converting job towards a **better** participant. Participants also have a commitment to doing business KAUT Borontok

Fried Rice. In addition, through this program the team has managed to bridge the participants to get in and get the attention of Social Service Bogor.

Conclusion

The transgender empowerment program can shape attitudes become more confident and have an attitude. Socially, the programs is able to change the bad habits of the transgender become respectable habits, who had worked as a prostitute can be replaced by an entrepreneur product business that has been published is borontok fried rice.

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