

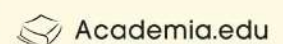
ADI JOURNAL

ON RECENT INNOVATION

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FOREWORD FROM CHAIRMAN OF ADI

By saying thanksgiving, Alhamdulillahrabbi 'Alamin,

It is a reputable Scientific Publication Media aim to foster research finding that concentrate on recent innovation and creativity to support advancement in global civilization and humanity, Adi Journal On Recent Innovation (AJRI) is continuously published by referring to the principles of journal writing. AJRI is a scientific journal published by Asosiasi Dosen Indonesia (ADI), to facilitate and accommodate the results of scientific journals of qualified academics in the field of Multidisciplinary.

According to the vision and mission of the AJRI Journal, In 2022, ADI Journal On Recent Innovation (AJRI) becomes a journal publisher who succeeds in accommodating information on the development of Multidisciplinary throughout the world, contributing to researchers in promoting information on Multidisciplinary in the world. Therefore, AJRI always supports the Ministry of Research, Technology and Higher Education, Revised Implementing Rules And Regulations (RIRR) to prepare as early as possible the generation of the nation to face the education revolution era, one of which is through the quality ADI Journal On Recent Innovation (AJRI) journal, digitally packaged and based on Open Journal System (OJS).

AJRI is published 2 (two) times a year, in March and September. Insya Allah, the quality improvement will be achieved by registering AJRI in the journal indexation with the national reputation Science and Technology Index (SINTA) and the international level indexation of Scopus.

It is expected that through this journal AJRI, the downstream of education in the field of Multidisciplinary science can be realized better so that it can be beneficial for the entire academic community in ADI in particular and the global community in general in order to increase knowledge of Multidisciplinary science.



Indonesia, Maret 2020

Dr. Dino Patti Djalal
Chairman Of ADI

<http://bit.ly/ForewordFromChairmanofADIV1N2>

FOREWORD FROM HEAD EDITORIAL

Bismillahirrahmanirrahim praise and gratitude we pray over the presence of the Allah SWT who has given grace and guidance so that it can be finished publishing the AJRI Volume 1 Number 2 Maret 2020. Where the publication of this journal can be defined as media documentation and scientific information if can help lecturers, students and researchers in publishing research results, opinions and scientific studies to a wide scientific community. Publication of the AJRI Volume 1 Number 2 contains 10 papers, which evolves in the field of Multidisciplinary. Expected to be beneficial to a wide scientific community.

As for 10 (ten) journal published in this edition are:

1. Ramdani Bayu Putra Fitri Yeni
Hasmaynelis Fitri
Diki Jasrizal Melta
The Effect Of Board Of Commissioners Ethnic, Family Ownership And The Age Of The Company Towards The Performance Of The Company LQ45 Company Listed In Indonesia Stock Exchange
2. Sardjana Atmadja
Gulam Gumilar
Update Health Policy Decision Making In Safe Motherhood Regional Issue
3. I Nyoman Anom Fajaraditya Setiawan
Balinese Script In Tattoo Media Commodity In Denpasar Bali
4. Ida Ayu Made Gayatri
I Nengah Suriata
Challenges And Opportunities Of Blind Masseurs In Increasing Competency Through Implementation Business Standards Of Massage Parlor
5. Ni Luh Putu Devi Diary
Luh Putu Virra Indah Perdanawati
Ade Maharini Adiandari
Bagus Arya Wijaya
Analysis Of The Effect Of Leadership And Organizational Culture On Organizational Citizenship Behavior With Job Satisfaction As An Intervening Variable At Ubud Wana Resort, Gianyar
6. Made Mulia Handayani
I Kadek Sara Mandiyasa
Ida Ayu Arini
Marketing Mix Analysis Business Success Ceremonial Means Fiber-Based In Bresela Village, Gianyar
7. Jaya Pramono
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10. Rojali
Dwita Indah Sari
Relationship Of Individual Characteristics, Physical Home Environment And Behavior With The Incidence Of Pulmonary Tb In Cijoro Pasir Village, Muara Village East Cijung And West Rangkasbitung Village, Rangkasbitung Subdistrict, Lebak Regency 2019

On this occasion, we invite researchers to submit a manuscript to our editorial summary. Finally do not forget we say many thanks to all those who have helped the publication of this journal, in particular to participate send articles to our editors. May be useful for all of us.



Indonesia, Maret 2020

Professor. Jalel Ben-Othman
Editor in Chief

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The Effect Of Board Of Commissioners Ethnic, Family Ownership And The Age Of The Company Towards The Performance Of The Company LQ45 Company Listed In Indonesia Stock Exchange

AJRI



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Abstract

This study aims to examine how the ethnic influence of the board of commissioners (Chinese) on company performance, family ownership of company performance and company age on company performance. And the effect of all independent variables on dependent. The population of this study is the LQ45 company listed on the Indonesia Stock Exchange from 2013-2017. The sampling technique in this study is Purposive Sampling. Based on observations from 2013-2017 the samples in this study were 23 companies from the LQ45 company. This study uses panel data and the method used is the Hausman Test using Random Effect Model.

The results of this study indicate that the Ethnic Board of Commissioners and family ownership do not affect the Company Performance while the Company Age has a positive effect on Company Performance. Taken together, it turns out that Ethnic Board of Commissioners, Family and Company Ownership have a negative influence on the Company's Performance in LQ45 Companies that are listed on the Indonesia Stock Exchange in 2013-2017. Finally, the authors suggest that the performance of the company increases the company must increase the Age of the Company by continuing to carry out or run company activities so that they have more experience and the authors also suggest that further research add variable size companies to get better research results.

Keywords: Ethnic Board of Commissioners, Family ownership, Company Age and Company Performance

1. INTRODUCTION

Company progress is determined by how the company's performance is able to maximize the profitability of the company. The company's performance increases from time to time, meaning the company can be said to be good or advanced. Company performance is a company's achievement that results from processes originating from the company's operational activities, namely the work that has been done in a certain period in accordance with the standards that have been applied, (Ramadhani & Pustikaningsih, 2017). Savira and Rohman (2016), Financial performance (Company Performance) is a picture of the overall financial condition of a company in a certain period concerning aspects of funding, measured by indicators of capital adequacy, liquidity, and profitability. The company's performance in utilizing assets to generate profits can be seen from the financial statements presented by management. Management will show the best performance of the company through financial statements that contain financial information and will later be useful for information users for economic and business decision making. Investors are more directed towards stable company shares compared to companies with high profit fluctuations.

Since the monetary crisis that occurred in Asian countries in the late 1990s, there was an idea to improve the corporate governance framework at the national and regional level. Jiang and Kim (2015), argued that in Corporate Governance Theory, the structure of the board has a strong influence on the actions taken by the board and top management which can ultimately affect the company's performance. Company performance is a measure of the level of management's success in managing the company's financial resources, especially in managing investments as an effort to create value for shareholders, (Sari & Usman, 2014). Company performance can be measured by profitability to the company's equity ratio. The following is profitability data to equity ratio per period for 10 LQ45 companies listed on Bursa Efek Indonesia (BEI) :

Table. 1
LQ 45 Company Performance

Kode perusahaan	ROE (RETURN ON EQUITY)				
	2013	2014	2015	2016	2017
AALI	18,55	22,16	5,95	12,02	6,10
ADRO	7,18	5,62	4,50	9,00	2,88
AKRA	11,48	13,26	14,53	12,97	7,94
ASII	21,00	18,39	12,34	13,89	15,00
BBCA	22,29	21,19	20,12	18,30	17,75
BBNI	19,00	17,75	11,65	12,78	13,65
BMRI	21,21	19,70	17,70	9,55	12,61
BSDE	21,66	21,63	10,64	5,56	17,70
GGRM	14,90	16,24	16,98	12,23	18,38
ICBP	16,85	16,83	17,84	16,56	17,43

Source: WWW.idx.co.id

Based on the table above we can see that the performance of the LQ45 company sample above that the company performance in the LQ45 company from 2013-2017 is unstable or fluctuating. An example is seen from companies with the company code AKRA in 2013 its ROE was 11.48 and in 2015 it increased by 14.53 and in 2017 it decreased by 7.94. And there are many more companies whose company performance has fluctuated. Based on the

performance condition of the LQ45 company above, the researcher wants to find out the factors that cause the LQ45 company's performance that has fluctuated. This study tries to measure the performance of the LQ45 company by making the ethnic board of commissioners, family ownership and company age the dominant factors that influence it.

Based on the phenomenon of the problem above, it can be formulated the problem of this study is whether the ethnic board of commissioners, family ownership and age of the company can affect the performance of LQ45 companies listed on the Bursa Efek Indonesia (BEI) throughout 2013 until 2017.

2. THEORETICAL BASIS

Company performance

Company performance is a complete view of the state of the company for a certain period of time and is a result or achievement that is influenced by the company's operational activities in utilizing the resources owned, (Helfert, 2003). Company performance shows the achievements of company employees in achieving company goals optimally. Company performance is the ability of employees to carry out the company's operational activities in achieving targets, standards and performance that have been set. Performance is an important thing that must be achieved by every company everywhere, because performance is a reflection of the company's ability to allocate resources (Aini & Nur, 2013). Company performance is a measure of the success of managers in running a company. This information is very useful for interested parties in the company such as the government, the public, creditors and shareholders.

Ethnic Board of Commissioners

According to Aulia, Budi, and SEI (2017), the board of commissioners is the organ of the company that is tasked with conducting general and / or specific supervision in accordance with the articles of association and providing advice to directors. Rørbæk and Knudsen (2017), Ethnicity is defined as groups with shared beliefs in shared descent which can be distinguished by descriptive differences such as language, race, religion, or place of origin. According to international meetings about the challenges in measuring the ethnic world, "ethnicity is a fundamental factor in human life. This is a symptom contained in human experience although this definition is often easily altered by others such as anthropologists Fredrik Barth and Eric Wolf, considering ethnicity as a result of interaction, and not the intrinsic nature of a group.

Family Ownership

According to La Porta, Lopez-de-Silanes, and Shleifer (1999) family ownership is the ownership of individuals and ownership of private companies (above 5%) that are not public, state, or financial institutions. Thus family ownership is not limited to companies that place their family members in CEO, commissioner or other management positions. Companies with family ownership constitute the majority of types of companies in Indonesia. This company is generally owned in majority by certain families or the ownership of shares is concentrated in certain families, (Job, 2008).

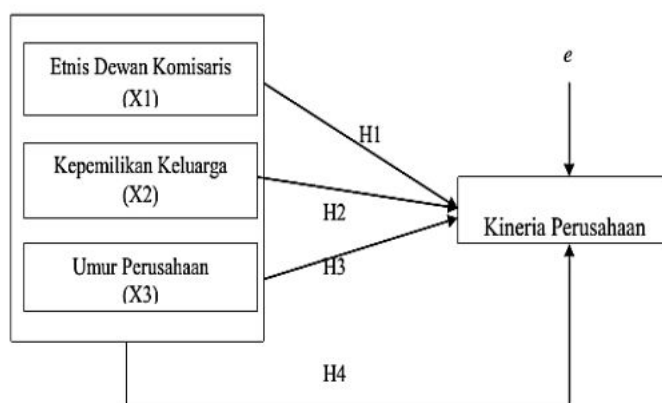
A company can be said to be family owned if the family is a controlling shareholder, or has a share of at least 20% of voting rights and is the highest shareholder compared to other shareholders (Hazrin et al., 2013).

Company Age

According to Syafi'i (2013), the age of a company is how long a company is able to survive, compete, and take business opportunities that exist in the economy. The age of the company is very influential on whether or not the company also affects the capital structure, especially related to the ability to get a loan. Older companies are more likely to get loans because they have been operating or operating for longer guarantees and have a higher level of trust. The assets pledged can be in the form of tangible fixed assets and other assets such as trade receivables and inventories.

Untari and Wahyuati (2014), the age of the company is also a factor that influences the company's performance in expressing its social responsibilities. The age of the company can show the ability to overcome difficulties and obstacles that can threaten the life of the company and show the ability of the company to take the opportunity in its environment to develop the business. Besides that the age of the company shows the ability in competence excellence.

Based on the description and theoretical study, the conceptual framework of this research can be presented :



3. METODE

Population and sample

The population in this study were all LQ45 companies listed on the Indonesia Stock Exchange in the period 2013-2017. The choice of a five-year time span aims to focus on the research only so that the results obtained will be maximal. The sample used in this study is LQ45 companies listed on the Indonesia Stock Exchange. The sampling technique in this study is purposive sampling meaning that the sample is chosen based on subjective considerations.

Where the requirements made as criteria must be met as a sample. As for the criteria for sample selection are as follows:

1. LQ45 group of companies listed on the Indonesia stock exchange.
2. LQ45 companies that survive in LQ45 companies from 2013-2017
3. The financial statements contain all data on ownership structure, total assets, ROA, ROE and company history.

From the sampling criteria after being reduced by the number of existing population, we get the number of samples that have met the criteria, as follows:

Table 2.
Sample Selection Process

No	Keterangan	Jumlah
1	Perusahaan LQ45 yang terdaftar di bursa efek Indonesia	45
2	Perusahaan yang tidak menetap pada perusahaan LQ45 dari tahun 2013-2017	(22)
3	Jumlah sampel perusahaan yang memenuhi kriteria	23

The operational and measurement of research variables

Performance of the company is the achievement of company work, (Fachrudin, 2011). The measuring instrument used is ROE (return on equity) with the formula:

$$ROE = \frac{\textit{laba bersih}}{\textit{total modal}}$$

Ethnicity is the backdrop of a person's origin with different characteristics and behavioural patterns. In the study, (Suhardjanto & Permatasari, 2010) Ethnic benchmark of the Board of Commissioners are :

$$\textit{Etnis dewan komisaris} = \frac{\textit{dewan komisaris keturunan Tionghoa}}{\textit{jumlah Dewan Komisaris}}$$

According to Harijono (2013), the search for family ownership is done by looking at the name of the Board of Directors and Board of Commissioners. If the name of the Board of directors and the Board of Commissioners tend to be equal in a few years and have a stake in the ownership of the company, it could be included in family ownership. With the formula as follows:

$$\textit{kepemilikan keluarga} = \frac{\textit{jumlah saham pihak keluarga}}{\textit{total saham beredar}}$$

Variable age companies are calculated starting from the listed company (listings) in the Indonesia Stock Exchange until the research is conducted. The company's age calculation is done by using formula:

$$\textit{umur perusahaan} = \textit{tahun ke - n} - (\textit{tahun first issue di BEI})$$

DATA ANALYSIS TECHNIQUES

Data analysis techniques using the Panel data regression analysis with the Eviews 9 tool. Where the testing phase begins with the selection of feasibility model through the test Chow

test, Hausman Test and test LM (leverage multiple). Afterwards followed by the classic assumption Test and a new research hypothesis test through the chosen eligibility model.

4. RESULT

Based on the selection of Model Y has been done, the model that should be used is a Random Effect model. Then before the model selection, the data was declared to have escaped the classic assumption Test, so that the estimation results are consistent and unusual. The result of the model data regression panel estimation as follows:

Table 3
Random Effect Model Estimation Result

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	35.56592	7.390950	4.812090	0.0000
ETNIS	-8.089797	14.66037	-0.551814	0.5822
KEPEMILIKAN_KEL				
UARGA	0.051543	6.718452	0.007672	0.9939
UMUR	-0.836266	0.345765	-2.418600	0.0173

Source: Data Processing result Panel 2019.

Based on the model estimation selected, the equation obtained the model of data regression panel as follows:

$$ROE_{it} = 35,565 - 8,089 ETNIS_{it} + 0,051 KEPEMILIKAN KELUARGA_{it} - 0,836 UMUR$$

1. Ethnic influence of the Board of Commissioners to company performance

The results of the analysis showed that the ethnic Board of Commissioners had a regression coefficient value of -8.089 and T-statistic of -0.551 with a probability value of $0.5822 > 0.05$ then it could be concluded that the ethnic variable of the Board of Commissioners in Parsia L has no effect on the company's performance in the LQ45 company listed on the Indonesia Stock Exchange in 2013-2017. Until H_0 was accepted and H_a was rejected.

The results of this study were not in line with the research results of Yulianti (2018), which concluded there was a negative influence of ethnic Chinese to the company's performance in a conventional bank company registered at IDX in 2014-2016. Further research (Ramadhani & Pustikaningsih, 2017) results of his research showing the existence of the Foreign Board of Commissioners has a significant influence on the company's performance.

2. Influence of family ownership on company performance

The results of the analysis show that family ownership has a regression coefficient value of 0.0515 and T Statistica of 0.0076 with a probability value of $0.993 > 0.05$ It can be concluded that the family ownership variable is partially tid It has significant effect on the company's performance in the LQ45 company listed on the Indonesia Stock Exchange in 2013-2017. Until Ho was accepted and Ha was rejected.

The results of this study differ from the research (Kausari, 2014) The results of his research mention that the family ownership is positively influential, significant to the company's performance as measured by ROA and ROE. Furthermore, the results of the research of Harahap and Wardhani (2012) that the results of the study stated that the family ownership has a positive effect on the account performance.

3. Company's age impact on company performance

The results of the analysis show that the examination age has a regression coefficient value of -0.8362 owns and T statistic of -2.4186 with a probability value of $0.017 < 0.05$ so that it can be concluded that the company's age variable in P The arisial effect positively on the company's performance in LQ45 companies listed on the Indonesia Stock Exchange in the year 2013-2017. So Ho was rejected and Ha accepted.

This research is in line with the research findings of Apriliani and DEWAYANTO (2017) which mentions that there is a positive influence between the company's age with the company's performance. Similarly, the results of Putra and Chabachib's Research (2013), which concluded that the company's age was positively influential, but not significant to the company's financial performance (ROE).

5. CONCLUSION

The test results of the hypothesis of the research concluded: that the ethnic board of Commissioners is partially negative and insignificant to the company's performance in the LQ45 company. While the family ownership has been partially negatively influential and insignificant to the company's performance in the LQ45 company and the company's age was partially influential positively and significantly towards the company's performance in the company LQ45 y Listed on the Indonesia Stock Exchange in 2013-2017.

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Update Health Policy Decision Making In Safe Motherhood Regional Issue

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Abstract

More than a half million women die every year because of complications related to pregnancy and child birth. Nearly all these deaths take place in developing countries. The disparity between maternal death rates in developing and developed countries is greater than for any other common category of death. Poor maternal health during pregnancy is directly linked to poor health in the infant. Therefore, a mother's health and survival continues to be critically important throughout a child's life. Pregnant women and children suffer first and most under poor socioeconomic conditions. To reduce maternal and morbidity in half by the 2000, the safe motherhood initiative was launched. The success of safe motherhood initiative depends on the active participation of a wide range of individuals and organizations who can contribute ideas, skills, and funds, because the problem stems not only from inadequate health services, but mostly also from the social, cultural, and economic environment in which women live. Health policy decision making in safe motherhood at least should be based on the assessment of Maternal Health situation and health services and the assessment of socio-cultural aspects of safe motherhood of each region.

Keywords : Maternal health, infant health and child survival, health policy in safe motherhood

I. INTRODUCTION

Hildbearing may be one of the most special events in women's life, but it may also be one of the most dangerous. Each year 500,000 women die of pregnancy-related causes where nearly all these deaths are in up to 100 times higher than that a woman in a developed country. In fact, more than a quarter are maternal deaths. Therefore, maternal deaths is considered to be the health indicator which shows the greatest differential between developing and industrialized countries (Mahler, 2017).

The majority of maternal deaths occur around the time of delivery, and much effort has gone into identifying and providing effective and appropriate delivery care to prevent these deaths (Rooney, 2012). The chain of factors that underlies poor maternal health is deeply rooted in the adverse socio-economic and legal environment in which women live. Bathia (2013) on his study on levels and causes of maternal mortality in Southern India demonstrated that approximately one-half of maternal deaths occurred at home or on the way to hospital and many of these deaths were actually preventable with regard to demographic, social, and behavioral factors. The problems are fundamental, the solutions require interlinked action, and the strategies must be long term.

The first International Conference on Safe Motherhood held in Nairobi in 1987, succeeded in creating an awareness of the magnitude of the problem and encouraging governments, particularly in the developing countries, to give high priority to the Safe Motherhood Initiative was launched to reduce a terrible human toll by improving socio-economic and political status for girls and women, making appropriate family planning for all, preparing high quality pre-natal and delivery care for all women and facilitating skilled obstetrics care for high-risk and emergency.

II. THE IMPORTANT ROLE OF MOTHER

As mothers, educators, and producers of goods, women play a pivotal role in common struggle for development. Therefore, a woman's death or poor health also has serious consequences for the health and well-being of her family, community and nation. Each year, seven million infants die within six weeks of birth because their mothers received inappropriate prenatal and delivery care. Poor maternal health during pregnancy is directly linked to poor health in the infant; and when a mother dies during childbirth, her infant is almost certainly to die as well (Tinker & Post, 2010). A mother's health and survival continues to be critically important throughout a child's life. Many of the conditions that cause death and disability in mothers are, therefore, directly linked to child mortality and morbidity as well. These deaths, however, are rooted in traditional customs and practices which give preferential treatment to boys in nutrition, education, and access to health care. Girls are married off at early age, and are expected to bear children under ten years of age-particularly girls children-were up to four times more likely to die if they had lost their mothers. and not as an independent document. Please do not revise any of the current designations.

III. PROBLEMS IN SAFE MOTHERHOOD

The biggest problem of safe motherhood in the developing world is under reporting and misclassification of maternal death that blur the picture of maternal mortality. Vital statistics when exist-sometimes grossly under estimate maternal death. The exact national figure is not always known because maternal mortality and morbidity data are scarce or cover only a limited area. According to WHO (2010) globally the highest level of maternal mortality is 1,000 live births and the lowest level is 5-10. The general maternal and perinatal mortality figures are not comparable due to the use of different definitions, and according to experienced researchers, under reporting may reach as high as 50% (Sastrawinata, 1987). The general factors associated with such high rates of maternal deaths have been identified as: (1) Malnutrition and anemia are common afflictions for women; (2) Health facilities are often inaccessible-financially, geographically, or culturally-or of poor quality; (3) Too many deliveries take place without assistance of a trained attendant; (4) Women also lack access to antenatal services and post-natal care that could save their lives; (5) Unsafe practices are common, and trained medical help is often sought only after life-threatening complications arise; (6) Communications, information, and transport systems are poorly

developed, making it difficult to link a dying woman with life-saving medical services.

The low priority accorded to maternal health is conceptualized by Graham and Campbell (2010) as stemming from a “measurement trap”, where neglect of women reinforces. The lack of information has four key components: narrow conceptualization, poor existing data sources, inappropriate outcomes indicators and limited measurement techniques. Obtaining information on levels and trends is essential to understanding maternal health; knowing the magnitude of morbidity and mortality makes it possible to identify and prioritize problem areas, understand etiology, and plan, monitor, and evaluate action programs (Campbell & Graham, 2010; Graham & Campbell, 2010).

IV. SAFE MOTHERHOOD IN INDONESIA

In South Asia, 300,000 women die every year while giving birth. For every woman who dies, many more suffer serious illness or permanent disability. Only 27% of the world's birth occur in South Asia, but this region accounts for over one half of all maternal deaths. The Republic of Indonesia has the highest maternal mortality among the ASEAN Countries. The estimated maternal deaths rate per 100,000 live birth is 450, with a wide inter-provincial variation, from 130 to 750 maternal deaths per 100,000 live births. Significant progress has actually been made at the end of the 5th 5 year-development program (2014), and it is projected that by the end of the 2nd long term development program (PJPT-2), in the year 2019, the mortality rates will steeply decline to be 60 per 100.000 live births.

A detailed study of Reproductive age mortality (RAMOS) in Bali during 2010 to 2012 estimated the maternal mortality in that province to be 718 per 100,000 live births. This study identified that complications of pregnancy, child birth and puerperium was the leading cause of death among women of reproductive age group.

According to the Indonesian household survey conducted in 2010, the incidence of infant mortality was 90,3 per 1,000 live births, under five mortality was 19,6 and maternal mortality was 2.5% of total death. The prevalence of nutritional anemia of pregnant women accounted was 70%. Even though in other SEA region countries the total event rates is different, but the real problems of safe motherhood is similar. The analysis using data from The Malaysian Family life Survey indicated that children born before and after short birth intervals run a considerably greater risk of dying in infancy or childhood than others (Vanso & Starbird, 2011).

Indonesia has a Crude National Income per capita higher than Srilanka, but it's maternal mortality is 7 times higher as Srilanka. Based on The Indonesian Fertility Research Working Group (BKS-PENFIN) survey, more than 90% of deliveries were happened at home, 74.6% held by The Dukun (Traditional Midwives), and only 9.8% by trained medical personnel (Chi et al, 2011), while in Srilanka more than 85% deliveries held by trained personnel (Table 2).

The rationale for antenatal care is essentially a screening to detect early signs of, or risk factors for, disease, followed by timely intervention. It is possible to identify the precursors, early signs or risk factors for at least some of the major pathogenic causes of maternal death such as rising blood pressure which may proceed to eclampsia, or cephalo –pelvic disproportion leading to obstructed labor. Figure 2 shows a model of the theoretical points along the road to maternal mortality at which intervention during pregnancy might act.

Antenatal care might theoretically reduce maternal and mortality directly through detection of women at increased risk of complications of delivery and ensuring that they deliver in a suitably equipped facility. However, the realizable potential of antenatal interventions to address these problems is unclear for several reasons. Most formal investigations of the effectiveness of antenatal care programs, whether in developed or developing countries, have concentrated only the effect of care on infant outcomes, perinatal mortality, preterm delivery and low birth weight.

V. HEALTH POLICY DECISION MAKING IN SAFE MOTHER HOOD

Health policy decision making in safe motherhood at least should be based on the assessment of Maternal Health situation and health services and the assessment of socio-cultural aspects of safe motherhood. Specific actions, however, must be tailored to the needs, resources, and conditions of each area. Within each country, a board based national coalition of government ministries, non-governmental organizations, and international agencies must work together to develop a Safe Motherhood plan of action based on the following principles:

Mobilizing political will and commitment. The impetus for action must begin with the people themselves, in order to stimulate politicians, policy-makers, and local leaders to understand the need and the urgency.

Involving community members – particularly women and young people – in setting priorities and designing, implementing, and evaluating programs, to ensure their sustainability.

Sharing information, ideas, materials, and experiences within and among countries. Cooperation helps ensure the programs to be complementary and mutually supportive.

Involving the media as a major resource for creating awareness about Safe Motherhood issues, generating public consensus on the need for action, and conveying or reinforcing messages about specific problems and strategies.

Offering maternal health services and information – including family planning – through all health facilities at a time and place convenient to the intended users

Sensitizing men to the issues, taking their ideas and expectations into account, and mobilizing their support.

SUMMARY

Maternal mortality is the health indicator which shows the greatest differential between developing and developed countries. It is clear that those morbid conditions which can lead to maternal mortality occur much more commonly in developing countries. To be sustainable, the safe motherhood programs must be linked closely and directly to the community's understanding of its health needs, particularly as they relate to pregnancy and childbirth. Both the users and providers of health services must be treated with dignity and compassion. The Safe motherhood strategy adopted by the countries of the region should serve as the framework for immediate action to reorganize service of programs to meet critical maternal health needs based on the proper health policy decision making analysis.

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Balinese Script In Tattoo Media Commodity In Denpasar Bali

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Abstract

Tattoos in the realm of Indonesian culture has now entered the realm of the tourism industry. Bali in particular, the tattoo is a promising industry, especially in tourist destinations. The presence of rapid tourism development and support of information technology provides opportunities for the enrichment of works in tattoos. Previous influence of outer style on a tattoo in Bali give the effect of shifting perspective to tattoo phenomenon during this time. Changes also occur in ornaments that penetrate the art or tradition ornaments because previously this is a taboo to do. The first step is to collect the data purposively so that it can be interpreted and described in a qualitative comparative analysis. The existence of commodities makes an indication of commodification in the practice of tattoo Balinese script, and there is the hidden motivation behind it. The meaning that can be extracted in this phenomenon is the symbolization that is understood only by the artist and his collector. This situation is symbiotic with the market changing the value that exists in the object and also emerges a creative effort that impacts on the sustainability of traditional Balinese script.

Keywords: phenomenon, script, Bali, media, tattoo, Commodity.

I. INTRODUCTION

The existence of tattoos is now starting to look real considering the tattoo in Indonesia before have a dark history. Tattooing is no longer just a marker of the negative stigma, but a creative endeavor. In this action also seems to return the tattoo back to the real realm of the realm of art. Tattoos seemed to return again to the visual aesthetic that gives the feel of beauty on the collector. Basically, tattoos are one of the cultures that exist in Indonesia. Tattoos in tribal nature have evolved as well as in the Mentawai tribe in Sumatra and the Dayak tribe in Kalimantan. It also proves that tattoos have existed before and have profound visual meanings for each of these tribes. The simple form of the visual form shows the distinctiveness of the growing motif of the local tribe.

Now tattoos are no longer merely a sacred initiation in tribal culture, but are more widespread and lead to lifestyles. This phenomenon raises a variety of opinions of pro-cons in contemporary society. This is not a new thing, because of the cultural interaction of the impact of tourism and even the rapidity of information media obtained easily. The development of tattoo variants became a variety not only tribal motifs with tribal style or even Japanese, and

oriental style is very popular in his era. This variant also gives rise to various streams from black and gray, old and new school, biomechanical, portrait, and many others.

Especially in Bali, the interaction of people in tourism culture has been going on for a long time. Associated with tattoos, tattoo industry in Bali has a place in the field of tourism, especially in tourist destinations. It also provides a wider opportunity for cultural development especially in tattoos in Bali. Also, have an impact on the selection of traditional illustrations of Bali nuances. Just like the motif illustration carved Bali, barong and even with Bali script provided in the tattoo. Long before, the illustration has special consideration in its place because there is an impression of even an element of art that is considered sacred. The presence of invasion from outside cultures indicates a typical Balinese illustration will be forgotten so that the identity of the Bali tattoo will shift.

Related to the idea of the theme of Bali traditional tattoo, one that makes unique is the appointment of the exploration of the idea of Balinese script. This is unique because tattoos with Balinese script must have special skills that demands can read and write with Balinese script from the tattoo artist. Due to the specific rules and patterns as well as the origin of Bali, making Balinese script has its own peculiarities. The transformation of media on tattoo certainly makes it popular and is now a commercial commodity on the skin. Contrary to the previous function of the Balinese script only written on the palm leaf. The existence of the use of Balinese script on the tattoo to present the polemic diverse in the general public. Surely this phenomenon requires an explanation of the notion of tattoo works only by artists and tattoo collectors only. The work of Bali script tattoos has now become an industrial raw material that is sometimes manifested incorrectly.

Excavation of information about Balinese script tattoos can be used to provide a meaningful interpretation of tattoos in society or even to change negative stigma so far. Relevant results presented are also used as a means of exploring the meaning of the collectors in the selection of Balinese script tattoo works. However, the current results explain the scope of the tattoo industry in the East Denpasar region of Bal, is expected to add to the study of Indonesian tattoo culture is still minimal.

II. METHODE

Briefly, observations and interviews were conducted on sources with criteria of tattoo artists and Balinese tattooed collectors. While the literature and documentation to find the source of the existence of tattoos and related phenomena that can be a material of qualitative analysis in this discussion. Until this manuscript is published, data collection and further analysis are still in the process of further deepening. The scheme in research methods on tattoo Balinese script can be seen in the scheme in figure 2.

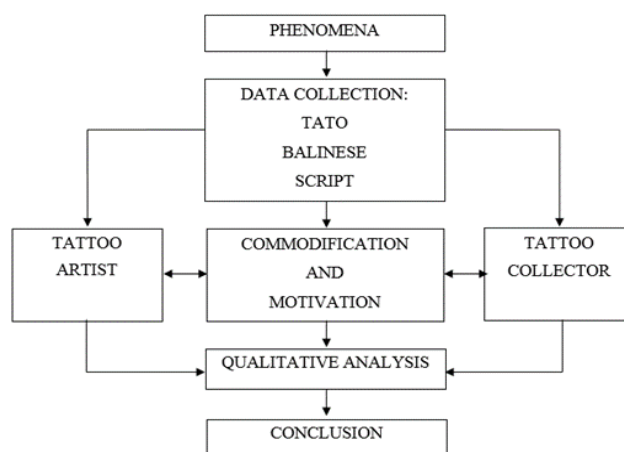


Figure 1. Research Scheme

Related Works/Literature Review

Mentawai culture is said to have existed body tattoos since the arrival of this group on the west coast of Sumatra. As a proto-Malaysian nation of the Asian plains (Indochina) in the metal age is estimated from 1500 BC to 500 BC and makes it one of the oldest tattoo cultures in the world. This discourse is also reinforced in James Cook's account of an old culture that has developed in Indonesia [1]. This proves that tattoo culture has existed in Indonesia for a long time and its existence can still be proven up to now.

The tribal tattoo generally raises the symbols of local cultural beliefs. The shape elements that affect the shape of the tattoo are still relatively simple consisting of dots, lines, and combinations thereof. In the process, it is still in the traditional category and has certain limitations in its implementation [2]. In tribal culture, tattoos tend to have a growing sanctity value in the local culture, and this gives special consideration in the tattoo process. A discourse says that the assessment of tattoo art is very relative, but it can not be denied that this is part of enriching the Indonesian art and culture [3]. The quotations mentioned still review the tattoo in general and on the current discussion will be more widespread the role of tattoo Balinese script.

Based on the tattoo phenomenon that occurs, the theory that is considered relevant will be an important factor in looking for the conclusion forward. The existence of commodity factors in the tattoo industry in Denpasar Bali will reap the discourse of commodification on the subject. According to Halim (2013) says that discourse is the process of changing the value of goods and services that only commodities are valued for behavior and profitable in the market [4].

Tattoos also indicate the background of collector motivation. This is related to Marslow's hierarchy of needs which clarifies the five needs of 1) physiological needs, 2) the need for security, 3) social needs, 4) the need for self-reflection, and 5) self-actualization needs [5]. Associated with the topic of Bali tattoo clarification texts from Marslow, its relevance to tattoo collectors on social interaction. In the development of tourism have also impact on the development of tattoos in Bali, the change in the attitude of tattoo selection with Balinese script also affect the belief of the people of Bali to the value of tradition [6]. According to Olong in Setiawan, the existence of tattoo in Bali can be seen clearly in its existence at this time. It is also expressed in the tattoo in the Balinese society that is ... their communal solidarity makes tattoos ... began to develop due to the flood of tourist visits Bali is now hit by secular tattoos [6].

Data

On the topic of tattoo Balinese script using some relevant data collection techniques considering tattoos with Balinese script is relatively difficult, especially in the Balinese themselves. The collection of data based on surveys and literature studies that lead to the topic. Source search is done by purposive sampling so that data can be interpreted and described comparatively. The search data is focused in the area of East Denpasar because in this region began to grow the commercial tattoo industry of repute. The description of the research area can be seen in Figure 2.



Figure 2. East Denpasar area (green area on the right)

III. RESULT AND DISCUSSION

Result

In the era of modern tattoos, there is generally a development on the tattoo process. Sufficient equipment and media information support are of course very helpful for artists and collectors to work with easily the desired tattoo. Several decades earlier in the world of tattooing in Bali or Denpasar in particular, at least have difficulty in support of the completeness of the tattoo process due to the limitations of tools and so on.

Aside from tool support, oriental tattoos were previously very popular among artists and collectors. The tattoo illustration in Japanese style is in great demand, so the tattoo industry in Bali is more pouring style at that time. Even magazines featured in tattoo studios are dominated by oriental styles, as do the illustrations of Japanese and Chinese mythology as well as their cultural calligraphy. Problems arising from this phenomenon, of course, less knowledge of the artist at the time will provide advice on prospective collector works tattoo.

In an interview on one of the tattoo artists in Denpasar, Mangwir from the Majesty tattoo studio said, that oriental tattoos were very popular before, sometimes tattoo artists do not even understand what they are making, so information is limited. This often happens in the selection of images and texts mainly from Chinese or Japanese writing. Interview conducted in 2015 shows that tattoo artists do not consider the meaning because at that time many artists who put forward the process than the meaning of tattoos made.

While Galih a freelance tattoo artist in the 2015 interview said that he only think about how to complete the work of tattoos, for the rest of choice is a part of the tattoo collector. This happened more or less five years earlier when Galih built his reputation in the work of tattoos. This incident triggered a new opinion that there is an impressive follow-up of the new tattoo artists and this happens because of limited media information.

In recent years, there has been a major change in the development of styles in tattoos in Bali, especially in Denpasar. Tattoo artists began to try and dare to explore the ornaments of local traditions, such as on ornaments carvings, traditional paintings or masks of tradition. In a study of tattoo nuances of tradition rangda, it is proposed that elements of traditional elements in Bali

are considered sacred because some elements have symbols and magical values in the real form so difficult to find such tattoo in the 90s in Bali. In the study also said the refusal or memorable avoid tattoos with traditional Balinese styles [7]. In fact in Bali is very rich with the legacy of art and culture, especially literary works that read Bali letters.

Several resource-related subjects found the search results; this is an important data in this research. These speakers have a tattoo that the theme or nuance of Bali tattoo in the form of writing Bali. The tattoo collector is to realize his tattoo has a variety of reasons and the meaning and purpose of the tattoo are made. The collector of this tattoo is a Balinese or who has Balinese descent. The interview took a long time to convince the collector to show his tattoo and be willing as a resource person since this is a unique event.

Balinese script tattoo is a tattoo that uses Bali letters on the final tattoo. Balinese script has its own rules in writing then the artist is required to understand the text with Bali letters. In the style of painting, painting with ordinary letters called calligraphy or in the form of Bali letters is also called Baligrafi / Balinese calligraphy. In tattoo style, the embodiment of tattoo with the element of the letter is called by lettering tattoo, generally embodied with Latin letters in combination with various letter ornaments as in figure 3.



Figure 3. Lettering Tattoo. Source: majestytattoo.co.id

Some peoples from the area of Denpasar, beginning at Rusna (interview in 2016) which has a Balinese script tattoo said that the tattoo he made is his name on his hand. On occasion, Rusna explained that this tattoo is a statement about himself as a Balinese. Rusna considers the existing stigma of Bali tattoo motif is just a mere opinion and completely unrelated to the tattoos he made. Apart from writing Bali, accidental parts of Rusna body wearing tattoos themed ornaments in Balinese tradition. Almost the same as Rusna, an interview with Dina (interview in 2015) a woman with a Balinese script tattoo on her back inscribed with her name is her dream since long. Her tattoo is interpreted as proof of identity that he is a Balinese and is a pride for her. Both tattoos can be seen in figure 4 and 5.



Figure 4. I Made Rusna tattoo



Figure 5. Dina Widya tattoo

While on Lanang (interview in 2015), he made a tattoo of the name of his parents on his hand. This tattoo is considered Lanang as a form of homage for both parents. On this occasion also, he explained that has considered very mature with the decision to choose Balinese tattoo lettering on his body. The same is presented Baskara (interview in 2016) with the name of his mother who has died. The tattoo is made in the middle chest as a meaning of reverence and will always be in his heart until the end of life. Slight difference from previous sources, Kadek Ari (interview in 2016) has a tattoo that inscribed the name of the clan lineage from his family. The name of the clan in the tattoo is one of the many clans in Bali and is a clan recorded in the history of Bali first. This tattoo is very proud for Kadek Ari because he thinks apart from the identity because the tattoo like that he never saw before and is a new thing on the tattoo in Bali. In addition to Balinese writing, tattoos from Kadek Ari also given a little ornament as a decoration to add to the beauty of the tattoo. Both tattoos can be seen in figure 6, 7, and 8.



Figure 6. Lanang tattoo



Figure 7. Baskara Tattoo



Figure 8. Kadek Ari Tattoo

The last three people have tattoos with the same position that is on the chest, similar reasons and with Balinese writing. Gilang from Denpasar (interview in 2016) said that his tattoo is a thanksgiving to the birth of his first child. Gilang's tattoo is the name and date of birth of his first child. Jamel (interview in 2017) a man from England then married a Balinese woman and had a child. Jamel, who now lives in Bali, made his son's tattoo with Balinese script, apart from pride in his current state, also adds a deep sense of ties to Bali. The next resource person has the same tattoo position with Gilang namely Andrew with a tattoo of three children on chest (interview in 2015). Andrew has a Balinese descent from his mother a descendant of a Balinese noblewoman with a father from England. Andrew who married a Balinese woman tattooed the name of his three children with Balinese letters because of the pride of having children, also the pride of having Balinese blood which can be seen both in figure 9, 10, and 11.



Figure 9. Gilang Tattoo



Figure 10. Jamel Tattoo



Figure 11. Andrew Tattoo

Discussion

In an interview that has been done, there are seven men and one woman with a tattoo style that has similarities and two tattoo artists. It seems that tattoos worn by collectors do have meaning for every collector. Some collectors have a purpose and meaning that can be said the same even though each other does not know each other. This is interesting because the selection of Balinese script as a tattoo provides a certain bonding increase by collectors about Bali. Similar to other types of tattoos, Balinese tattoo scripts are made with very careful consideration for a specific purpose. As to parents, manifesting gratitude in the form of tattoos or children giving honor to their parents.

In addition to the collectors, tattoo artists create sketches of Bali tattoos based on orders consulted by prospective collectors. As depicted by tattoo artist Mang Wir, such tattoos are almost never seen, but the last few years the interest of collectors began to change. Mang Wir and Galih explain also have made some Balinese tattoo script, but the difference Mang Wir more can understand Balinese script while Galih does not understand it. At the time of interaction between prospective collectors and tattoo artists, Mang Wir can provide advice relating to Bali tattoos and redevelop the tattoo design before it is processed on the skin. Galih receives more final drawings from prospective collectors, so the draft consultation is not yet fully completed.

Due to the bravery of the collectors choosing Balinese script tattoos, this happens because the perspective changes collectors. This phenomenon is also utilized by tattoo artists in the development of reference regarding models to encourage artists to try better to understand Balinese manuscripts in the creation of tattoo works. Ultimately the writing of Bali tattoos became a tattoo industry commodity previously avoided by the local people of Bali in particular. This commodity certainly has special and unique value because it does not exist elsewhere.

The influence of motivation according to Marslow, the relevance of hierarchy of needs become real if the analysis of this phenomenon in depth. As well as an industry, the market in the tattoo industry is a collector and collector's motivation to decide to come to a professional tattoo studio. Based on the physiological sense of love to the relationship with the nearest person as the main needs. Needs of security that embodied a prayer to the ancestors or families symbolized in the tattoo. The social need is the desire for continuous interaction with tattooed symbols. A reflection of the self-esteem that elevates and boasts locality as a Balinese. Actualization then becomes the final decision as the final incarnation by undergoing a tattoo process with a Balinese script.

Reviews of the hierarchy of needs make commodities in the Balinese script and bring material value that is favorable for tattoo artists. The existence of the values of form and process provides a wider business space also on the artist so that there is commodification in this phenomenon. Culture tattoos that enter into the tattoo industry also influenced by the tourism culture that occurred in Bali, and this makes cross-cultural between the culture outside and local including its needs.

IV. CONCLUSION

The conclusion gained based on the phenomenon of Balinese tattoo script in east Denpasar is the reason for the selection of Balinese script by collectors and tattoo artists based on symbolization that is only understood by both parties. The existence of certain motivational influences leads to an indirect relationship in realizing a sense between collectors and artists. The emergence of special values in Balinese tattoo script makes it an industrial commodity which then interaction becomes a mutualism relationship. Another interesting point is the indication of the preservation of local Balinese culture, seen from the effort to understand the Balinese script in more depth. This cultural preservation indication provides space also on the continuity of Balinese literature reading culture and much more to explore a truly existing tattoo culture from the past. The existence of this indication at least the point of view of stigma and tattoo elements in it can be more widely accepted and applied in real life.

This study is still felt very shallow with limited data. It takes more effort and struggles to dig up the data needed to produce a more comprehensive conclusion. Currently, despite a change in public attitudes about tattoos in Bali, but it is still difficult to dig deeper into this phenomenon. It takes a special psychological approach for informants and enters the complicated world of the tattoo industry.

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Challenges And Opportunities Of Blind Masseurs In Increasing Competency Through Implementation Business Standards Of Massage Parlor

AJRI



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Abstract

The purpose of this study was to analyze the challenges and opportunities of Indonesian blind *masseurs* in improving competency through the implementation of the business standards of massage parlor. The research method is a descriptive-qualitative, theoretical approach on competency in human resource management. Primary data sources selected by purposive sampling. The informants involved were representatives of blind massage entrepreneurs. Secondary data sources in this study is PERMENPAR No.20 of 2015 concerning Business Standards of Massage Parlor. Data analysis techniques by means of data triangulation. The results of the study indicate the challenges faced by the blind *masseurs* namely: 1) requirements of massage business licenses have not been fulfilled; 2) aspects of the organization, management, and human resources have not been maximized. Increasing the competency of the *masseur* as a traditional health practitioner is an innovation, and it can extend their opportunities to work in the center of public health and hospitals.

Keywords: competency, standards, blind, masseur

I. INTRODUCTION

World disability reaches one billion or 15 percent of the world's population, and it is the largest minority. WHO states in developing countries, 82% of Person with Disabilities (PwDs) are still living in poverty, and facing limited access to education, health, and employment opportunities. Nearly 785 million women and men with disabilities are in working age, but the majority of them do not work.

LPEM FEB UI states that only 51.12% of Indonesian PwDs participate in the labor market. This amount is very low when compared with non-disabled workers which reach 70.40%. In fact, only 20.27% of people with disabilities in the heavy category are working (1).

WHO released data on the number of blind persons in 2010, which reached 285 million people worldwide with visual impairments and 39 million were experiencing blindness. Data showed that

90% of vision problems occur in developing countries, and cataracts are the cause of global blindness.

Prevalence of women who are blind or having vision loss are higher than men related to factors of gender, geography, social, economic injustice, especially income factors (regional, state and continental income). It affects decision of the authorities to provide access and services (2). General Chairperson of the Indonesian Blind Union (PERTUNI) Indrawati states that there are 3.6 million blind people and the three –quarters are low vision person in Indonesia (3).

Some of the literature analyzes the existence of Persons with Disabilities (PwDs) including blind people or people with visual impairments from several countries, from a labor perspective, and human resource management that encounter many obstacles and discrimination. These literatures are important to be referred in order to give a better understanding about barriers and opportunities about Person with Disability, as well as the change of regulation that can improve their quality of life.

Research shows that discrimination occurs because of several dilemma factors, including 1) low education and skills of persons with disabilities; 2) it is difficult to get persons with disabilities to work because they are not confident enough to be accepted as workers; 3) the employer has a less accurate assumption because of limited knowledge about disability; 4) there are obstacles to public facilities, especially transportation that does not support accessibility (4).

Persons with disabilities also face obstacles 1) education in Special Schools cannot fulfill the readiness of Person with disability at work; 2) many companies do not have a work system design for workers with disabilities; 3) The appearance of Person with Disability that is not in accordance with the request; 4) the facilities that do not support accessibility; 5) the unavailability of work designs that can meet the needs of people with disabilities (5).

The practice and inclusion of human resources from Persons with Disabilities in the hotel industry in Brazil shows a picture; 1) the main reason for the placement of persons with disabilities solely to fulfill the quota for fulfilling the rights of persons with disabilities to work; 2) the placements for PwDs are exclusive and tend to be in hidden sectors; 3) the low career development of companies for people with disabilities; 4) there is still a belief that PwDs do not have the ability to carry out different activities (6).

Research with a human resource development perspective shows that people with disabilities in America actually can do the same work as those without disabilities if supported by accommodation and services in a full range of capacities (7). Even so, their chances of being accepted and promoted in employment are very small. Social discrimination is considered to be one of the factors causing low participation of PwDs at work. Blind people in Tokyo experience discrimination at work, and are excluded socially. There is no choice to works in accordance with the education they have outside the field of massage and acupuncture (8).

These kind of situations makes blind people or people with visual impairments tend to choose professions by using hand skills. The tradition of blind *masseurs* in Asia including Indonesia have existed for several centuries. Blind schools and massage associations have existed throughout Southeast Asia as a way for them to shape communities and work goals. The initial text indicates that blind people in China, Japan, and Korea were formally trained in massage therapy and acupuncture since the Middle Ages. Now more than 50,000 blind people or those who have visual impairments in Southeast Asia earn a living from the profession as *masseurs* (9).

The term of *masseur* and *masseuse* is an adaptation of the French language. *Masseur* is for male and *masseuse* are used to refer to female who give massage service. These terms were used in America in the 19th century for professional *masseurs*. The absorption of French in America was due to the phenomenon of Sweden Massage which was popular at that time. Per Hendrik Ling was known in developing Sweden massage as a modern massage technique with a systematic method based on physiology in 1700s (10). In the 1950s, the prostitutes in America began to use

the term of *masseuse* or *masseuses* as a code for their profession as sex workers. So, the term *masseuse* in America is no longer used because it has a negative connotation, it is identical to prostitution, and now the term of massage therapist is used (11).

Research in the UK was carried out to analyze the socio-political relations involving a massage scandal that occurred in 1894 by forming a trained masseuse community to legitimize massage businesses that had been tainted by prostitution (12).

Research shows that in America absorbed 37% blind workers or people with visual impairments. Gender disparities are found mainly in the annual income of men and women. The higher education is associated with better employment results. The individuals who are trained in structured training, use of white sticks and the ability to read braille receive a higher income than those who do not use sticks (13).

Blind *masseurs* are often marginalized in society as a result of disability, discrimination, and harassment that degrade the profession and demean the degree of *masseurs's* dignity. In 2006, the group of blind person in South Korea protested and three blind people had committed suicide to get the right to work as a *masseur* and get a massage license so that they can work legally. This struggle was happened due to a large number of covert prostitution under the guise of illegal massage businesses also took care of the legality for their business. The claim of recognition for massage business permits was finally won by blind people and it is recognized as the only massage business licensed and admitted in South Korea (14).

The law has changed in Indonesia, the quota regulation on the absorption of Indonesian people with disabilities to promote at work in which previously 1% based on Law No. 4 of 1997 concerning Handicapped Person (*Penyandang Cacat*) increased to 2% in Law No. 8 of 2016 concerning Persons with Disability (*Penyandang Disabilitas*). But in the practice, the private companies, state-owned enterprises (BUMN, *Badan Usaha Milik Negara*), regional-owned enterprises (BUMD, *Badan Usaha Milik Daerah*), and government have not maximized the used of resources of Persons with Disabilities. Their existence is still considered to be a hindrance at work and less useful (15).

The business of massage parlor is mushrooming along with the development of individual managed massage businesses, beauty salons, and spas. In Indonesia, the business of massage parlors and SPAs are regulated in different regulations. The Business Standard of Massage Parlor is regulated in Tourism Regulation No.20 of 2015, and Spa Business Standards in the Minister of Tourism Regulation No.24 of 2014. In these regulations, the massage and spa business are classified as tourism service business. Massage parlors and spas in the forms of somatic institutions are aimed to satisfying physical needs, in the form of body care for fitness and beauty.

However, the business of massage parlor is considered synonymous with spa, and the both of two fields are not immune from the negative image with the proliferation of prostitution services under the guise of massage parlors and spas. Information about massage parlors on social media is very much associated with prostitution services under the guise of massage or spa with a sign (++) or "plus-plus". This phenomenon is proven in research on prostitution under the guise of massage parlors in Tanjung Pinang (16), and has affected the business image and profession of the blind who rely on their livelihood as a *masseur*. In fact, there are blind men or women with visual impairments who experience abuse due to bad images like this.

The position of this research is to analyze the challenges and opportunities of the blind or visually impaired *masseurs* in improving competence through the implementation of standard massage parlor. This policy from the Ministry of Tourism and Creative Economy has not touched the business of blind *masseur* in Bali.

Identifications on issues relating to Persons with Disabilities plays important role in the design and implementation of social inclusion and the achievement of sustainable development goals,

especially in terms of economic growth, decent work and partnerships to achieve goals. The success of Person with Disability is determined by the involvement, empowerment and social inclusion. And other supporting factors such as the type of disability, law, social justice, and technology, social support, increased performance, and complete self-care.

II. METODE

The research method is descriptive-qualitative, using theoretical approach on competency in human resource management (HRM). Competency is an important part of human resource management. The concept of Integrated Competency-Based Human Resource Management (ICBHRSM) formulates the competency model of an organization that is integrated with the company's vision and strategy to be implemented in various HRM systems that apply in the organization (17). A competency is an approach in HR management that integrates an organization's business strategy with an HR management system, such as selection, career planning, succession planning, assessment of educational work, and training and organizational development.

The HRM approach refers to training and development of the workforce to develop knowledge, skills, and abilities, including career development, tracking, and performance development, coaching and mentoring (18). The primary data source was selected from a purposive sampling in which the informants involved were representatives of Indonesian blind massage entrepreneurs, namely: 1) Joint Business Group (KUBE, Kelompok Usaha Bersama) Darma Bakti; 2) Balinese Blind *Masseur* Union (PERMATUBA, Persatuan *Masseur* Tunanetra Bali); 3) The *masseur* representatives from the Indonesian Blind Union (PERTUNI) from Branch Management Board (DPC) of Denpasar City. The location of the study was conducted in Denpasar Bali.

The secondary data sources in this study are Law No. 8 of 2016 concerning Persons with Disabilities, Minister of Tourism Regulation or *Peraturan Menteri Pariwisata* (PERMENPAR) No. 20 of 2015 concerning Business Standards of Massage Parlor and Republic of Indonesia Government Regulation No. 103 of 2014 concerning Traditional Health Services. These regulation are based on aspects of human resource management (HRM) assessment. Methods of collecting data by means of participatory observation, interviews and document studies. Data analysis techniques by means of triangulation. Secondary data from the Bali Provincial Social Service in 2019 showed that there were 2,889 persons with disabilities in Bali consisting of 1,701 men and 1,188 women. The Regional Blind Board (DPD, *Dewan Pengurus Daerah*) of the Indonesian Blind Union states that the number of members spread across 8 regencies/cities in Bali is about 320, and 65.3% work as *masseurs*.

III. RESULT AND DISCUSSION

Blind *Masseurs*

In the KBBI dictionary, the word of blind is interpreted as being unable to see or being blind. Blind people in Law No. 8 of 2016 concerning Persons with Disabilities are referred to as blind and sensory disabilities, namely people who have disturbances in the five sensory functions. The Indonesian Blind Union (PERTUNI) defines blind people as those who have no vision at all and who still have a residual vision but can not use the remaining vision to read standard of 12-point letters even in normal light conditions and assisted by glasses (19). The Indonesian Blind Union (PERTUNI) is one of the Organizations of Person with Disability (OPDs) in Indonesia whom majority of their member work as *masseurs*.

At the National Conference of Pertuni on October 26Th to 28th 2017, it stated that the blind *masseur* profession in Indonesia as the majority in the field of work was in the first rank, and then followed by other fields such as musicians, teachers, civil servants and so on. The majority of blind people are members of the Indonesian Blind Union (PERTUNI) organization, preferring the term of *masseur* (which is pronounced as *masseur*) as their profession.

Data collected shows that 65.3% of the 320 PERTUNI members in Bali Province in 8 regencies/cities but Bangli district are excluded because the organization has not been set up in this area. Massage business from blind *masseur* in Bali can be categorized as individual and group businesses. In entrepreneurship, the business is running as an individual and independent massage business, and as “on call” *masseurs* (traveling *masseurs*). Blind *masseurs* who provide services by becoming on call *masseurs* are carried out individually by serving customers at home or at the customer's designated location. And there are some blind *masseurs* work in a company or hotel that has a spa business.

Business Category	Business Form	Business Place	Total Member
Individual	Entrepreneur	<i>Rumah kos or rumah kontrakan</i> (rented room/rented house)	60
Individual	Worker	Hotel	3
Individual	On call/ Travelling masseurs	As requested by customers	80
Group	PERMATUBA	Hotels around Diponegoro street Denpasar	27
		Government building	29
Group	KUBE DARMA BAKTI		
Group	Buleleng Masseurs	Government buiding	10
Total			90
Percentage			65,3%

Tabel I. Characteristics of Blind *Masseur* in Bali 2019.

Some blind *masseurs* are totally blind and the others have low vision or still have a residual vision. Some blind families are married blind couples and both of them are also having the same skills or profession as *masseurs*. Kube Darma Bakti is joint business group in the field of massage services. Kube Darma Bakti is facilitated including massage business rooms and other facilities with government through the Department of Social Service, in regional technical service unit (UPTD, *Unit Pelayanan Teknis Daerah*).

The Bali Blind *Masseur* Union (PERMATUBA, *Persatuan Masseur Tunanetra Bali*) run their “on call” massage business that had been carried out since the 1980s to present to serve guests who stay in hotels around Diponegoro Street Denpasar. The characteristics of the blind *masseur* in Indonesian Blind Union (PERTUNI) Bali are those who serve their customers at home, or at their rented house.

The majority of blind *masseurs* in Denpasar are urban who come from various villages in Bali. They move around and stay in Denpasar by renting rooms or house, and at the same time they use it as a room for their massage business. In running a business, blind people involve families, but they are not counted or considered as employees.



Figure 1. Product dan Fasilitas of KUBE Darma Bakti Denpasar.

Competency

Law No. 13 of 2003 concerning labor, states that competency is the workability of each individual which includes aspects of knowledge, skills and work attitudes that are in accordance with the standards set. Competency is a skill, knowledge diary, experience of motivation and others that can be observed, measured from the characteristics that underlie a person to prove his desire and willingness to show effective and superior performance in one job (20).

McClelland defines competency as a fundamental characteristic possessed by someone who has a direct effect on excellent performance (21). The element of competency includes: 1) skills; 2) knowledge; 3) social role or projected image of someone to another person, self-image or individual perception about their, trait (constant characteristics), constant motives or basic intentions that encourage individuals to act and behave.

Competency-based systems that benefit employers and workers who build blueprints in recruitment, job expectations, performance evaluations, and progression pathways. In this case, personal conversations and subjectivity are minimized to create better employment and employer and worker relations (22). The categories of competency in Massage Therapy Competencies in Ontario includes 1) the area of knowledge; 2) Professional development; 3) Clinical knowledge and health knowledge. The area of knowledge needed is the scientific knowledge to do the task. The study of massage practices carried out in Canadian hospitals shows that the challenge of competency facing by the licensed massage therapist that they must negotiate their professional boundaries and advocate for competencies, areas of expertise, and ability to work effectively in the same room. Therapist massage who have not been educated in a conventional health education environment are required to have competencies regarding the understanding of culture, language, protocols and operational safeguards of hospitals which are very important for negotiations at work (23).

The formation of blind person in groups such as KUBE Darma Bakti, PERMATUBA and involvement in PERTUNI are based on group solidarity that manifest their motivation to live independently, to work, to support to support themselves and their families by becoming *masseur*.

The massage skills of blind masseur in Bali have been introduced while they were attending an education at the Special School (SLB). In addition, they also attended massage training organized by the Ministry of Social Affairs through Social Coaching Parlor for Blind People (PSBN, Panti Sosial Bina Netra) Mahatmiya in Tabanan for two to three years. Blind masseurs also receive regular massage and spa training held by PERTUNI Bali whom having partnership with other business companies and stakeholders.

Massage training is a vocational education that is economic self-development skills education and oriented to market needs. Massage training such as massage therapy is given to improve the skills of analysis, thinking and acting in serving clients. In addition, the training also trains blind people about psychosocial skill and economic independence (24).

Massage therapy is the assessment or manipulation of soft tissues including muscles, tendons, ligaments and joints that have a therapeutic effect on health, especially in the muscles, nerves and blood circulation. This therapeutic massage is serving to develop, maintain, rehabilitate, increase physical function, and relieve pain. Massage techniques performed by blind *masseur* in Bali are: Sport massage, Thai massage, Shiatsu and reflexology.

Massage services are stated on Traditional Health Services, which are regulated in articles 1, 48, 59, 60 and 61 in Law No. 36 of 2009 concerning Health. In article 1 point 16 mentioned, Traditional Health Services are treatments and/or treatments that refer to experiences and skills inherited empirically which can be accounted for and applied according to the norms applicable in the community.

The massage skills possessed by blind *masseurs* are classified as traditional skills in health services in accordance with article 59 on this regulation. Traditional Health Treatments is part of the Health Efforts sub-system, stated on Decree of the Minister of Health of Republic of Indonesia No.1076/Menkes/SK/VII/2003 concerning the Implementation of Traditional Health Treatments. Four factors that cause people to choose the traditional massage services (BATTRA, *Pengobatan Tradisional*) from blind masseurs are: 1) the threat of illness or disease; 2) characteristics of individuals who are comfortable with blind services; 3) trigger factors such as information or opinions from friends and family, and promotions; 4) the benefits and risks of the services provided are deemed not harmful (25).

Every day a *masseur* works from 09.00 - 21.00 WITA, and they can serve one to five clients with massage services costing to Rp.70,000 for 120 minutes. The on call *masseur* offers their massage services for Rp.120,000 to Rp.150,000 per person depending on the distance and also the length of time massage that required by the client or their users.

The average of time involved by blind people to be experienced as a professional *masseur* was about 15 to 20 years. The age category of the *masseur* is around 40-56 years old. The mobility of blind *masseurs* are helped by the existence of motorcycle taxi services, and online transportation such as *grabs* and *gojek*. *Masseur* expenditure for this transportation fee is at least Rp.50,000 and the price is depends on distance. The income of the blind *masseur* ranges from Rp. 70,000 - Rp. 350,000/day. Blind *masseur* who work in hotels get a salary about two to three million per month.

A *masseur* who worked in groups were charged a fee of Rp. 3,000 for the group management used for the maintenance of shared facilities. In addition, each member is also subject to social contributions Rp.25, 000 /month. Members are also charged a fee of Rp.5, 000 for saving in which it is deducted from the income of each client/shift. Blind *masseur* can fulfill their family needs, sending their children to school and even to college or university. But, it does not come entirely from their own income. They are also recipients of social assistance from the government and the

private sector who carry out Community Social Responsibility (CSR) whom regularly donating rice, cooking oil and sugar etc.

The blind *masseur* business is classified as a micro-enterprise. The definition of micro-enterprise is a small-scale and traditional and informal economic activities in the sense that it is not registered, and has no legal entity, generally does not have a Tax Identification Number, and has not yet access to banking even though they have access to non-banking financial institutions (26).

Another characteristic of micro-enterprises namely 1) human resources such as entrepreneurs who do not have adequate entrepreneurial spirit; 2) they are having very low education level; 3) the place of business is not always settled, can move at any time; 4) the commodities that tend to change; 4) it has not carried out financial administration, and it does not separate family finances from business finance.

Based on Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises, article 1 number (1) stated, micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria of micro-enterprises as stipulated in this law. In article three (3) of this law, it is stated that the objectives of micro and small businesses are to grow and develop their business in order to build a national economy based on equitable economic democracy.

Micro businesses according to the decision of the Minister of Finance No.40 / KMK.06 / 2003 dated January 29, 2003, are productive businesses owned by families or individuals of Indonesian citizens who have sales of at most one hundred million rupiahs (Rp.100, 000, 000) per year.

The Business Standards of Massage Parlor

Minister of Tourism Regulation No. 20 of 2015 regulates the Business Standard of Massage Parlor. This regulation is prepared in accordance with aspects of the assessment of human resource management. In this regulation, it stated that massage parlors is businesses that provide massage places and facilities with certified *masseurs*, including traditional *masseurs* and/or reflexology for the purpose of relaxation. Business Standards of Massage Parlors in this regulation regulate the formulation of qualifications and/or classifications that cover aspects of products, services, and management of massage parlors.

Assessment certification is in the form of the basic requirements and standards. Basic requirements include a registered sign on tourism business. Meanwhile, the standard requirements of massage parlors include three aspects of assessment, namely; 1) products; 2) services and 3) management of massage parlors. Assessment of standard requirements includes: a) Product Aspects consisting of 4 elements and 10 sub-elements; b) the service aspect includes 1 and 8 sub-elements; c) aspects of managing massage parlors include 4 elements and 18 sub-elements.

Product Aspects

Product aspects in the business standards of massage parlor consist of four elements, namely: a) massage room (explanation No. 1 and No. 2); b) massage techniques (explanation No. 3); c) massage material (explanation No. 4), and d) supporting facilities (explanation No.5-10), which are described in the following sub-elements as mentioned bellow.

1. Massage rooms, namely: a) an area of at least 5 square meters separate between men and women. b) Or, a massage place with an area of at least 3.75 square meters.
2. Lighting and air circulation in accordance with standards and/or statutory provisions.
3. Types of Massage, namely: a) traditional Indonesian massage; and/or b) relaxation reflection message.

4. Massage material, which consists of a) a. BPOM registered oil / cream and / or; b). Own processed ingredients that get permission from the City District Health Office (home industry products) and are used in their own environment. The oil that is widely used *masseur* is like baby oil and massage oil.
5. The clean and well-maintained reception area is equipped with tables and chairs.
6. Clean and well-maintained bathrooms and toilets for men or for women.
7. Massage cots (bed massage) at least 2 meters long and 0.8 meters wide.
8. Closed bins consisting of a) organic waste bins; and; b) non-organic waste places. Trash can on all *masseur* practice sites is still mixed with private property.
9. Provision of beverages that meet health standards.
10. Nameplate: a) made of safe and strong material with writing that is visible, legible, clear and uses good and correct language, and: b) installed in accordance with the provisions of the legislation.



Figure 2. The *Masseur*, Product and Service at a Rented House.

In facts, the blind *masseurs* have not fulfilled the product aspects, especially in the letters (a) massage

rooms, and letters (d) supporting facilities elements which can be explained as follows.

- a) The massage room at KUBE Darma Bakti has three beds separated by curtains as bulkheads for female and male clients. The *Masseur* who works at home usually only has one room so that clients are accepted in turns or at different times.
- b) At KUBE Darma Bakti, facilities at the reception area are still often used for sleeping breaks by the *masseurs* or their accompanying families, including infants and children. The existence of children from *masseurs* often bring difficulty for managers. The *masseurs* often take their children to work even though the rules are regulated regarding the prohibition of bringing children, but in reality still violated. Meanwhile in individual business, the facilities mix with family.
- c) The availability of clean bathrooms for customers have not been fulfilled by KUBE Darma Bakti. Even though in reality, there is a division of tasks within the group to clean the bathroom in turns, but because of limited vision and blindness, so that the quality of cleanliness of the bathroom has not meet the element of cleanliness. In individual businesses, the bathroom is public.
- d) Customers also have not been provided by drinking water facilities as stated in the regulations. It has not been fulfilled by KUBE Darma Bakti. Meanwhile, a *masseur* who

work at their private home sometimes provides coffee or tea. There is also a *masseur* who has a side business by selling herbal drinks.

- e) There is only one garbage bin is available for mixed waste. And even then it is used together with family waste. Garbage at KUBE Darma Bakti is still mixed with other organizations
- f) The nameplate owned by the *masseur* has not fulfilled the requirements of the health office that set rules so that should be written in white color the word of *Rumah Sehat* or Healthy House with green background, and optional size is 60 cmx40cm or 80 x 100 cm.

Service Aspects

The Service aspect regulates the Service Standard Operating Procedure (SOP) which includes eight sub-elements as follows.

1. Services for guests before the massage, namely: a) Welcoming the arrival of guests; b) Registration of guests; c) providing information about the implementation, consultation on the type of treatment and the price of massage provided.
2. Services during a massage, including a) traditional Indonesian massage; b) and/or reflexology.
3. Post-massage services about confirming the message that has been given.
4. Cash and/or non-cash payments.
5. Massage rules.
6. Safety and First Aid in Accident.
7. Implementation of cleanliness in the massage business.
8. Handling guest complaints.

In the aspect of service, KUBE Darma Bakti has not fully implemented the standard operating procedure elements, especially in carrying out massage procedures (no. 5), providing first aid facilities, and fire extinguishers (no. 6).

Based on the field of observations, it was found some *masseurs* not focused on working, such as using mobile phones while serving customers. It was also found the *masseurs* often chatting with fellow who carry out tasks in the room at the same time.

The cleanliness of the room in the KUBE Darma Bakti and other individual massage business places are sufficient well. It just on the time of observation was found a customer/client complained about a pillow that smelled of sweat due to the pillowcase not being replaced for the next client. This event is relatively rare because most *masseurs* have clean pillow and bed linens.

Management Aspects

Management aspects consist of three elements, namely a) organization (discussed in description No.1-No 4); b) management (discussed in description No. 5); c) human resources (discussed in description No.6-No.9); d) facilities and infrastructure (discussed in description No.10-18) with the following description.

1. Business profile consisting of a) documented organizational structure, and b) clear job descriptions and functions for each position and documented.
2. Complete, measurable and documented business plan.
3. Operational Procedure Documents Standard (standard operating procedure) or instructions for implementing work.
4. Code of Conduct of organization.
5. Documented employee performance evaluation. At KUBE Darma Bakti the evaluation of the performance of workers in the management element was implemented in the form of reprimand until excluded from the group. The organization had ever issued 2 million severance payment for member who are excluded from organization in 2011.

6. Employees use uniform clothes that are clean and polite by stating their identities. KUBE Darma Bakti and PERMATUBA's *masseur* have uniforms but they don't use name tag. The blind *masseurs* who work at home don't wear uniform.
7. Having and implementing competency certification especially for *masseurs*.
8. Having a registered traditional health practitioner certificate (STPT), it is abbreviation from *Surat Terdaftar Penyehat Traditional*.
9. Having career development.
10. The Administrative area equipped with equipment and tools.
11. Place the area of linen.
12. Closed bins consisting of a) organic waste bins; b) non-organic waste bins.
13. First aid kit and light fire extinguishers in accordance with the provisions of the laws and regulations.
14. Electrical installations in accordance with the provisions of the legislation.
15. Clean water installations in accordance with the law.
16. Emergency lights function properly.
17. The communication equipment consisting of telephone and/or facsimile.
18. Place of worship/prayer with its clean and well-maintained.

The requirements for this management aspect have not yet been met by the blind *masseurs*. The challenges in the aspect of managing massage parlors include two elements: organization, human resources (HR) and infrastructure that can be identified as follows.

- a) In this organizational element, business profiles, business plans, customer documents and company rules have not been found in individual and group massage efforts.
- b) In the HR element, it is found that blind *masseurs* do not have a registered letter as a traditional health practitioner (STPT).



Figure 3. Profile of Blind *Masseurs* in KUBE Darma Bakti with Uniforms.

Provisions to have STPT are also related to Government Regulation No. 103 of 2014 concerning Traditional Health Services. Registered Letter as Traditional Health Practitioner (STPT, *Surat Terdaftar Sebagai Penyehat Tradisional*) is a written evidence given to Traditional Health Practitioner who have registered to provide empirical traditional health services based on government regulations of the Republic of Indonesia No.103 of 2004 concerning Traditional Health Services. In this regulation, STPT is given to traditional health practitioners who hold traditional empirical health services. Empirical Traditional Health Services are the application of traditional

health whose benefits and safety are proven empirically. Blind *masseurs* based on this government regulation can be categorized as traditional empirical health practitioner.

Challenges

The challenges face by blind *masseurs* are in fulfilling the basic requirements and standard requirements set out in PERMENPAR No. 20 of 2015 concerning the Business Standards for Massage Parlor. The basic requirements is a registered sign of massage parlor in tourism business. The other challenges can be describe as mentioned bellow.

1. The business place does not meet the basic requirements because of several factors, namely a) Blind *masseurs* live in a renting room or renting house so that the place of business and place of residence is uncertain; b) The business place is using government facilities. The massage room and massage facilities used by KUBE Darma Bakti are belong to the UPTD. The majority of members of PERMATUBA and PERTUNI mostly manage their businesses in rented room or rented house. They are struggling in facing reality that they often stay and move around.
2. During this time, the lines of communication, development of blind *masseur* resources were carried out by the Social Service Ministry. Unfortunately, this communication system has not been integrated with the Ministry of Tourism and Creative Economy, the Ministry of Health, and the traditional health practitioner association so that the standard policy of the massage parlor have not touched the blind *masseurs*.
3. The Ministry of Tourism and Creative Economy regulation No. 20 of 2015 in which is integrated with Government Regulation No. 103 of 2014 concerning traditional health services have not socialized and touched the blind *masseur* so that they have not yet been certified in the STPT to meet the standards requirements.

Opportunities

Some opportunities that can be considered as efforts to increase the competence of blind masseur as mentioned bellow.

1. The Ministry of Health of the Republic of Indonesia has set a step forward in line with the establishment of an alternative and complementary Directorate of Traditional Health Services through Minister of Health Regulation No. 1144 in 2010. In the Strategic Plan of the Ministry of Traditional Health in 2015-2019, this directorate carries out the main tasks: a) development of traditional health service education for community empowerment with independent care, b) empowerment of traditional health service promotion; c) increasing screening of public health services; d) and so on. It means that blind *masseurs* can get support and assistant to improve their competency at work and business through the partnership program with this directorate.
2. Some functions of this directorate are a) implementation of activities in the field of traditional health service skills development; b) foster traditional herbal health services; c) developing alternative and complementary health services; d) Establish screening and partnerships. Screening according to KBBI means it can state the name of a person, place or all objects and everything that is blocked. Screening is intended for identification, especially in the selection process, which requires an analysis of the activity plan whether or not an Environmental Impact Analysis (EIA) is needed or not. Thus, blind masseurs can work together by getting assistance and guidance from the directorate in an effort to improve competence.
3. The Governor of Bali, I Wayan Koster has provided an opportunity for traditional health professionals and practitioners (in Balinese language it is called *Balian*) to work in community health centers and hospitals. This governor's policy is a change and step forward innovation in regulations that provide opportunities for blind *masseurs* to develop their business and income. It had also been done by governments in China and Korea that give priority to blind people. This opportunity needs to be responded by blind *masseur* in Bali by immediately having a Registered Letter as Traditional Health Practitioner, and other supporting provisions.

4. Data from the Ministry of Health in 2013 showed that the proportion of households utilizing traditional health services was 30.4 with the most widely used types of services skills without tools is 77.8% and potions are 49%. Thus, blind *masseur* have the opportunity to develop business and income by increasing their competency through basic requirements and standard requirements in massage business.

IV. CONCLUSION

The implementation of the Minister of Tourism Regulation No.20 of 2015 concerning the Business Standards of Massage Parlor has not been widely known by blind *masseur*. This regulation regulates two objects, namely, the businessman and management of the massage parlor who manage massage parlor. This regulation involves the ministry of tourism and creative economy, ministry of health as well as traditional health practitioners association. While, the communication channels of blind *masseur* in developing their competencies are still under the social ministry.

The challenges in increasing the competency for blind *masseur* in implementing Business Standards of Massage Parlor, namely: 1) lack of socialization regarding this regulation; 2) limited knowledge and access to administrative arrangements; 3) standard requirements in the form of business licenses have not been fulfilled; 4) standard requirements have not been fully met. The ministry of Tourism and Creative Economy as well as the Ministry of Health, and Traditional Health Practitioners Association of Bali Province need to facilitate the blind *masseur* to get the Registered Letters as Traditional Health Practitioners (STPT). By these licenses, qualifications and certifications, the blind *masseur* can be given opportunities to work in community health centers and hospitals.

This effort in partnership is innovation that can expand employment opportunities and increase family income. This synergy is in line with the goals of sustainable development, especially in aspects of economic growth and decent work and partnerships to achieve a better life goal for blind *masseur* in Indonesia.

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Analysis Of The Effect Of Leadership And Organizational Culture On Organizational Citizenship Behavior With Job Satisfaction As An Intervening Variable At Ubud Wana Resort, Gianyar



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Abstract

This study has several objectives. First, to determine the influence of leadership and organizational culture partially on organizational citizenship behavior at Ubud Wana Resort. Second, to find out the influence of leadership and organizational culture partially on job satisfaction at Ubud Wana Resort. Third, to determine the effect of job satisfaction on organizational citizenship behavior at Ubud Wana Resort, and Fourth, to determine the influence of leadership and organizational culture partially on organizational citizenship behavior with job satisfaction as an intervening variable at Ubud Wana Resort. This research is included in causal associative research using a quantitative approach. Quantitative approaches are used because the data used to analyze relationships between variables is expressed by numbers. This study connects the influence of Leadership, Organizational Culture and Job Satisfaction on Organizational Citizenship Behavior. The result of this study are Leadership has a positive and significant effect partially on organizational citizenship behavior, Organizational culture has a positive and significant effect partially on organizational citizenship, Leadership has a positive and significant partial effect on job satisfaction, Organizational culture has a partial and positive influence on job satisfaction, Job satisfaction has a significant influence on organizational citizenship behavior, Leadership influences OCB through Job Satisfaction" is not proven, and Organizational Culture influences OCB through Job Satisfaction" is not proven

Keywords : Leadership, Organizational Culture, Job Satisfaction, OCB

I. INTRODUCTION

Nowadays tourism increasingly growing and developing very dynamically, this really requires the existence of an effective and efficient management system which means it can easily change or adjust and can accommodate any changes both those that have been and have happened quickly, precisely and directed and at a low cost. Survival and growth of a company is not only determined by the success in managing finances based on the strength of capital or profit alone, but also determined by the success of managing human resources. Human resource development companies must be able to unite perceptions or perspectives of employees and company leaders in order to

achieve company goals. Given the importance of human resources in achieving company performance, it is necessary to conduct an in-depth study of several factors that affect employee performance in order to improve the efficiency and productivity of the company's human resource management. One important factor that influences employee performance is leadership and organizational culture.

According to Juni Priansa there are various kinds of leadership styles used by leaders in carrying out their leadership functions [1]. The leadership style, including:

1. Personal Leadership
This leadership style is carried out by leaders by establishing direct relationships with their employees so that a close and harmonious personal relationship arises.
2. Non Personal Leadership
This leadership style does not establish direct relations with employees so that between leaders and employees does not arise close personal contact.
3. Authoritarian Leadership
This leadership style treats employees arbitrarily, because they consider themselves the most powerful people in an organization.
4. Democratic Leadership
This leadership style can be seen from the way leaders always hold discussions with their employees in completing various jobs within the organization.
5. Transactional leadership
This leadership focuses on interpersonal transactions, between management and employees.
6. Charismatic leadership
This leadership style emphasizes symbolic leader behavior, messages about vision and provides inspiration, non-verbal communication, attraction to ideological values, intellectual stimulation of leaders by participation, the appearance of self-confidence and for performance that goes beyond the call of duty
7. Visionary Leadership
The visionary leadership style is a leadership style that is able to create and articulate realistic, trustworthy, attractive visions with the future of the organization that continues to grow and increase.

According to Pearce and Robinson organizational culture is a group of important assumptions (which are often not clearly stated) held together by members of an organization [2]. Every organization has its own culture, the culture of an organization is similar to a person's personality or a theme that is intangible but exists and is present, provides meaning, direction, and basis or action.

Furthermore, explained organizational culture is a pattern of tacit sharing assumptions learned by groups, such as solving problems, external adaptation and internal integration that have worked well enough to be considered valid and therefore to be taught to new members as the right way to see , thinking, and feeling in relation to the problem [3]

Ubud Wana Resort is one of the companies engaged in Hospitality, Restaurant and Entertainment (Spa) in the Ubud area. In recent years, Ubud Wana Resort has experienced a high turnover (LTO) and has caused a decline in company productivity. The following is the rate of labor turn over employee data at Ubud Wana Resort in 2017 and 2018.

Year	Employee {1}	Total Employee In {2}	out {3}	Total Employee {4 = (1+2)-3}	Average of Employees {5 = (1+4)½}	LTO (%) {6= ((3-2):5)x 100}
2017	109	5	17	97	103	11,65%
2018	97	7	27	77	87	22,99%

Table 1 Labor Rate Turn over Employees at Ubud Wana Resort in 2017 and 2018 (in Persons).

Table 1 explain that total labor turnover that occurred in 2017 and 2018 at Ubud Wana Resort is 16.84 percent. Where in 2017 LTO reached 11.65 percent and then in 2018 it increased to reach 22.99 percent. Based on Edison opinion, labor turnover is good, which is no more than 10 percent, so the labor turn over that occurs at Wana Ubud Resort can be said to be quite high [4]

Based on interviews and observations, discharge of employees occurs not only because the time the contract has expired, but indeed because of the wishes of the employee itself. The policy of the company should be employees who have no problems, get an extension of the contract but some employees decide not to renew their contracts. Based on the theory of Mobley labor turn over can be influenced by external and internal factors of the company. Where external factors include environmental aspects and individual aspects themselves, while internal factors include leadership, organizational culture, compensation, job satisfaction and career development [5]

According to employees at Ubud Wana Resort, leadership developed within the company is authoritarian leadership, where leaders like this tend to direct and supervise employees hard by using their power to ensure that the tasks given by the company are carried out in accordance with what they want. Leaders in the company pay more attention to the implementation of work than the development and growth of employees and have low trust in employees, so that some employees feel uncomfortable with their work because they feel leadership like this is not in accordance with individual characteristics.

While for organizational culture at Ubud Wana Resort, according to some employees it is not too strong, because companies can quickly accept changes in new things, especially in the company there is a high level of nepotism, which can lead to gaps between fellow employees. In addition, with the existence of companies that predominantly have employees with Hindu beliefs, there are other religions that feel intimidated by the power of the environment, where the majority is always enshrined in company policy.

As for compensation and career development, Ubud Wana Resort carries out policies in accordance with existing regulations, where employee compensation is given in accordance with government regulations, namely the regional minimum wage and added bonuses and other benefits according to the level of employment and work that obtained. Then for career development, Ubud Wana Resort carries out career development in accordance with the work orientation of employees, where career advancement does not only refer to long time levels of work but to the extent of employee contributions and loyalty to the company.

With the gaps in leadership and corporate organizational culture, some employees feel dissatisfied with their work even though compensation and career development given by the company are in accordance with the rules. This triggers, lack of organizational membership behavior or organizational citizenship behavior that occurs in the employee environment and tends to lead to high labor turnover

The problem regarding organizational membership behavior was also conveyed by the General Manager of Ubud Wana Resort namely Mr. Ryan Rianto, where according to him employees tend to only work on individual task interests and lack concern for work among other teams, while employee performance that exceeds normal company time is still relatively minimal , and that only happens at the direction of the leadership and the company must pay extra time bonuses in accordance with the excess work time of the employee.

This study has several objectives. First, to determine the influence of leadership and organizational culture partially on organizational citizenship behavior at Ubud Wana Resort. Second, to find out the influence of leadership and organizational culture partially on job satisfaction at Ubud Wana Resort. Third, to determine the effect of job satisfaction on organizational citizenship behavior at Ubud Wana Resort, and Fourth, to determine the influence of leadership and organizational culture partially on organizational citizenship behavior with job satisfaction as an intervening variable at Ubud Wana Resort.

Based on the theories and problems that occur at Ubud Wana Resort, the authors are interested in conducting research with the title "Analysis of the Effect of Leadership and Organizational Culture on

Organizational Citizenship Behavior with Job Satisfaction as an Intervening Variable at Ubud Wana Resort in Gianyar".

Based on the literature review or a combination of several theories and previous studies which have been described previously and clearly described, the following framework is obtained:

II. METHODE

This research is included in causal associative research using a quantitative approach. According to Sugiyono Causative associative research is research that aims to determine the influence of two or more variables [6]. This study will explain the relationship affects and is influenced by the variables to be studied. Quantitative approaches are used because the data used to analyze relationships between variables is expressed by numbers. This study connects the influence of Leadership, Organizational Culture and Job Satisfaction on Organizational Citizenship Behavior. Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn.

In this study the population consisted of 69 people, namely all staff contracts at Ubud Wana Resort in 2018-2019. Where this number includes: 6 accounting people, 3 Sales Marketing people, 9 Front Office people, 20 House Keeping, 9 Food & Beverage Product people, 6 Food & Beverage Service people, 7 Therapy's Spa People, 6 Security people and 3 Engineering people .

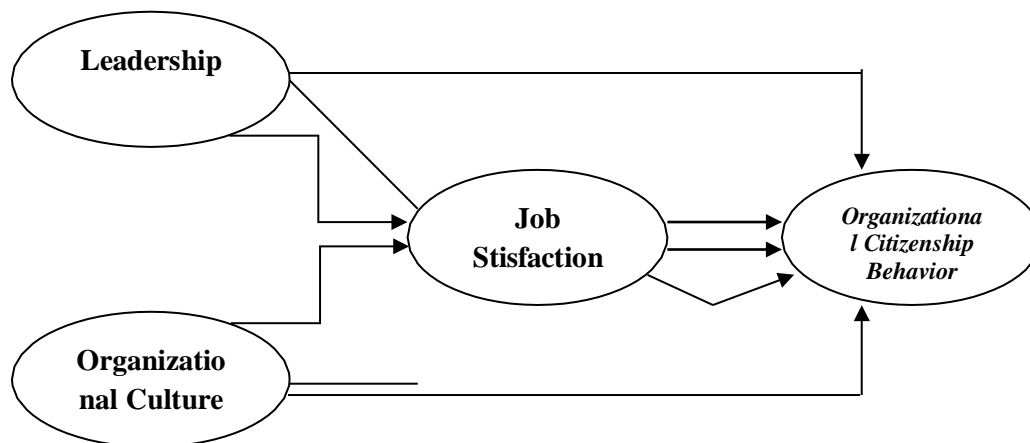


Figure I. Conceptual Framework

III RESULT & DISCUSSION

Charactristic Respondent

Based on the results of research obtained from respondents consisting of 69 people, the research data can be grouped based on the characteristics of respondents. Based on gender, the respondents in this study are classified in Table 2 as follows:

No	Gender	Total (People)	Percentage (%)
1	Male	51	73,9
2	Woman	18	26,1
Total		69	100

Table 2 Characteristics of Respondents based on Gender

Based on Table 2, it can be concluded that the respondents in this study were mostly men with a total of 51 people or 73.9 percent, while female respondents with a total of 18 people or 26.1 percent. Based on the age of the respondents, the respondents in this study can be grouped in Table 3 as follows:

No	Ages (Year)	Total(Peoples)	Percentage (%)
1	< 20	6	8,7
2	20-30	46	66,7
3	31-40	15	21,7
4	> 40	2	2,9
Total		69	100

Table 3 Characteristics of Respondents based on Ages

Based on Table 3 it can be concluded that the respondents in this study were mostly aged between 20 to 30 years with a percentage of 66.7 percent namely as many as 46 respondents, while the lowest percentage was respondents with an age range of more than 40 years which amounted to 2.9 percent with the number of respondents is 2 people. This shows that most employees at Ubud Wana Resort are between 20 and 30 years old. Based on the length of work of the respondents, the respondents in this study can be grouped in table 4 as follows:

No	Length of Work(Year)	Total (Peoples)	Percentage (%)
1	< 1	4	5,8
2	1-2	35	50,7
3	3-4	28	40,6
4	>4	2	2,9
Total		69	100

Table 4 Characteristics of Respondents based on Lengths of Work

Based on table 4, it can be concluded that the respondents in this study mostly worked between 1 to 2 years with a percentage of 50.7 percent, namely as many as 35 respondents, while the lowest percentage was respondents with a work period of more than 4 years which amounted to 2.9 percent with the number of respondents as many as 2 people. This shows that employees at Ubud Wana Resort predominantly have a working period of 1 to 2 years.

Normality Test

One-Sample Kolmogorov-Smirnov Test

		x1	x2	Z	Y
N		69	69	69	69
Normal Parameters ^{a, b}	Mean	46.2899	58.0435	47.3333	59.1304
	Std. Deviation	2.67396	2.53467	2.62155	2.56626
Most Extreme Differences	Absolute	.094	.123	.089	.116
	Positive	.094	.123	.089	.116
	Negative	-.091	-.099	-.079	-.100
Kolmogorov-Smirnov Z		.780	1.024	.736	.960
Asymp. Sig. (2-tailed)		.577	.245	.650	.315

a. Test distribution is Normal.

b. Calculated from data.

Table 5 Normality Test

Based on the table above it can be seen that the value of Asymp. Sig of each variable sequentially is 0.577, 0.245, 0.650, and 0.315 which is greater than 0.05. So it can be concluded that the data from each variable is normally distributed.

Multicollinearity Test

Multicollinearity X1, X2 to Y			
No	Dependent	Tolerance	VIF
1	Leadership	0.185	5.413
2	Organizational Cultural	0.185	5.413
Multicollinearity X1, X2 to Z			
No	Dependent	Nilai Tolerance	VIF
1	Leadership	0.185	5.413
2	Organizational Cultural	0.185	5.413

Table 6 Multicollinearity Test

Based on the table above, it can be seen that the coefficient for each independent variable has a VIF value of less than 10 and a tolerance value of more than 0.10 means that there is no multicollinearity in the regression model.

Correlation's Variables

The analysis technique used to analyze the data that has been collected in order to answer the problems stated in Chapter I is a statistical analysis using the SPSS 24.00 program, where the following results are obtained:

Dependent	Independent	r(partial)	B	T.count	Sig
<i>Organizational Citizenship Behavior</i>	Leadership	0.726	0.338	8.567	0.000
	Organizational Behavior	0,893	0.669	16.089	0.000
R	0.990				
D	0.979				
T.table	1.668				
Constanta	4.690				0,000
Regression	Y= 4.690 +0.338X1+0.669X2				
F.count	1572.882				0.000
F.table	3.99				

Table 7 Results of Statistical Analysis on Leadership (X1) and Organizational Culture (X2) on Organizational Citizenship Behavior (Y) at Ubud Wana Resort in Gianyar

Dependent	Independent	r(partial)	B	T.count	Sig
Job Satisfaction	Leadership	0.962	0.901	28.446	0.000
	Organizational Behavior	0.300	0.085	2.554	0.013
R	0.994				

D	0.987	
T.count	1.668	
Constanta	0.697	0.432
Regression,	Z = 0.697 +0.901X1+0.085X2	
F.count	2562.546	0.000
F.table	3.99	

Table 8 Results of Statistical Analysis on Leadership (X1) and Organizational Culture (X2) on Job Satisfaction (Z) at Ubud Wana Resort in Gianyar.

To find out the joint relationship between leadership and organizational culture on organizational citizenship behavior (Y) at Ubud Wana Resort in Gianyar, multiple correlation was used. Based on the analysis as seen in Table 7, obtained multiple correlation coefficient (R = 0.990) means that there is a positive and very strong relationship together between leadership and organizational culture towards organizational citizenship behavior.

To find out the joint relationship between leadership and organizational culture on job satisfaction (Z) at Ubud Wana Resort in Gianyar, multiple correlation was used. Based on the analysis as seen in Table 8, obtained multiple correlation coefficient (R = 0.994) means that there is a positive and very strong relationship together between leadership and organizational culture on job satisfaction.

In this study the model used in analyzing the influence of leadership and organizational culture on organizational citizenship behavior (Y) at Ubud Wana Resort in Gianyar is multiple linear regression analysis with the help of the SPSS 24.00 program. In multiple linear regression models, the dependent variable is organizational citizenship behavior (Y) and independent variables namely leadership (X1) and organizational culture (X2). From the results of the analysis using the SPSS 24.00 program as in Table 7, the regression equation can be determined as follows:

$$Y = 4.690 + 0.338X1 + 0.669X2$$

In addition to the influence of leadership and organizational culture on organizational citizenship behavior (Y), in this study also analyzed the influence of leadership and organizational culture on job satisfaction (Z) using multiple linear regression analysis with the help of the SPSS 24.00 program. In multiple linear regression models, the dependent variable is job satisfaction (Z) and independent variables namely leadership (X1) and organizational culture (X2). From the results of the analysis using SPSS 24.00 as in table 8, the regression equation can be determined as follows:

$$Z = 0.697 + 0.901X1 + 0.085X2$$

Path Analysis

Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994 ^a	.987	.30004

a. Predictors: (Constant), x2, x1

Table 9 R Square Coefficient Effect of Leadership and Organizational Culture on Job Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	.697	.881		.791	.432
x1	.901	.032	.919	28.446	.000
x2	.085	.033	.082	2.554	.013

a. Dependent Variable: z

Table 10 Coefficient Effect of Leadership and Organizational Culture on Job Satisfaction

Analysis of the effect of X1 through Z on Y

It is known that the direct effect given X1 to Y is 0.871. While the indirect effect of X1 through Z on Y is the multiplication between the values of P1 and P5, namely: $0.919 \times -0.565 = -0.519$. Then the total influence given X1 to Y is a direct effect added by indirect effects, namely: $0.871 + (-0.519) = 0.352$. Based on the results of the calculation above, it is known that the direct effect of leadership on OCB is 0.871 while the indirect effect of leadership on OCB is through job satisfaction of -0.519. So it can be concluded that the direct influence of leadership on OCB is greater than the indirect influence of leadership on OCB. That is, because the direct influence is greater than the indirect effect so "Leadership influences OCB through Job Satisfaction" is not proven.

Analysis of the effect of X2 through Z on Y

It is known that the direct effect given by X2 to Y is 0.707. While the indirect effect of X2 through Z on Y is the multiplication between the values of P2 and P5, namely: $0.082 \times -0.565 = -0.04$. Then the total effect given X2 to Y is the direct effect added by indirect effects namely: $0.707 + (-0.04) = 0.667$. Based on the above calculation, it is known that the direct effect of organizational culture on job satisfaction is 0.707 while the indirect effect of organizational culture on organizational citizenship behavior is through job satisfaction of -0.04. So it can be concluded that the direct effect of organizational culture on OCB is greater than the indirect influence of organizational culture on OCB. That is, because the direct influence is greater than the indirect effect so "Organizational Culture influences OCB through Job Satisfaction" is not proven

IV CONCLUSION

1. Leadership has a positive and significant effect partially on organizational citizenship behavior at Ubud Wana Resort in Gianyar. This is seen in the t test with a t value calculated at the alpha (α) level of 5% which is 8.567 greater than t.table, which is 1.668.
2. Organizational culture has a positive and significant effect partially on organizational citizenship behavior at Ubud Wana Resort in Gianyar. This is seen in the t test with a t-count value at the alpha (α) level of 5% which is 16,089 greater than t.table which is 1,668.
3. Leadership has a positive and significant partial effect on job satisfaction at Ubud Wana Resort in Gianyar. This is seen in the t test with the value of tcount at the level of alpha (α) 5% is 28,446 greater than t.table is 1,668.
4. Organizational culture has a partial and positive influence on job satisfaction at Ubud Wana Resort in Gianyar. This is seen in the t test with the value of t count at the level of alpha (α) 5% is equal to 2.554 greater than t.table is 1.668.
5. Job satisfaction has a significant influence on organizational citizenship behavior at Ubud Wana Resort in Gianyar. This is seen from the sig value. 0,000 which is smaller than 0.05.

6. The direct influence of leadership on organizational citizenship behavior (0.871) is greater than the indirect influence of leadership on organizational citizenship behavior (-0.519). That is, because the direct influence is greater than the indirect effect so hypothesis 6, namely "Leadership influences OCB through Job Satisfaction" is not proven.
7. The direct effect of organizational culture on organizational citizenship behavior (0.707) is greater than the indirect influence of leadership on organizational citizenship behavior (-0.04). That is, because the direct influence is greater than the indirect effect so hypothesis 7, namely "Organizational Culture influences OCB through Job Satisfaction" is not proven.

Based on the results of the research and the conclusions that have been elaborated, further suggestions can be proposed which are expected to be useful for Ubud Wana Resort and other parties who wish to conduct similar research.

1. For Ubud Wana Resort in Gianyar, seeing the enormous influence of leadership and organizational culture on organizational citizenship behavior, it is expected that the company will maintain and always improve leadership and organizational culture to achieve corporate goals. By creating good organizational citizenship behavior in a company, it will create good performance for employees and certainly will improve company performance.
2. Based on the results of respondents' answers, the average item statement received a very good response, but the Ubud Wana Resort needs to pay attention to several things related to the research variable
3. In this study, researchers realized that there are still many shortcomings that researchers have because of the many limitations, so in the next study it is expected to use more samples so that research is more accurate. And it is also recommended for the next study to be able to use other variables that have not been present in this study, in order to get better results.

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Marketing Mix Analysis Business Success Ceremonial Means Fiber-Based In Bresela Village, Gianyar

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Abstract

Bresela village is a business center for fiber ceremony facilities in Gianyar district. The success of the business in the village of Bresela is influenced by several factors, one of which is marketing mix. The purpose of this study was to determine the business development of fiber-based ceremonial facilities in Bresela Village and to analyze the implementation of Marketing Mix in the success of the business. This research is qualitative research with data collection techniques through observation, interviews and documentation studies. Determination of informants in this study using purposive sampling technique and using data triangulation techniques. The results of the study explained that the business development of fiber-based ceremonial facilities in Bresela Village has increased in terms of the number of businesses, profitability, total production, market share and an increase in the number of workers. Marketing implementation means in the business success of fiber-based ceremonial facilities in Bresela Village through the aspects of product, price, place and promotion can increase sales volume so that it determines business success.

Key word: marketing Mix, business success

I. INTRODUCTION

In various regions of Gianyar Regency began to spread many small and medium enterprises, based on data from the Department of Industry and Trade Gianyar Regency can be seen the development of the number of craft businesses in Gianyar regency:

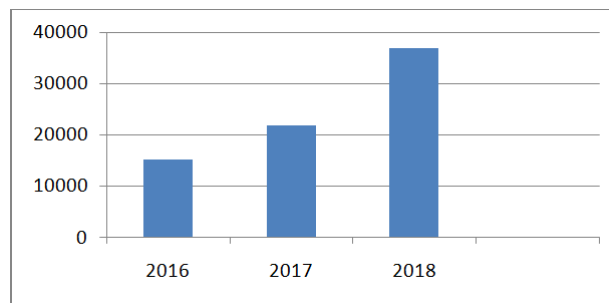


Figure 1. The grow of Small and Medium Enterprises in Gianyar Regency

From these data can be seen that the development of handicraft business in Gianyar Regency is increasing, in 2016 there were 15.149 business units, in 2017 as many as 21.757 business units and in 2018 as many as 36.890 business units. Small and Medium Enterprises are the backbone of developing countries' economies. Small industries and handicrafts are the main components in the development of the local economy, especially in rural areas, because small industries and handicrafts are included in the informal sector as a place to absorb labor [1].

Bali which is famous for Culture and a series of ceremonies opens business opportunities for the community. The developing business is the business of making ceremonial facilities. Now there have been more modern techniques for making ceremonial instruments with reproductive techniques, namely printing techniques using chemicals. With the reproduction technique, many artisans switch to producing products such as dulang (wanci), sokasi (keben), using printing techniques.

The many activities of traditional and religious ceremonies, and the high desire of the community to have ceremonial facilities of various shapes and types, give high motivation to crafters to create more unique and interesting ceremonial facilities [2]. The ceremonial handicraft business that developed in the village of Bresela, Payangan sub-district, produces many types of dulang, bokoran, keben, place, kapar using wood raw materials and feber glass. The shape and type of craft art is very varied with beautiful motifs and colors.

The increasing number of entrepreneurs means ceremonies made of Feber glass, the more intense competition between these businesses, this requires the business people feber glass ceremony facilities to further improve marketing and maintain the quality of its products. From the results of interviews with the Bresela Village Perbekel, Mr. Made Budiasa, almost 65% of the villagers of Bresela became business artisans at the ceremony facilities.

One indicator to measure the success of a business that is the easiest to observe is the profits that entrepreneurs get, stating that the company's operating profit is still a critical goal and a measure of the success of a company said to be very important because if the company does not get a profit, the company cannot provide benefits to stakeholders, which means it cannot increase salaries, cannot provide dividends to shareholders, cannot expand business and cannot pay taxes[3].

To improve strategy performance of the company particularly in products, price, promotion and distribution, and implementing strategy alternative such as expanding export market, initiate cooperation with similar venture [4]

In connection with this, the implementation of the marketing mix is one of the important factors for achieving business success. Companies with a lot of sales must have a great and planned marketing strategy. But the ability of businesses to adapt to existing technology is more value for marketing the business they are engaged in. Because the future of a business can be seen from the extent to which business people can utilize existing technology.

II. METHODE

This study uses a type of qualitative research. states that qualitative research is a research method based on the philosophy of postpositivism used to examine natural object conditions, researchers as key instruments for sampling data sources by purposive and snowball, collection techniques with triangulation, inductive data analysis / qualitative, and the results of qualitative research emphasize the meaning rather than generalization[5]. The type of research approach used in this study is qualitative descriptive research.

After all the data is collected, then data analysis is carried out to get conclusions. Data analysis is the process of compiling data so that it can be interpreted. Arranging data means classifying patterns, interpretations or categories of interpretations means giving meaning to analysis, explaining patterns or categories, looking for relationships between various concepts. Data analysis was carried out through qualitative analysis of data instead of numbers, and quantitative analysis (statistics) of data in the form of numbers.

1. Data reduction

Data reduction means as a process of selection, concentration, attention and simplification, abstracting, rough data transformation that emerges from field notes

2. Presentation of data

Presentation of data is the presentation of a set of structured information and allows for the conclusion of data and taking action.

3. Withdrawal Conclusion

The next activity is drawing conclusions which are part of an activity from a complete configuration[6].

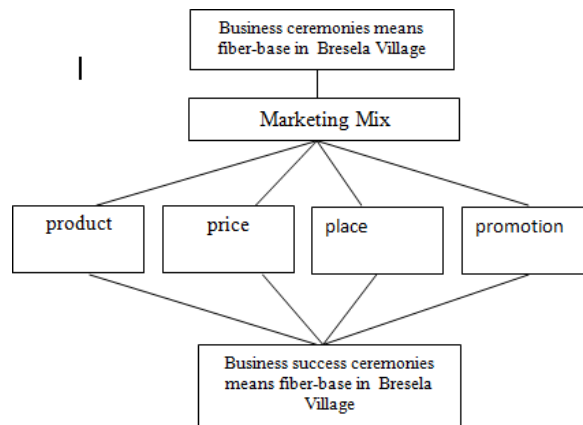


Figure 2. Research framework

III. RESULT AND DISCUSSION

Development of the success of Fiber Glass Ceremony Facility Business in Bresela Village

The ceremonial effort of fiber in Bresela Village began to be seen in 2009. According to the informant, I Made Suanta said, before the people in Bresela village were involved in this ceremonial facility made from fiber, the dominating business was wooden crafts for candle holders. The craft was exported abroad During the financial crisis, many entrepreneurs went bankrupt and many switched to fiber ceremony facilities, but not entrepreneurs ceremony made from fiber in the Bresela village came from bankrupt wood entrepreneurs, there were also young people who have never worked in the field of crafts to become entrepreneurs in fiber crafts.

Similar information was also obtained from other informants, one of whom was Mrs. Ketut Ayu Mas and her husband, Mr. Wayan Subrata. This business they lakoni from 2010. Before working in the industry made from fiberglass, they were originally working on other businesses, namely as makers of wood-based souvenirs. Because the more days the demand for wooden souvenirs decreases this causes them and other surrounding communities who work on the same business to go out of business. This product is seen as having a great opportunity because this product is made from low-cost, attractive carving designs, and light. By seeing the business opportunity of Dulang Fiber is very bright, the owner decided to switch business.

According to the Bresela Village Perbekel, Mr. Made Budiassa, in 2016 there were 100 families who were in the business of ceremonies of glass fiber, and by 2019 almost 65% of the population in the village of Bresela had become entrepreneurs of the fiber glass ceremony or around 350 families.

Based on the results of observations and interviews until May 2019, the average entrepreneur of fiber glass ceremonies in the village of Bresela has 20 to 40 employees, with a profit of 10,000,000 rupiah to 50,000,000 rupiah per month. Where at first each business only has 3-5 employees. The more widespread the market share, the number of productions is increasing, which is followed by an increase in the number of employees.

Judging from the development of its business, the effort of the glass fiber ceremony in Bresela Village was successful.

Entrepreneurs of the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks and receiving the rewards of monetary and personal Satisfaction[7].

From the definitions above, it can be concluded that entrepreneurship is said to be a process of doing something (creative), (innovative), and risk-taking. A creative entrepreneur is related to ability and tenacity to develop new ideas by combining the resources that are owned, where they always observe the situation and previous problems that are not or less attention. In addition, they tend to have many alternatives to certain situations and are empowered to use emotional mental powers under the subconscious to create something or new products or new ways and so on.

Business success is essentially the success of a business achieving its goals, a business is said to be successful when it earns a profit, because profit is the goal of someone doing business [8].

Business people using fiber ceremony facilities in Bresela Village always make innovations to differentiate their products from competitors of similar products both in terms of motifs, colors and shapes. Besides innovation, risk-taking is also part of the determinant of success in Bresela Village. Many of the business actors are not yet brave enough to take risks, so their ability to increase sales volume is still limited. From the results of interviews with business people, it can be known that ahead of major holidays such as Galungan and Kuningan, orders for fiber ceremony facilities will increase dramatically, business people will be overwhelmed in fulfilling the market, because they do not have sufficient stock and limited time in the process. The reason business people have not dared to bear the risk of loss because it has not been supported with sufficient capital.

Implementation of Marketing Mix in the Success of Fiber-Based Ceremony Means Business in Bresela Village

Marketing Mix is a marketing strategy that combines several elements in the marketing mix itself that is carried out in an integrated manner. To achieve business success / business success, complex skills are needed in the process of managing the business. Not only have quality products, many other factors also need to be considered. One of them is the marketing or marketing line. Marketing mix is a combination of variables or activities that are the core of the marketing system, namely products, prices, promotions, and distribution. In other words the definition of marketing mix is a collection of variables that can be used by

companies to influence consumer responses [9]. As a new business model, management needs various tactics and strategies to attract customers such as marketing mix strategi [10].

Products

Fiber ceremony facilities in Bresela Village have good product quality. Every business uses carved molds that they make themselves because they admit that carvings are designed differently from the others that are characteristic of each fiber business.

One informant who has a distinctive product design is Ibu Ayu Mas, not only dulang, Ayu Mas has other products such as bokor, tamas and keben. In addition, the owner always strives to innovate on products beyond the quality of products that are always maintained. In a number of times, the owner tried to put creativity in the form of innovations from carvings made different themes, the size of which was originally only a size of 32 cm diameter then innovated by making a size of 20cm, a form that was originally round in shape innovating with a rectangular shape and innovating with the original level without the current level, a level 3 and level 6 model is made, and the colors are made different but without leaving the characteristics of Ayu Mas products. This is done so that consumers are not bored and are always provoked to buy the latest products from Ayu Mas so that the sales volume can always increase.



Figure 3. Products made from fiber ceremonies in the village of Bresela

From the results of interviews with entrepreneurs, it can be seen that the average work on 1 fiber tray takes about 30 minutes. Beginning the printing process, basic materials such as resin, fiber, talc and catalyst are mixed and stirred for 2 minutes. Next the dough is poured or applied over a rubber mask in the form of the product to be made. After being applied evenly, the prints are waited for 15 minutes to dry. The dried mold is then sanded and covered, before entering the finishing process. In the finishing process, there are two stages in the finishing process, first, all parts of the bone are given red paint, then they are painted according to the design. After all the products go through the finishing process, then the bone is dried by drying it under sun exposure and in the oven before the products are packaged and sent to the customer.

Whereas for bokor products, business people take more of these products from factories in Java because the demand for fiber bok can reach 1500 in a day and if done manually it takes a long time, therefore for bokor products employees only do finishing in the form of painting. Within a day employees can paint up to 1000 pcs / person for 200 rupiah / pcs.

As a result, when it is crowded, demand can reach 1500 in a day, with an average turnover of 50 million in a month, if ahead of the Galungan holiday, business people claim that income can be more than that.

Price

According to the explanation of several informants, the price of fiber ceremonial products in Bresela Village can still compete in the market because the materials used are not too expensive such as wood or silver dulang. The price of wood at that time was expensive, namely 1 wood lojor worth 3 million rupiah, while at a cost of 30 million it could produce 60pcs dulang fiber, therefore with cheap raw materials the products produced could also compete even the cheapest with other basic ingredients. stability of the price of the bone in the market, Mr. Gung Raka gave the same price for all of the resellers, both taking a lot and a little. So that the price of the product can still compete with other fiber-based ceremonial products

Place

Production activities of ceremonial materials made from fiber in the village of Bresela are mostly carried out in the homes of business owners. Large land and easy-to-reach locations support the business success of fiber ceremony facilities in the village of Bresela. Along the way in the village of Bresela, you can easily find these fiber ceremony facilities.

Promotion

The high demand for fiber dulang is not only from Bali, but also from Sumatra, Sulawesi, Kalimantan and Lombok. This booming demand has been felt since the owner used social media as a promotional media. Before getting to know the internet, business people from fiber ceremony facilities admitted that they had difficulty in marketing their products, especially at that time, fiberglass made from ordinary people was still common in society, plus rivals with other basic ingredients were still the people's prides such as wood, silver and others. The marketing was initially by depositing in stores that were paid if the product was sold, therefore the demand was still a narrow coverage, only from Bali. Some businesses also market these products by utilizing social media such as Instagram, Facebook, whatshap, and market places such as shopee, tokopedia and bukalapak.

IV. CONCLUSION

Based on the results of the study it can be concluded as follows:

1. The purpose of fiber ceremonial facilities in the Bresela Village of Gianyar has developed from year to year, the increase in the number of profits, the number of employees, market expansion and the increase in the number of production is an indication of the success of the business. Masi has several business barriers such as the large number of business people who have not dared to take the risk by providing large quantities of stock, so that the market surge during holidays cannot be fulfilled, besides the ability of capital is also an obstacle for some businesses in Bresela village.
2. The implementation of the marketing mix is a determinant of the success of the business facilities at the Gianyar Bresela Village. Through the application of 4 P, product, price, place and promotion of businesses in the village of Bresela can be more developed and increase sales.

V. ACKNOWLEDGMENT

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Destination Successes Factors for Millennial Travelers Case Study of Tanah Lot Temple, Tabanan, Bali

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Abstract

Millennials are a popular term to replace the term Generation Y (Gen Y). There are 2.5 billion millennials worldwide. They have contributed to business travel, and tend to spend most of their expenses on travel and vacation, driven by future travel trends. This research conducted to shape the success factor of the destination for millennial tourists, where the destination of Tanah Lot Temple is used as a case study, which is quantitative research, using survey design and purposive sampling. There are 160 millennial tourists as respondents (who are visited Tanah Lot Temple). The instrument used was a questionnaire with a Likert scale, and the data were analysed using descriptive statistics and factor analysis. This research has indicated that there are nine (9) main factors that shape the success factor of the destination for millennial tourists. The nine main factors are: Millennials interested in traditional costume guides and officers, believe in social media reviews, Millennial will add several/more days to enjoying the destination, The layout of the souvenir shop, buildings, temples, parks, and the others building should support sustainable practices. A millennial will invite parents and closest friends for visiting destination. The experience in destination worth it with or even more than spending, and meet the expectations. The facility of destination affected millennials during visiting. Millennials are interested in the culture at the destination. Traveling is a necessity for Millennial. This research model has an accuracy of 71% on the error rate of 5%.

Keywords: Millennial Travelers, the Successes Factor of the Destination, Tanah Lot Temple.

I. INTRODUCTION

Now there are five generations ever born in the world, the generation that is: the Silent Generation, Baby Boomer Generation, Generation X, Generation Y or the Millennial Generation and future generations who will come or Generation Z [1]. The millennial generation, or better known as the Millennials already reached 40% of the number of tourists who booked the online trip. Millennials were born in the digital age and are famous for always relying on technology in every aspect of their lives. Many experts say this generation is unique, because of its millennial characteristics and values. [1][2]. Therefore, millennial becomes very important for tourism.

In the travel and tourism industry, all efforts have been made to understand and win the millennials. Starting from the ministry of tourism, destination, association, tourism and travel entrepreneurs, hotel manager, restaurant manager and up to tourism industry entrepreneurs, have tried their best to capture the millennial market segment. Millennials don't travel in the same style as the previous generation, so the marketing approach needs to use different innovative methods (Lee, 2013; Mason, 2015). Millennials did not think twice about booking flights online, booking and posting online hotel or restaurant recommendations at the last minute, or even spending the night at a stranger's house in a city thousands of miles from his/her home. Millennials are users of different innovative methods, so they need to be approached through building brand niches, introducing amenities facilities driven by mobile technology (mobile-driven amenities), and other promotional activities.

Bali as a major tourism destination in Indonesia has several tourism objects, both natural and cultural destinations. One of Bali's cultural destinations is the destination of the Tanah Lot Temple. Tanah Lot Temple is famous for its exotic, authentic and stunning, this characteristic directly attracts Millennials to visit. The number of tourists/travellers visits to Tanah Lot Temple from 2014 to 2018 is shown in Table-1. In general, according to Table 1, it can be seen that the number of tourists who visit the destination of the Tanah Lot Temple has fluctuated, and there has been seen a decline in the last 2 years. But if taken seriously, it can be seen that there is a pattern that is the destination of Tanah Lot Temple, since 2015, there have been more than 3 million tourist/travellers visited Tanah Lot Temple annually, of course including millennial tourists.

No	Year	Number of Travelers	Fluctuations
1.	2014	3,125,205	-
2.	2015	3,179,617	1.74
3.	2016	3,525,335	10.87
4.	2017	3,497,825	(0.78)
5.	2018	3,335,822	(4.63)

Tabel-1. Number of Travelers Visits to Tanah Lot Temple 2014 to 2018

Source: Management Board of Tanah Lot Temple Destination, Tabanan, Bali, 2019.

The figure of 3 million tourists is a very large number for a destination, this figure shows that this destination is favored by tourists. Tourists like this destination because this object is in the form of a temple that stands on a rock, this object has natural beauty and a temple in the middle of the sea, this object has a beautiful sunset [3], so many tourists take pictures with backgrounds Tanah Lot Temple, which has a holy spring, and a snake in the cave below is thickened, which is also an additional attraction of the Tanah Lot temple.

In Indonesia the problem of managing tourism destinations is the main menu of each district and city level, because the success of this management will be strongly related to government revenue from the tax sector, whether it is direct tax from tourist expenses at the destination, also hotel and restaurant taxes, and taxes from other tourism support businesses. There are currently only a few destinations in Indonesia whose management is categorized as successful, mostly not developing. Although it can be said to be in the category of success, this tourism destination is not significant if compared to that tourism destination on the island of Bali.

On the other hand, Millennial has a market that has a huge influence on the Indonesian tourism industry. The success of the tourism industry in the long term in this context needs to understand Millennial because Millennial has unique and interesting travel trends and motivations for the progress of the destination. Millennials are getting more and more attention, especially helping destination managers to better understand the needs, hopes, products, and means of communication that are appropriate for the millennial generation. Studies have been done to understand the Millennials and current behavior, not infrequently make researchers almost desperate to comprehend, understand and won Millennials. Tourist destination websites as the

main marketing tool to deliver marketing messages to millennials are still not ready to meet millennial expectations and that there are significant differences between tourist destination websites and what is expected millennial [4].

The tourism industry needs to change following the demographic phenomenon of the millennial segment. These changes are changes in cultural patterns in the millennial generation, cultural patterns that are strongly influenced by their peers compared to the x generation and previous generations. This change will build the foundation for the next generation of experiences that occur due to technological developments that encourage more choices, more freedom of choice. In line with this background, this study will make the destination of Tanah Lot Temple the object of research and Millennial's behavior as a study subject. This study tries to determine the success factor of the destination for millennial tourists, where the destination of the Tanah Lot Temple is used as a case study.

Generation of Millennials

The Millennial term or Millennial Generation is related to specific generations born within a certain range of years between 1980 and 1999. References that have been so far are inconsistent in understanding the exact period in which this generation was born and the exact date varies among researchers [5]. There is no specific demographic in determining millennial generations. In other words, this millennial generation is young people who are currently between 15-35 years old. Millennial is a special designation for Millennials. Millennials are a popular term to replace the term Generation Y (Gen Y). This term was coined by two American historians and writers, William Strauss and Neil Howe in several of his books. Millennials are also known as generation me or echo boomers. There are 2.5 billion millennials worldwide, one-third of the global population [6]. Millennials travel at a younger age and over other generations. Millennials have contributed about one-third of all business travel costs, and millennials tend to spend most of their expenses on travel, and vacation expenses for the next five to ten years, driven by future travel trends [5][7][8].

Characteristics Traveller Millennials

In the next few years, the millennial generation has become important for the global tourism industry. Millennial tourists are one of the biggest travellers in history - even beyond the Travelers Baby Boomer. Millennial preferences and habits will be the main drivers of change in the tourism industry. Therefore it is very important to understand the main characteristics that distinguish millennials from others.

The term millennial travellers or generation Y travellers is a demographic group that is present after X Generation Travelers. There is no exact date for when millennial tours begin or end, most researchers use birth years from the early 1980s to the late 1990s or early 2000 [5]. Millennials have travelled beyond the experience of previous generations. Millennials travel for all kinds of reasons, and are willing to spend more resources to get authentic travel experiences, and tend to take longer vacations [1][5][9]. Millennial travellers are not a uniform and homogeneous group with the same set of values and behaviours. In millennial travellers themselves, there is a very large range in the stages of life, career, and income. Therefore, the range of millennial travellers is divided into two behavioural groups, namely groups of younger travellers (16-24 years) and older travellers (25-36 years). But there is one bond that ties all millennials is a strong desire to add life experiences through travel [8][7][11]

Technology plays the most prominent role of millennial travellers. Millennials grew in an age where computers became mainstream and were followed by social media with the presence of mobile phones. In fact, there have never been travellers who are always connected [12], digitally intelligent [11], current generation [12], which demands an instant, fast, efficiency and comfort process [13][14] like millennial travellers. Millennial uses technology for pre-trip information search, planning, and ordering, looking for reviews and interactive maps during millennial trips and finally documenting millennial travel experiences through sharing opinions, photos and videos on social media [5][16].

Smart technology, unique design, high quality, and local experience are very important for millennial travellers. And as Millennial's consumption increases, the tourism industry has the potential to face the biggest disruption in decades. Travelers Millennials travel less often for business, but when millennials do it, millennials report spending on as many as older travellers. This is due to the higher possibility of Millennials to buy flexible tickets, book at the last minute, make flight changes and make use of additional services such as Wi-Fi, additional seats in the legroom, and in-flight entertainment. Once they arrived at the airport, millennials also tend to use more airport facilities than other Travelers - especially internet connections, filling stations, food, and retail stores and ATMs. Inside millennial planes are more likely to pay for Wi-Fi, watch downloads on millennial devices and watch entertainment on board.

There is a general assumption that Millennial is not brand loyal, but that is not entirely true. Millennial Travelers can be very loyal - but generally for brands that know how to meet different millennial needs. This might involve offering a variety of gifts that are quickly obtained and redeemed. The more unique and unique the award, especially when adjusted for experience, the more successful the loyalty program. So for example, this could mean that airlines can offer in-flight benefits such as Wi-Fi or entertainment while hotels can offer spa services or points to cover part of their stay. Ericsson Consumer Insight Summary Report, predicts the desire of millennial consumers based on their behavior, where technology products will follow the millennial lifestyle, such as native streaming behavior through YouTube. Millennials spend time using mobile devices and relying on social media as a place to get information [16]. The Nielsen Global Survey of E-commerce explains there is a shift in millennial behavior, where millennials choose online pathways to research and buy a variety of products or services to meet their daily needs[17].

Most millennials are online auto biographers who document their life experiences through social media, focusing on unique content. Therefore, millennials like to share travel experiences through social media, especially authentic ones [14]. Millennials spend an average of 25 hours per week online and a lot of this time is used to contribute and consume social media. Millennial has the highest involvement in social media compared to other generations. This is related to millennial identity and social media to help millennials make their personalities and broadcast them to other millennial friends. Not surprisingly, the majority of Millennials tend to use social networks to engage with favourite brands and other millennial content.

Social circles are not the only source of information for millennials, millennials also consult through blogs, review sites, and company websites to help them make purchasing decisions. Compared to the older generation, the difference also lies in how millennials conduct product research before buying. Millennial Travelers depend on smart devices they have to research and buy products while traveling. Millennial Travelers tend to be far from materialism, millennials often choose to spend money on experiences like a trip. The majority of Millennials book their trips based on inspiration from websites with travel-themed content such as the use of higher travel applications on smartphones, including TripAdvisor, Google Maps, Hotels.com, and Expedia before booking trips to specific destinations or choosing certain services [16].

When it comes to looking for ideas or suggestions about travel, millennials tend to be impressed with corporate advertisements whose brand content allows Millennials to share their dreams, imagination, and millennial personal goals. Millennials depend on social circles in making purchasing decisions. Because of this, Millennial always collects information from as many informants as possible before making a decision. Millennials always make decisions at the last minute because of access to the internet through tablets and smartphones that strengthen this trend [9]. Millennials are considered intelligent shoppers who are more value-conscious and have more access to information and services [15]. Have budget preferences for fancy things, and look for special conveniences and individualistic aspects [12].

Millennials are considered friendly, although they do not like face-to-face contact, have a strong desire to actively socialize through telecommunications, also socialize offline. Millennials are greatly influenced by friends to travel, enjoy traveling with other people in groups [2][15]. Millennials are of high curiosity, interested in the countryside where they have the opportunity to learn something new. Millennial is looking for an interactive experience that helps her understand

customs and traditions in local communities. Millennial Travelers tend to prefer unique experiences ranging from extraordinary destinations, adventure activities, unique accommodations, and local food. Economic sharing is a concept that is very popular with millennial travellers because of its features such as connections with local communities, authentic local creation. Millennials like the idea that spending on their travels supports the goal of making the world a better place, and willing to engage in sustainable practices and care about environmental issues [7]

II. METHODE

This research conducted in Bali which is quantitative research and, using a design survey, where there are 160 respondents (millennials tourists) who are visited Pura Tanah Lot. The sampling technique used was purposive sampling. The instrument used was a questionnaire. The answers to the questionnaire using a Likert scale, which is the range of 1 to 5. The most positive responses (strongly agree) rated 5 and the most negative responses (strongly disagree) rated 1. Data analysis data used descriptive statistics and factor analysis. Variables and indicators of operational management of the Destination Success Factors for Millennial Travelers are as follows in Table-2.

Code	Indicators
X1	Is traveling a necessity for you?
X2	Do you already plan to travel to Tanah Lot Temple?
X3	Are you a user of Information technology, a smartphone, and are you always connected to the Internet?
X4	Are you a user of social media applications such as Facebook, WA, and others?
X5	Have you read social media reviews about Tanah Lot Temple?
X6	Do you believe in social media reviews about Tanah Lot?
X7	Its social media make easier for you to travel to Tanah Lot?
X8	It's your trip to Tanah Lot Temple is inspired by a website with travel-themed content such as TripAdvisor, Google Maps, Hotels.com, Expedia, and others
X9	Are you interested in the natural beauty of the Tanah Lot Temple?
X10	Are you interested in the culture in Tanah Lot Temple?
X11	Are you interested in spot photos at Tanah Lot Temple?
X12	Are you interested in Sunset at Tanah Lot Temple?
X13	Will you add several/more days to enjoying Tanah Lot Temple?
X14	Does the reality at the Tanah Lot Temple is following existing advertisements and the information from others?
X15	Will you share your experiences with Tanah Lot Temple with others?
X16	Would you recommend Tanah Lot Temple to your friends?
X17	Will you invite your parents and closest friends for a holiday to Tanah Lot Temple?
X18	Are your holiday to Tanah Lot Temple on the recommendation of friends or family?
X19	Are you in a group while traveling to Tanah Lot Temple?
X20	Are you interested in traditional (local) food at Tanah Lot Temple?
X21	Are you interested in the sacred snake in Tanah Lot Temple?
X22	Are you interested in traditional costume guides and officers at Tanah Lot Temple?
X23	Are you interested in holy water in Tanah Lot Temple?
X24	Do you already know the information about Tanah Lot Temple before clearly?
X25	Does the facility of destination affected you during the visiting of Tanah Lot Temple?
X26	Are the prices of entering tickets to the Tanah Lot Temple affordable?
X27	Are you satisfied with the facilities and the infrastructure at Tanah Lot Temple?
X28	Is your experience in destination worth it with or even more than spending, and meet the expectations?
X29	Do you agree if Wi-Fi is provided as the main facility in Tanah Lot Temple?
X30	Does the layout of the souvenir shop, buildings, temples, parks and the other building in Tanah Lot Temple support sustainable practices?
X31	The souvenir shops, buildings, temples, parks, toilets and more in Tanah Lot Temple are clean, and visitors care about environmental issues?
X32	Are the visitor's safety regulation standards in Tanah Lot Temple already good?

Table-2. The Indicators Variables.

Adaptation from: [1][2][9][10] [7][11][12][15][15]

III. RESULT AND DISCUSSION

To start the early stage to perform factor analysis is to test validity and reliability. The rules of thumb of the variable to be analysed by factor analysis should be passed on the validity and reliability tests. A questionnaire in the category of valid, if the question of the questionnaire can express something measured by that questionnaire, and is reliable if it can show consistent results if measurements are taken again, on the same subject [18]. Through this test across 32 existing indicators, there were no indicators that should be eliminated because all of the indicators were valid and reliable.

The first stage of the factor analysis is for evaluating the “feasibility of variables”. The test to evaluating the “feasibility of variables” is using the Kaiser Meyer Olkin KMO and Bartlett’s test, and the anti-image matrix. KMO and Bartlett’s test was performed to test whether the variables involved correlated. KMO score ranging from 0 to 1. If the score of KMO > 0.5, then to do further analysis. Meanwhile, the significance resulting from Bartlett’s Test of Sphericity must be below 0.05 [19]. In this research, the score of KMO and Bartlett’s test can be seen in Table-3.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2266.751
	Df	496
	Sig.	0.000

Table-3. The KMO Measure of sampling Adequacy and Bartlett’s Score

Test results at table-3 showed that KMO and Bartlett's Test score was 0.852, with a significant level of 0.000. Based on that test results, the KMO score already above 0.5, and the score of significant level already less than 0.05, therefore this model could be continued for further analysis.

Code	Anti-Image Correlation	Code	Anti-Image Correlation
X1	0,790	X17	0,750
X2	0,822	X18	0,936
X3	0,868	X19	0,755
X4	0,836	X20	0,878
X5	0,855	X21	0,900
X6	0,840	X22	0,814
X7	0,879	X23	0,777
X8	0,910	X24	0,872
X9	0,887	X25	0,829
X10	0,849	X26	0,865
X11	0,847	X27	0,844
X12	0,885	X28	0,914
X13	0,822	X29	0,856
X14	0,838	X30	0,789
X15	0,866	X31	0,835
X16	0,866	X32	0,908

Table-4. The Anti Image Correlation Matrices

The anti-image matrix is used as a tool to determine the magnitude of the partial correlation between variables. The score of correlation will indicate that the two variables are closely related. Values referenced are MSA (Measure of Sampling Adequacy). MSA score range from 0 - 1, with the following conditions: If MSA = 1, the variables can be predicted without errors by other variables. If MSA > 0.5, thus the variables can still be predicted and can be analysed further, and if MSA < 0.5, the variables cannot be predicted and cannot be analysed further, or excluded from other variables. Based on that test, the results will be shown in table-4, the correlation score of the anti-image correlation of each indicator is greater than 0.5, therefore all of the indicators in this model could be continued for further analysis.

The next process is the factoring process, the factoring process is the extraction of a group of indicators of factors that eventually form one or more factors. Many methods can be used to perform this extraction process, and the method used for extraction in this research is principal component analysis. Communalities is the total of variance (in percentage) of an initial indicator that can be explained by the factors that have been established, with the condition that the greater communalities score of an indicator, the more closely these indicator related to factors that have been established. For instance for the indicators X1 the communalities score figure was 0.676 or 67,6% variance of indicator X1 can be explained by the factors that will be established, as well as for the other indicators as shown in Table-5.

Code	Initial	Extraction
X1	1.000	0.676
X2	1.000	0.704
X3	1.000	0.609
X4	1.000	0.684
X5	1.000	0.592
X6	1.000	0.596
X7	1.000	0.619
X8	1.000	0.644
X9	1.000	0.553
X10	1.000	0.653
X11	1.000	0.649
X12	1.000	0.701
X13	1.000	0.706
X14	1.000	0.608
X15	1.000	0.636
X16	1.000	0.561

Code	Initial	Extraction
X17	1.000	0.776
X18	1.000	0.609
X19	1.000	0.767
X20	1.000	0.770
X21	1.000	0.682
X22	1.000	0.842
X23	1.000	0.631
X24	1.000	0.724
X25	1.000	0.765
X26	1.000	0.754
X27	1.000	0.542
X28	1.000	0.617
X29	1.000	0.578
X30	1.000	0.713
X31	1.000	0.771
X32	1.000	0.730

Table-5. Communalities
Extraction Method: Principal Component Analysis.

To determine the number of factors that will that established in this analysis. It can be observed by the score of eigenvalues. The score of eigenvalues should range from 1 (one) to above. The score of percent of variance range from 5% to above and the value of cumulative variance should be greater than 50%. The eigenvalues score in this analysis is presented in Table-6.

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	9.306	29.080	29.080
2	2.132	6.664	35.744
3	1.914	5.980	41.724
4	1.808	5.649	47.373
5	1.531	4.784	52.157
6	1.313	4.103	56.260
7	1.270	3.970	60.229

8	1.136	3.550	63.779
9	1.052	3.286	67.066

Table-6. Total Variance Explained

Total initial eigenvalue indicating the relative importance of each factor in the variance of the 32 indicators to be analysed. The total score of eigenvalue for the 32 indicators is equal to the total score variance to 32 indicators. The composition of the eigenvalue is always sorted from large to small score. This analysis was established by nine (9) factors. All of the 9 (nine) factors can be seen from the score of eigenvalue, these scores ranging from a factor of 1 (one) down to a factor of 9 (nine). The ninth is the last factor. This factor has eigenvalues around 1 (one). While the continued eigenvalues of other factors were smaller than one (1), therefore these factors are not used in further analysis.

The next step is to consider how the distribution of each of these factors can load 32 existing indicators, and thus to the 32 indicators that there are represented in nine (9) factors formed. In the process of establishing factors, it may happen that an indicator will be difficult to determine into one of nine (9) factors that have been established. To overcome these difficulties, we perform a rotation process to the factors, so that through this rotation process can clarify the position of an indicator to the factors that have been established. The rotation process of this analysis was conducted using the varimax method, this method is part of orthogonal. The process of determining the indicators will belong to a factor, will be determined by comparing the correlation of the scores between factors loading on each line. Interpretation performed by comparing the loading factor score (correlation) of indicator to the factors that have been established. If the loading factor score of an indicator is less than 0.5, then this indicator not yet clear belongs to one of the factors that have been established.

Component matrix rotation process results (rotated component matrix) showing the distribution of indicators. From the results of the process shows that the rotation of the loading factor for all the indicator above 0.5 and distribute into all the factors that have been established, therefore from the table-7, shows that the 32 indicators are reduced into nine factors. Factor 1 (one) with the eigenvalue score is 9.306 consists of the indicator: X20, X21, X22, and X23. Factor 2 (two) with eigenvalues score is 2,132 consists of the indicator: X3, X4, X5, X6, X7, and X8. Factor 3 (three) with eigenvalue score is 1,914 consists of indicator: X13, X14, X15, and X16. Factor 4 with an eigenvalue of 1.808 consists of the indicator: X30, X31, and X32, Factor 5 with an eigenvalue of 1.531 consists of the indicator: X17, X18, and X19. Factor 6 with an eigenvalue of 1.313 consists of the indicator: X27, X28, and X29. Factor 7 with an eigenvalue of 1.270 consists of the indicator: X24, X25, and X26. Factor 8 with an eigenvalue of 1.136 consists of the indicator: X9, X10, X11, and X12. Factor 9 with an eigenvalue of 1.052 consists of the indicator: X1, and X2, as shown in Table-7.

Rotated Component Matrix ^a									
Component									
Code	1	2	3	4	5	6	7	8	9
X1									0.738
X2									0.686
X3		0.65							
X4		0.52							
X5		0.61							
X6		0.68							
X7		0.67							
X8		0.57							
X9								0.54	
X10								0.74	
X11								0.54	
X12								0.54	
X13			0.80						
X14			0.73						
X15			0.65						

X16			0.52						
X17					0.83				
X18					0.63				
X19					0.79				
X20	0.73								
X21	0.64								
X22	0.85								
X23	0.71								
X24							0.63		
X25							0.79		
X26							0.71		
X27						0.65			
X28						0.68			
X29						0.56			
X30				0.77					
X31				0.77					
X32				0.65					
Extraction Method: Principal Component Analysis.									
Rotation Method: Varimax with Kaiser Normalization.									
a. Rotation converged in 8 iterations.									

Table-7. Matrix Factor with Varimax Rotation

The next process is the naming of factors that have been established. This process is subjective since there are no written rules about this naming of factors, so the naming of factors usually taken from one of the indicators which have the highest loading factor score or to give a new name following the existing theory [20]. The naming of these factors in this research can be seen in Table 8. This name will represent a group of indicators that exist in this process.

This research has indicated that there are nine (9) main factors that shape the success factor of the destination for millennial tourists, where the destination of Tanah Lot Temple is used as a case study. The nine main factors are: Millennials interested in traditional costume of guides and officers (29.08%), believe in social media reviews (6.664%), Millennial will add several/more days to enjoying the destination (5.980%), The layout of the souvenir shop, buildings, temples, parks, and the others building should support sustainable practices (5.649%). A millennial will invite parents and closest friends for visiting destination (4.784%). The experience in destination worth it with or even more than spending, and meet the expectations (4.103%). The facility of destination affected millennials during visiting (3.970%). Millennials were interested in the culture at the destination (3.55%). Traveling is a necessity for Millennial (3.286%).

The final step in the factor analysis was to determine the accuracy of the model by testing the accuracy of the Model. The accuracy of the model can be seen from the number of residuals generated in the factor analysis. Residual is the difference observed correlation and produced based on the results of the estimation matrix factor. The amount of residual in this research was 29.0% or as many as 144 residuals in absolute value > 5%. This means that the model has an accuracy of 71% on the error rate of 5%.

IV. CONCLUSION

Based on the test results, this research are indicated that there are nine (9) main factors that shape the success factor of the destination for millennial tourists, where the destination of Tanah Lot Temple is used as a case study. The nine main factors are 1). Millennial interested in traditional costume guides and officers, 2). Social media reviews of destination, 3). Adding several/more days to enjoy a destination, 4). The layout of the souvenir shop, buildings, temples, parks, and the other building should support sustainable practices. 5). Invite parents and closest friends for visiting destination. 6). the experience in a destination is worth it with or even more than spending, and meet the expectations. 7). the facilities of destination, 8). The culture at the destination. 9). Traveling is a necessity for Millennial.

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Analysis Of Marketing Strategy Of Brand Nonmin Drinking Water Of Oxygen In PT Tamanbali Tirta Bangli

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Abstract

This study raised the title an analysis of marketing strategy of brand NonMin drinking water of oxygen in PT TamanbaliTirtaBangli. As for that being the formulation of research problem is whether that be strengths, weaknesses, opportunities and threats faced by PT. TirtaTamanbaliBangli in an effort to increase the value of sales and how does the marketing mix strategies to increase the value of relevant sales brand oxygen NonMin drinking water on PT TamanbaliTirtaBangli.The results showed that the identification and analysis of the internal factors on the strength variable had the greatest value is the completeness of Nonmin drinking water facilities as well as a source of funding that is adequate for the company's operations, which demonstrated with a score of 0.46 respectively, while in variable weakness that has the greatest value is less intense sales promotion activities with a score that is 0.42.

Keywords: marketing strategies and Sales Value.

I. INTRODUCTION

The large number of companies engaged in the field of its kind triggered competition in competing for customers. Each of these companies certainly has its own strategy in getting customers. In order to gain the competitive advantage required observation of various concepts or literature, engineering analysis, empirical findings as well as a paradigm which can be uses as a foundation for drawing up strategic planning. Every company should be able to make a proper strategy and can make a planning to compete in the present and in the future. the company is one of the keys to achieving the vision and mission of the company. Environmental factors can be derived from internal and external companies. Internal factors include the strengths and weaknesses of a company that will be spelled out again into several fields, among others, financial circumstances, the ability of employees, and company management while external factors include various things or events outside the company that would later influence on the performance of the company and the sale of a product that is divided into opportunities and threats. Opportunities and threats this later will very in price and comes from the competitors or consumers. If both of these factors can be set by the company then the company vision and mission will be quickly achieved.(Noor, 2014)

PT. TirtaTamanbali, in one of the companies that produce bottled drinking water in Bali with NONMIN brand, is constantly working to innovate both in terms of the development of enterprises and improve the quality of the produced products in order to meet the needs and wants of its customers. Nonmin is one of the pioneer brand AMDK contains oxygen in Bali, but the development of its products is slow even though the products have good quality. Product Nonmin

haven't been able to reach customers, the price is more expensive than other similar products, some customers switching to other products because it is not easy to get a product, the number of requests in a variety of packaging experienced a rise and decline a certain period.

From the problem above, the management of PT TamanbaliTirtaBangli sued for more hard work in observing and anticipating the reaction of external and internal environmental company that supports the company's strengths and weaknesses as well as opportunities and threats with coordinate together to create the right marketing strategy so that it can compete in the market of its products with competitors in the field. The approaches in formulating appropriate marketing strategies by analysing the internal strengths and weaknesses in anticipation of opportunities and external threats through the SWOT analysis (*Strengths, Weaknesses, Opportunities, and Threats*).

Related about the problem above so the authors is interested in doing this research on analysis of marketing strategy of brand Oxygen Nonmin drinking water on PT TamanbaliTirtaBangli. The purpose of this research is to determine the marketing strategy of brand Nonmin drinking water of oxygen which effectively and efficiently based on the SWOT analysis so that the volume of sales of PT TamanbaliTirtaBangli has increased.

II. REVIEW OF LITERATURE

Management Strategy

Wheelen Hunger (2012) and defining strategic management as a set of management decisions and actions that determine the action of the Organization in the long run. This process consists of four basic elements, namely (1) *enviromental scanning*, (2) *strategy formulation*, (3) *strategy implementation*, dan (4) *strategy evaluation*.

- a. *Enviromental scanning* is the process of monitoring, evaluating, and disseminating environmental information from both internal and external to the important people in the organization. The goal is to identify the strategic factors both internally and externally that will determine the future of the Organization.
- b. *Strategy formulation* is the development of a long-term plan to create a governance effective management of opportunities and threats taking into account the strengths and weaknesses of the organization. It is included in the step define the Mission of the Organization, specific targets, develop strategies, and determining a guide in policy making.
- c. *Strategy implementation* is a process by which the strategy and policy is placed in a series of action through the development of program, budget and procedures.
- d. *Evaluation and control* is a process by which the Organization's activities and the achievement of the results be monitored so that results achieved could be compared to the expected results.

Strategic management focuses on the process of determination of the objectives of the Organization, policy development, and planning to achieve the goal, and allocate resources to implement policy and plan for achievement of the objectives of the organization. In addition, strategic management combines the activities of various functional parts of the business to achieve the objectives of the organization. There are three stages in strategic management, namely the formulation of strategies, implementation strategies, and evaluation strategies.

Marketing

According to Rangkuti (2009), marketing is a process influenced by the activities of a variety of factors social, cultural, political, economic, and managerial. The result of the influence of various factors that are individual and group desires needs get by creating, offering, and specify that product has the value of the commodity. According to Kotler (2009), the core of marketing is to identify and meet the needs of human beings and social. Then according to the understanding expressed by Stanton who adapted by Swastha (2010), marketing is the overall system within the business activity aimed at planning, determine price, promote and distribute goods and services that can satisfy needs existing to buyers or potential buyers.

According to Richard L. Daft (2010:253), SWOT analysis includes the efforts to identify strengths, weaknesses, opportunities, and threats that determine the performance of the company. Information of external opportunities and threats can be obtained from many sources, including government documents, customers, suppliers, colleagues in banking, among other companies. Many companies use the services of the institutions to obtain a scan of newspaper clippings, research on the internet, and the analysis of trends relevant domestic and global.

Rangkuti (2009:18) explains that the SWOT analysis is the identification of the various factors systematically to formulate the corporate strategy. This analysis is based on the logic that can maximize the strength and opportunities, but simultaneously can minimize weakness and threats. The decision making process relating to the development of the strategy has always been mission, objectives, strategies and policies of the company. Thus, planning strategies should analyse the company's strategic factors (strengths, weaknesses, opportunities and threats) in current conditions.

III. RESEARCH METHODS

Types and approaches Research in this study the author uses this type of qualitative research with the descriptive approach. Descriptive research is the research methods that attempt to describe an object in accordance with the circumstances or what it is.

Types and techniques of Data collection Types of data collected in this research is the primary data and secondary data. Primary data obtained through field observation and in-depth interviews (in-depth interviews) with various participants. While secondary data in the form of journals or books relating to the research problem.

Research Location

This research was conducted at PT. Tirta located in the village of Tamanbali sub-district of Bangli, Bangli for 5 months.

The Subject Of Research

The subject of this study consists of five informants that includes the informant 1, informant 2, informant 3, informant 4 and informant 5.

Technique of Data Analysis

Technique of data analysis in this study uses the SWOT analysis, where this analysis techniques showed the company's performance by specifying a combination of internal and external factors. SWOT analysis comparing between the internal factors, namely strength, and weakness. With external factors i.e. opportunities, and threats. The internal factor is entered into the so-called Matrix Matrix factor of IFAD (Internal Strategic Factors Analysis Summary). The external factor is entered into the so-called Matrix Matrix external factor or EFAS (external Strategic Factors Analysis Summary).

After the matrix of factors both internal and external strategies finished the result then entered into the compiled model SWOT matrix that is qualitative in order to formulate a competitive strategy of the company.

IV. RESULTS AND DISCUSSION

Research of the Results

From the results of the SWOT analysis which includes strength, weakness, opportunity, and threats on PT. Tirta Tamanbali Bangli is as follows:

Strength of PT Tamanbali Tirta Bangli are:

1. The ease of sending

2. Structure of the Organization in determining the line of work of the company's operations.
3. Completeness of Nonmin drinking water facilities.
3. Marketing channel
4. Educational level of employees in accordance with the line of work.
5. Obtained of raw materials that easily
6. Source of funding that is adequate for the company's operations

Weakness PT. Tirta Tamanbali Bangli are:

1. The shortage of vehicles in the distribution.
2. lack of number of employees part delivery.
3. Less intense sales promotion activities.
4. The price of drinking water Nonmin higher than competitors.
5. Common problems internet connection disconnected.
6. Care facilities the technique has not been adequate.
7. Operating costs that have not been evenly distributed to each Department
8. Less-spacious parking lot

Opportunity PT. Tirta Tamanbali Bangli are:

1. spacious Warehouse
2. Income
3. Government regulations that facilitate investment.
4. a conducive security Stability.
5. socio-cultural environment of the communities that are still traditional
6. high population supports the tourism industry

Threats PT. Tirta Tamanbali Bangli are:

1. Disposal of waste that is not optimal.
2. The exchange rate of the rupiah which has not been stable.
3. Weak supervision against the drinking water company licensing restrictions
4. Soaring Electric base rate for the industry.
5. The large number of similar products around the site.
6. information technology management system that has not been good
7. Increasing the types of product packaging

V. DISCUSSION

Based on analysis above, then it has been known to force (strength), weakness, opportunity, and threats on PT. Tirta Tamanbali Bangli. And it will be analysed regarding those factors in order to get an overview about the condition of drinking water in the product brand Nonmin PT Tirta Tamanbali Bangli to determine strategies that can be applied on the company.

The environmental strategy of the internal factor Matrix From the identification of strategic factors – factors that are determined through the method of observation, then selected factors that constitute strengths and weaknesses. After that is done by using weighting method of paired comparisons (paired comparison) against the strengths and weaknesses of factors. Strengths and weaknesses of rating obtained from flat – average rating selected by the respondent for the internal factors – factors. The score factors derived from the multiplication of internal strategic weighting and rating strengths and weaknesses.

The results of the evaluation of the strategic factors of internal environment more like table 1.

Table 1. Weights, Rating, and scores of Internal factors

No	Faktor Internal	Weights	Rating	Score
Strength				
1	Ease the process of delivery	0.11	4.20	0.46
2	Organizational structure in determining the line of work of the company's operations.	0.05	2.60	0.13
3	Completeness of facilities of drinking water Nonmin Charnel	0.11	4.40	0.48
4	Marketing through corporate company	0.04	3.40	0.14
5	Resources a dequate funds for the company's operations	0.11	4.40	0.48
6	raw materials that easily to obtain	0.05	3.40	0.17
7	the employee's level of education in accordance with the areas of work	0.04	3.40	0.14
Weakness				
1	vehicle shortages often occur in the distribution	0.10	3.40	0.34
2	internet problem's connection that often disconnected	0.09	2.80	0.25
3	less intense promotional activity of drinking water Nonmin	0.10	4.20	0.42
4	sales price which is higher than competitors	0.03	3.20	0.10
5	Lack number of employees to deliver the product	0.08	3.20	0.26
6	the operating costs of delivery not yet evenly distributed to each Department	0.04	3.00	0.12
7	A less extensive parking lot	0.06	3.00	0.18
Total Score				3,67

Source: prepared from primary data, 2019

From the results of the evaluation of the strategic internal environment factors or Internal Strategic Factor Analysis Summary (IFAD) above, for an analysis of the marketing strategies increase the value of the sale of drinking water that contains oxygen on PT Nonmin Tirta Tamanbali Bangli which became the major power factor or powerful is the completeness of Nonmin drinking water facilities as well as a source of funding that is adequate for the company's operations, which are indicated by a score of 0.46 respectively. Other factors that influence is strong enough to ease the process of delivery with a score of 0.46. This situation illustrates that the process of the creation of the product quality of drinking water is a good Nonmin PT Tirta Tamanbali can be done because it is supported by sufficient enough potential, i.e., supported by complete facilities, sources of funds are quite adequate and simplicity in the process of delivery.

In addition to the factors of strength, also found a weakness factors should be noticed. The influential strong weakness factor was less intense activity factor sales promotions with a score that is 0.42. Other factors that have an effect strong enough is the shortage of vehicles in the distribution and the lack of number of employees part of the submissions had the score each i.e. 0.34 and 0.26. This situation illustrates that the weakness could hinder marketing system in increasing product selling drinking water. Important to do promotional activities in order to introduce products that are owned by the company to the consumer, while the means of distribution and power necessary to maintain fluency in the process of admission to the consumer.

Based on the total score obtained internal environment strategy factor value of 3.67. This value is included in the category of "strong" because it is above the average – average 2.50 (David, 2011). This state indicates that the variable internal marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli was able to make the most of the factors the strengths and overcome the factors of weakness to gain an advantage.

1. A matrix of strategic factors of the external environment

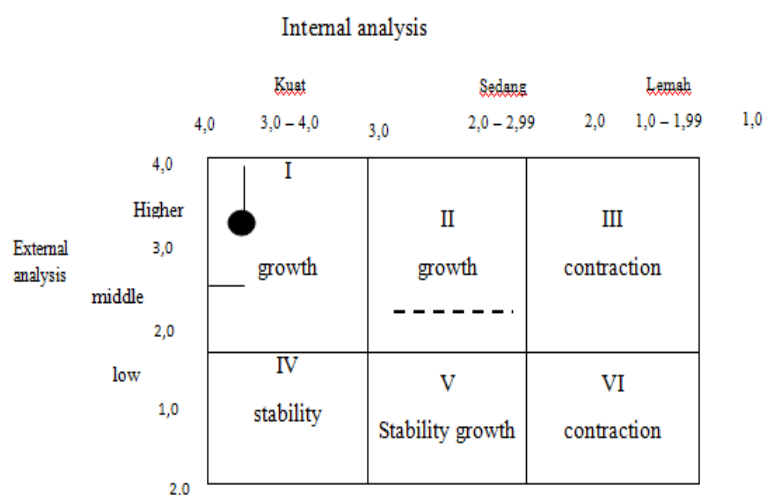
Identification of external environmental factors strategic increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli also determined through the method of observation marketing strategy. From the results of these observations can be determined the factors which are the opportunities and threats that effect.

From the results of the calculation of the matrix of EFAS for marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli indicates that income is a factor that influence the most powerful opportunities with score of 0.46, which supports success marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli. While the influential strong threat factor is the large number of similar products around the site with a score of 0.36, moreover an influential factor was the rising price of Basic Electricity for the industry with a score of 0.36 and waste disposal not optimal and the increase of this type of packaging is a product that has a score of 0.32 respectively. The elements that threaten impact should be eliminated as well as attempted responses so as not to potentially hamper the marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli so the marketing activities can be run well. A total score of factors of external strategies marketing strategy of rice Bulogmart of 3.31. David (2011) says, the total score of factors external to this strategy because it is classified as high above 3.00. This indicates that the external factors of rice marketing strategy Bulogmart was able to take advantage of opportunities and avoid threats.

2. Internal – external matrix

The value of total score of evaluation results the strategic factors of internal and external environment in the second table above, shows how PT Tamanbali Tirta Bangli react to strategic factors. The total score of the internal environment strategic factor of 3.67 categories include "strong", while the total score of the external environment strategic factor of 3.31 belongs to "high", so that a common strategy (strategy) that is selected is a strategy I, i.e. growth strategy (growth strategy), need not be shortlisted Moreover liquidated (table 3). Thus it can be established that the position of PT Tamanbali Tirta Bangli is on a growth strategy. This shows that PT Tamanbali Tirta Bangli can still to be developed and expanded its promotional activities.

Table 3. Internal – eksternal matrix



3. SWOT Matrix

4.

The SWOT analysis was preceded by the identification of the position of business unit PT Tamanbali Tirta Bangli through internal value evaluation (strengths and weaknesses) and

external value evaluation (opportunities and threats). Position identification is very important in making the decision to choose the relevant strategic alternatives in accordance with the conditions of the internal and external business unit Bulogmart in the future. The selection of alternative strategies is done after knowing the first knowing the position of business unit of PT Tamanbali Tirta Bangli for conditions in the future are on the fourth quadrant of the quadrant where available. Based on a matrix of IFAD and EFAS, it can be noted that business unit PT Tamanbali Tirta Bangli are in quadrant III (Internal (2.00; 1.66) and external (1.69 1.62;)), on a Diagram of SWOT analysis that supports the strategy of diversification.

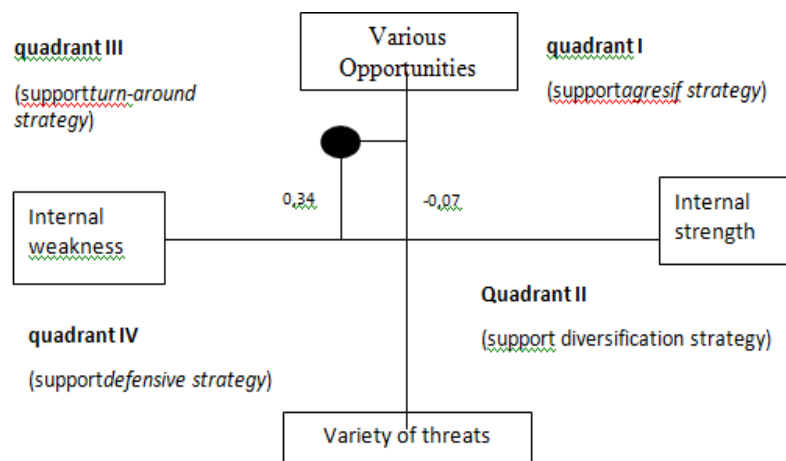


Figure 1. SWOT analysis diagram that shows the position of Business Unit PT Tamanbali Tirta Bangli

Based on diagram of SWOT analysis, positioning business unit PT Tamanbali Tirta Bangli are in quadrant III (a turn-around strategy), which means the business unit Bulogmart still need to further enhance the efficiency in all fields to improve the performance and advantage. In addition, it should be also the presence of cooperation with sales agent/store/small stalls where the company acts as the provider of drinking water products that will be distributed to the store/dealer/stall. After diagram of SWOT analysis, SWOT matrix is then created that explains various alternatives that may be of four types to help develop strategies or formulated as an alternative strategy based on SWOT matrix analysis model . Advantages of this model is easier to define strategies based on the combined internal and external factors.

Four recommended strategy i.e. strategy SO, ST, WO, and WT. This analysis uses information obtained from the matrix of IFAD and EFAS before. Synthesis of the SWOT elements produces high alternative strategies. As for alternative strategies that increase the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli SWOT matrix generated from and are presented in table 4.

Table 4. SWOT matrix marketing strategy increases the value of the sale of drinking water containing Oxygen Brand Nonmin on PT Tamanbali Tirta Bangli

	<p>Strengths</p> <ol style="list-style-type: none"> 1. Ease the process of shipping 2. Structure of the Organization in determining the line of work of the company's operations. 3. Completeness of Nonmin drinking water facilities. 4. Marketing channel through 5. Educational level of employees in accordance with the line of work. 6. Raw materials easily obtained 7. Source of funding that is adequate for the company's operations. 	<p>Weakness</p> <ol style="list-style-type: none"> 1. The shortage of vehicles in the distribution. 2. Lack of number of employee part delivery. 3. Less intense sales promotion activities. 4. The price of drinking water Nonmin higher than competitors. 5. Common problems internet connection disconnected. 6. The techniques of agg facilities has not been adequate. 7. The operational costs which have not been evenly distributed to each Department. 8. Lack of parking lot
<p>Opportunity</p> <ol style="list-style-type: none"> 1. spacious Warehouse 2. Income 3. Government regulations that facilitate investment. 4. a conducive security Stability. 5. socio-cultural environment of the communities that are still traditional. 6. high population support the tourism industry. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Increase the number of output products (S3+S6+S7+O1+O3+O6= 0,49) 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Reproduce promotional activities (W3+O2+O3+O4+O5+O6= 0,48) 2. Maximize the use of the facilities and infrastructure (W1+W2+W5+W6+W7+O1+O2+ O3+O4+O5+O6= 1,28)
<p>Threats</p> <ol style="list-style-type: none"> 1. Disposal of waste that is not optimal. 2. The exchange rate of the rupiah which has not been stable. 3. Weak supervision against the drinking water company licensing restrictions 4. Soaring Electric base rate for the industry. 5. The large number of similar products around the site. 6. information technology management system that has not been good. 7. The increase of this type of product packaging 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Improve the quality of the product (S3+S5+S6+S7+T1+T4+T5+T6 = 0,72) 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Optimize the performance of all aspects of the management (W1+W2+W5+W6+W7+S7+T1+T4+T5+T6+ T7= 0,88)

Source: prepared from primary data, 2019

Tabel 5. Alternative Strategy based on Rank

No	Alternative	Code	Score
1	Increase the number of output product	SO	0,56
2	Increased promotional activities	WO1	0,48
3	maximize use of the facilities and infrastructure	WO2	0,68
4	improve the quality of products	ST	0,63
5	optimize the performance of all aspects of the management	WT	0,78

Source: prepared from primary data, 2019

Based on the total score obtained internal environment strategy factor value of 3.67. This value is included in the category of "strong" because it is above the average – average 2.50 (David, 2011). This state indicates that the variable internal marketing strategy increases the value of the

sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli was able to make the most of the factors the strengths and overcome the factors of weakness to gain an advantage.

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7. SWOT Matrix

The SWOT analysis was preceded by the identification of the position of business unit PT Tamanbali Tirta Bangli through internal value evaluation (strengths and weaknesses) and external value evaluation (opportunities and threats). Position identification is very important in making the decision to choose the relevant strategic alternatives in accordance with the conditions of the internal and external business unit Bulogmart in the future. The selection of alternative strategies is done after knowing the first knowing the position of business unit of PT Tamanbali Tirta Bangli for conditions in the future are on the fourth quadrant of the quadrant where available. Based on a matrix of IFAD and EFAS, it can be noted that business unit PT Tamanbali Tirta Bangli are in quadrant III (Internal (2.00; 1.66) and external (1.69 1.62;)), on a Diagram of SWOT analysis that supports the strategy of diversification.

Based on diagram of SWOT analysis, positioning business unit PT Tamanbali Tirta Bangli are in quadrant III (a turn-around strategy), which means the business unit Bulogmart still need to further enhance the efficiency in all fields to improve the performance and advantage. In addition, it should be also the presence of cooperation with sales agent/store/small stalls where the company acts as the provider of drinking water products that will be distributed to the store/dealer/stall. After diagram of SWOT analysis, SWOT matrix is then created that explains various alternatives that may be of four types to help develop strategies or formulated as an alternative strategy based on SWOT matrix analysis model . Advantages of this model is easier to define strategies based on the combined internal and external factors.

Four recommended strategy i.e. strategy SO, ST, WO, and WT. This analysis uses information obtained from the matrix of IFAD and EFAS before. Synthesis of the SWOT elements produces high alternative strategies.

Based on the results obtained from the evaluation of the internal factors (IFE) and the external factor evaluation (EFE) in table 1 and table 2, then compiled the relevant strategies in alternative marketing systems increase the value of the sale of drinking water containing Nonmin brand oxygen on PT Tamanbali Tirta Bangli. In the table above, there are 6 possible strategies into strategic alternatives for the business unit marketing strategy Bulogmart, among others, as follows:

1. Strategies that use strengths to take advantage of the opportunities that exist (SO), there's an alternative strategy, namely:
increase the number of output products. With internal factors in the form of power as already mentioned earlier, PT Tamanbali Tirta Bangli should be able to increase sales of products that are supported by the completeness of facilities, ease of obtaining raw materials, as well as an adequate source of funding . Coupled with the factor of chance in the form of government policies which facilitate investments and income are high because the water is one of the primary needs of human beings. In doing so, increased the output of products that are balanced with the power of distribution means and Enhancer will increase sales of the company's products automatically.
2. The strategy of using force to resolve threats (ST) has an alternative strategy, namely:
improving the quality of the product. Brand Nonmin drinking water in General already have a good quality of product. By increasing towards a better supported with the suitability of the price and target market, then it will make the company more famous in the eyes of the community that is now being dominated by other brands of drinking water.
3. Strategies that minimize weaknesses by utilizing the advantages of opportunities (WO), there are two alternative strategies are: a. to reproduce promotional activities. Promotional activities is spearheading the introduction of new products of a company to the consumer/community by accentuating excellence-excellence which is owned by the product. The more sadarnya the willingness of society to live in a healthy particularly in urban areas, will be a good opportunity to introduce products in drinking water air-oxygen to the wider community. b. maximize the use of facilities and infrastructure. Lack of facilities and infrastructure repair companies related to energy marketing and distribution vehicle must be immediately addressed by the company. Add power procurement marketing and distribution vehicle is one of the alternatives worth considering given both of these things are very important in the process of introduction and sustainability of drinking water product sales itself.
4. Strategy to minimize weaknesses and anticipate threats (WT), there's an alternative strategy which are: a. to optimize all aspects of performance management. In this case, companies must optimize the performance of all aspects in the management of the company. One example is optimizing operational costs. With its optimal operating costs in accordance with existing conditions work/auth company, will make the labor will be more freely and with greater zeal to work. In addition by adding the amount of manpower and vehicles for distribution that would open up opportunities to market its products even further.

The five alternative strategies, taken three alternative strategies that will be an alternative strategy in developing the sales increase the value of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli. As for the third alternative that is recommended for use in the development business unit Bulogmart are:

Strategy I: optimizes the performance of all aspects of management.

Strategy II: maximizing the use of facilities and infrastructure.

Strategy III: improve the quality of the product.

Based on the results of the previous discussion, strategies in accordance with PT. Tirta Tamanbali Bangli is currently the business strategy, which according to Rangkuti (2009), business strategy often called functional business strategy because of this strategy oriented functions of management activities, such as marketing strategies, production or operational strategies, distribution strategy, the strategy of the Organization and strategies related to finance.

VI. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the goals and results of research and discussion about marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli, some conclusions can be drawn as follows:

1. Identification and analysis of the internal factors on the strength variable had the greatest value is the completeness of Nonmin drinking water facilities as well as a source of funding that is adequate for the company's operations, which are indicated by a score of 0.46 respectively, Whereas, in the variable value is the biggest weakness is lack of sales promotion activities intensnya with a score that is 0.42. Identification and analysis of external factors on the variable value is the largest opportunity is a revenue with a score of 0.46, while in variable threat that has the greatest value is the large number of similar products around the site with score of 0,36 dengan number of score 0.76.
2. The results of the analysis of marketing strategy of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli, namely: a. the general strategy (grand strategy) resulting from the internal matrix-external is a growth strategy. b. alternative strategies resulting from the SWOT diagram is a turn-around strategy support and alternative strategies resulting from the SWOT matrix analysis in accordance with the acquisition of score are: 1. To optimize the performance of all aspects of management; 2. Maximize the use of the facilities and infrastructure; and 3. Improve the quality of the product.

Suggestions

Based on the results of this research, it can be conclude that in carrying out marketing strategy increases the value of the sale of drinking water containing oxygen brand Nonmin on PT Tamanbali Tirta Bangli, suggested a few things can be as follows:

1. The company is recommended to optimize all aspects of management to improve the efficiency of the company's operations. Expected with increasing operational efficiency of companies, will reduce the burden of production and will further lighten the company's performance. By optimizing all aspects of the management of the company, is expected to also weaknesses that exist within the company can be resolved gradually.
2. To the company's leadership recommended to increase marketing facilities and infrastructure in the form of marketing and vehicle operations for the distribution of goods. With increasing power to marketing activities will expand the market share that would be obtained by the company. It generally will automatically increase the number of vehicles and distribution operators so that the activities of the distribution of the product will run smoothly and had a good sustainable.

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The Effect Of Entrepreneurship Education And Family Environment On Interests Entrepreneurship In Student Of The Faculty Of Economics, University Of Ngurah Rai In Denpasar



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Abstract

This study aims to determine the effect of entrepreneurship education and family environment partially and simultaneously on the interest in entrepreneur in student of the Faculty of Economics, University of Ngurah Rai in Denpasar. The number of samples is determined by the Probability Sampling technique using the Simple Random Sampling method of 75 students in the sixth semester of the Faculty of Economics, University of Ngurah Rai in Denpasar. Analyzed by classical assumption, multiple linear regression analys, determination analys, simultaneous significant test (F-test) and partial significant test (T-test). The results showed that there was a positive and significant influence partially or simultaneously between entrepreneur education and the family environment towards the interest in entrepreneurship in students of the Faculty of Economics, University of Ngurah Rai in Denpasar.

Keyword : Entrepreneur Education, Family Environment, and Interest in Intrepreneurship.

I. INTRODUCTION

One of the challenges in developing a country is dealing with the problem of unemployment. Unemployment is a serious problem in Indonesia, which is still difficult to overcome because the high population is not offset by increased employment. It was noted that unemployment in February 2018 reached 6.87 million people, one of whom consisted of those with Diploma / Academic education and undergraduate graduates (BPS, 2018). Undergraduate unemployment rates are feared to continue to increase if educational institutions do not have the ability to direct students and alumni to create jobs after graduating later. In today's modern era, entrepreneurship contributes important role to the life of the country, one of which is in the employment sector.

Universities have an important role to play in encouraging and increasing the number of entrepreneurs in Indonesia. College graduates must be prepared to become job creators rather

than job seekers. Each college certainly has an entrepreneurship education course in its curriculum with the hope that students can develop an interest in entrepreneurship, so that after graduating from graduate school the mindset to look for work changes to create jobs and help the country become a better country in reducing unemployment. To support this, there needs to be support from universities in order to create student graduates who are creative, imaginative, and risky, because the existence of students is not only required to become an academic, but students are also required to become entrepreneurs (Nurhayat, 2015).

Ngurah Rai University is one of the oldest private universities in Bali consisting of 4 (four) faculties and 6 (six) study programs, namely the Faculty of Engineering (Civil Engineering and Architectural Engineering), Faculty of Economics (Management Science Study Program), Faculty Law (Law Science Study Program), Faculty of Social and Political Sciences or FISIPOL (State Administration Study Program) and Master of Public Administration (MAP) and Master of Law (MIH). Ngurah Rai University is also one of the universities that has a role in preparing graduates who are able to create their own jobs. The Management Study Program of the Faculty of Economics, Ngurah Rai University has included entrepreneurship courses in its curriculum.

According Asmani (2017: 35), said that entrepreneurship education is any activity designed to help students learn entrepreneurship obtained through theories and practices such as new knowledge and attitudes about creativity and innovation in understanding opportunities, organizing resources, managing so opportunities it became a business that was able to generate profits. Entrepreneurship education is not only aimed at changing the mindset or attitude of students to meet the criteria of entrepreneurship, but also aims to improve certain skills and expertise so that they can support someone in entrepreneurship.

According to Alma (2014: 8), said that the family environment is an environment that can influence someone to become an entrepreneur can be seen in terms of the factors of work of parents. Parents or families in the family environment are the basis for children's preparation so that in the future they can become effective workers.

The phenomenon of the low interest in entrepreneurship has become a serious thought from various part, government, education, industry, and society. According Asmani (2017: 55), said that the interest in entrepreneurship is the desire in self to meet the needs of life, advance business or create a new business with the power that is in yourself.

The existence of attention and encountered problems, it is very feasible in this study to be investigated further The Effect of Entrepreneurship Education and Family Environment on Interest Entrepreneurship in Students of the Faculty of Economics, University of Ngurah Rai in Denpasar.

This study aims to determine: the influence of entrepreneurial education partially on the interest in entrepreneurship in students of the Faculty of Economics, University of Ngurah Rai in Denpasar, the influence of the family environment partially on the interest in entrepreneurship in students of the Faculty of Economics, University of Ngurah Rai in Denpasar, the simultaneous influence of entrepreneurship education and family environment towards the interest entrepreneurship in students of the Faculty of Economics, University of Ngurah Rai in Denpasar.

II. METODE

The design of this study is included in quantitative research. Quantitative is data that is presented or obtained related to numbers that are processed through statistical analysis (Wahidmurni, 2017: 4). The type of problem used in this study is causal associative research. The type of associative problem is research that asks the relationship between two variables or more (Sugiyono, 2015: 36). The types of data used are primary data and secondary data. Data collection techniques used were observation, interviews, questionnaires, documentation and literature.

The population in this study is the number of sixth semester students of the Management Study Program of the Faculty of Economics, Ngurah Rai University class of 2016 with a total of 285 people. The sampling technique in this study uses the Probability Sampling technique using the Simple Random Sampling method and to determine the sample size can use the Slovin formula to produce a sample of 75 people. On the research questionnaire, each answer has the following scores: STS (Strongly Disagree) = 1, TS (Disagree) = 2, N (Neutral) = 3, S (Agree) = 4, SS (Strongly Agree) = 5. The classic assumption test used in the study consisted of autocorrelation test, multicollinearity test, heteroscedasticity test, and normality test.

III. RESULT AND DISCUSSION

RESULT

Validity Test of Instruments

Validity test is done to measure the validity or validity of a questionnaire. To find out the level of instrument validity can be seen by comparing the value of r-count and r-table in the product moment correlation coefficient. According to Suharsimi (2014: 213), said that if the correlation coefficient > r-table then the statement item is valid, if the correlation coefficient < r-table, then the statement item is declared invalid. Based on the results of data analysis above, it shows that all the instruments of the correlation coefficient are above 0.3. This shows that the instrument used to collect data in the form of questionnaire results is valid.

Instrument Reliability Test

Testing Reliability or reliability of the instrument is done to determine the extent to which a measurement can provide results that are not different if a re-measurement is made of the same subject. Reliability Test is a way to see whether the gauge is consistent or not. The method used in research to measure the scale of a range such as the Likert scale is Cronbach's Alpha. According to Sujarweni (2015: 110), said that if the value of Cronbach's Alpha is greater than 0.60 then the results obtained can be said to be reliable.

Table 2
Reliability Test Results

Variabel	umber of struments	onbach's Alpha	andard esults	eliabel
ntrepreneurship ducation (X1)	15	0,817	0,60	eliabel
amily nvironment 2)	12	0,919	0,60	eliabel
terest in ntrepreneurship)	26	0,934	0,60	eliabel

Source: Primary data processed from SPSS Version 24 for Windows, 2019.

Based on the results of the above data analysis, the calculation of each variable of the Cronbach's Alpha value is greater than 0.60.

Classic Assumption Test

Autocorrelation Test

The autocorrelation test results can be seen in Table 3.

Table 3
Autocorrelation Test Result

DW	DL	DU	4-DL	4-DU
1,888	1,5709	1,6802	2,4291	2,3198

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 3, it can be seen that the DW value is 1.888; DL value is 1.5709; 4-DL value is 2.4291; 4-DU value which is 2.3198. Then $DU < DW < 4-DU$ is $1.6802 < 1.888 < 2.3198$. So that this research does not occur autocorrelation.

Multicollinearity Test

The results of the multicollinearity test can be seen in Table 4.

Table 4
Multicollinearity Test Result

Free variable	olerance	Nilai VIF	Information
Entrepreneurship Education	0,775	,291	There is no multicollinearity
Family Environment	0,775	,291	There is no multicollinearity

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 2 it can be seen that all variables have Tolerance Value > 0.10 namely Entrepreneurship Education 0.775 and Family Environment 0.775. In addition, all variables have a value of VIF (Variance Inflation Factor) < 10 , namely Entrepreneurship Education variable 1.291 and Family Environment 1,291. So that this study did not occur multicollinearity.

Heteroscedasticity Test

The results of heteroscedasticity test can be seen in Table 5.

Table 5
Heteroscedasticity Test Result

Free Variable	Sig	Information
Entrepreneurship Education	0,848	There is no heteroscedasticity
Family Environment	0,569	There is no heteroscedasticity

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 3 it can be seen that the sig value of each variable > 0.05 (5%) is Entrepreneurship Education 0.848 and Family Environment 0.569. So that this study does not occur heteroscedasticity.

Normality Test

The results of the normality test can be seen in Table 6.

Table 6
Normality Test Result

Free Variable	Value	Information
Entrepreneurship Education	0,141	Normal distribution
Family Environment	0,141	Normal distribution

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 4, it can be seen that the Komologorov-Smirnov value test statistic of each variable > 0.05, namely Entrepreneurship Education 0.141 and Family Environment 0.141. So that this research residual value is normally distributed.

Hypothesis testing

Analysis of Multiple Linear Regression

The results of multiple linear regression analysis can be seen in Table 7.

Table 7
Recapitulation of Result Multiple Linier Regression Analysis

Variable	B	t-count	Sig
Constant	21,137	2,032	0,046
Entrepreneurship Education	0,683	3,545	0,001
Family Environment	0,91	5,764	,000

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 5, the multiple linear regression equation is obtained :
 $Y = 21,137 + 0,683 X_1 + 0,910 X_2$

provide information that :

$a = 21,137$ meaning that if entrepreneurship education and the family environment are 0, then the interest in entrepreneurship is fixed with a constant (a), then multiple linear equations are equal to the constant 21,137. $b_1 = 0,683$ it means that for every increase in entrepreneurship education by 1, the interest in entrepreneurship will also increase by 0.683 assuming other independent variables are fixed. $b_2 = 0.910$ means that every increase in the family environment is 1, then the interest in entrepreneurship will also increase by 0.910 assuming other independent variables are fixed. Then it can be explained the pattern of the influence of independent variables namely Entrepreneurship Education and Family Environment on the dependent variable, namely the interest in Entrepreneurship is positive.

Determination Analysis

The results of the analysis of determination can be seen in Table 8.

Table 8
Recapitulation of Determination Analysis Result

Model	R	Square	Adjusted R Square	d. Error of the Estimate
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1 ,734 0,539 0,526 6,534

Source: Primary data processed from SPSS Version 24 For Windows, 2019.
Based on Table 6 the coefficient of determination (R Square) is 0.539. The contribution of Entrepreneurship Education and Family Environment to Entrepreneurship Interest is 53.9% while the remaining 46.1% is determined by other variables outside of Entrepreneurship Education and Family Environment which were not discussed in this study.

Partial Significance Test (t-test)

The results of the T test (t-test) are seen in Table 9.

Table 9
T Test Results (t-test)

Model	t	Sig
Entrepreneurship Education	3,545	0,000
Family Environment	5,764	0,000

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 7 obtained t_1 -count = 3,545 with a sig value of 0,000 < 0,05 means entrepreneurship education has a positive and partially significant effect on interest in entrepreneurship (H_1 accepted). t_2 -count = 5.764 with a sig value of 0,000 < 0.05 means that the family environment has a positive and partially significant effect on the interest in entrepreneurship (H_2 accepted).

Simultaneous Significance Test (f-test)

The results of the F test (t-test) are seen in Table 10.

Table 10
F Test Results (f-test)

Model	f	Sig
Regression	42,077	0,000
Residual		
Total		

Source: Primary data processed from SPSS Version 24 For Windows, 2019.

Based on Table 8 obtained f-count = 42,077 with a sig value of 0,000 < 0,05, it means that entrepreneurship education and family environment have a positive and significant effect simultaneously on interest in entrepreneurship (H_3 accepted).

DISCUSSION

The Influence of Entrepreneurship Education on Entrepreneurial Interest in Students of the Faculty of Economics, University of Ngurah Rai in Denpasar

Partially the results of the study support the first hypothesis that Entrepreneurship Education variables have a positive and significant effect on Entrepreneurship Interest in the Students of the Faculty of Economics, University of Ngurah Rai in Denpasar. This is indicated by the regression equation $Y = 21.137 + 0.683 (1) + 0.942 (0)$ and is positive. The t-count value is 3,545 > from the t-table value of 1,993 with a significant value of 0,000 which indicates that Entrepreneurship Education has a positive and significant influence on the Interest in Entrepreneurship in Students of the Faculty of Economics, University of Ngurah Rai in Denpasar, so that the first hypothesis is accept. The results of this study are consistent with the results of research conducted by Syaifudin

(2016), that Entrepreneurship Education has a positive and significant influence on the interest in entrepreneurship. The results of the study are also in line with the results of Susilowati's (2017) research showing that entrepreneurship education has a positive and significant influence on the interest in entrepreneurship.

The Influence of the Family Environment on Entrepreneurial Interest in Students of the Faculty of Economics, University of Ngurah Rai in Denpasar

Partially the results of the study support the second hypothesis that the Family Environment variable has a positive and significant effect on Entrepreneurship Interest in the Students of the Faculty of Economics, University of Ngurah Rai in Denpasar. This is indicated by the regression equation $Y = 21.137 + 0.683 (0) + 0.942 (1)$ and is positive. The t-count value is $5.764 >$ from the t-table value of 1.993 with a significant value of 0.000 which indicates that the Family Environment has a positive and significant influence on Entrepreneurial Interest in the Students of the Faculty of Economics, University of Ngurah Rai in Denpasar, so that the second hypothesis can be accept.

The results of this study are consistent with the results of research conducted by Syaifudin (2016), that the Family Environment has a positive and significant influence on the interest in entrepreneurship. The results of the study are also in line with the results of Susilowati's (2017) study showing that the Family Environment has a positive and significant influence on the interest in entrepreneurship.

The Influence of Entrepreneurship Education and the Family Environment on Entrepreneurial Interest in the Students of the Faculty of Economics, University of Ngurah Rai in Denpasar

Simultaneously the results of the study support the third hypothesis that the Entrepreneurship Education and Family Environment variables have a positive effect on Entrepreneurship Interest in the Ngurah Rai University Faculty of Economics Students in Denpasar. This is indicated by the regression equation $Y = 25.075 + 0.715 X_1 + 0.942 X_2$ and is positive. The calculated f value is $42.077 >$ from the f-table value 1.477 with a significant value of 0.000 which indicates that the Entrepreneurship Education and Family Environment variables have a positive and significant influence on Entrepreneurship Interest in the Ngurah Rai University Economics Faculty Students in Denpasar, so that the third hypothesis is accept. The results of this study are consistent with the results of research conducted by Susilowati (2017) showing that entrepreneurship education and the family environment have a positive and significant influence on the interest in entrepreneurship.

IV. CONCLUSION

Based on data analysis and discussion, the conclusions of the research results at the Faculty of Economics, University of Ngurah Rai in Denpasar are as follows :

There is a positive and significant effect of Entrepreneurship Education partially on Entrepreneurship Interests in the Students of the Faculty of Economics, University of Ngurah Rai in Denpasar. There is a positive and significant influence from the Family Environment partially on the Interest of Entrepreneurship in Students of the Faculty of Economics, University of Ngurah Rai in Denpasar. There is positive and significant effect of Entrepreneurship Education and Family Environment simultaneously on Entrepreneurship Interest in the Students of the Faculty of Economics, University of Ngurah Rai in Denpasar.

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Relationship Of Individual Characteristics, Physical Home Environment And Behavior With The Incidence Of Pulmonary Tb In Cijoro Pasir Village, Muara Village East Ciujung And West Rangkasbitung Village, Rangkasbitung Subdistrict, Lebak Regency 2019

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Abstract

This study entitled "Relationship of Individual Characteristics, Physical Environment of the House and Behavior with the incidence of pulmonary TB in Cijoro Pasir Village, Muara Ciujung Timur Village and Rangkasbitung Barat Village, Rangkasbitung District, Lebak Regency in 2019" and behavior with pulmonary TB incidence. The design of this study was cross sectional. Data was analyzed using univariate tests and bivariate tests consisting of chi-square. The total population is 123 The results showed that the incidence of pulmonary TB as many as 37 patients with positive pulmonary TB (60.7%) and 24 patients with negative AFB pulmonary TB and still found a physical environment that did not meet the requirements as many as 42 houses (68.9%), lighting as many as 38 houses (63.3%), humidity of 43 houses (70.5%), BCG immunization 35 people (57.4%), closing mouths of cough / sneezing compilation 38 people (62.3%), phlegm carelessly 32 people (52.5%) and use of eating utensils 39 people (63.9%)..

Keywords: Tuberculosis smear-positive pulmonary, Tuberculosis treatment compliance and supervisor taking medicine.

I. INTRODUCTION

Tuberculosis is an infectious disease that attacks the lungs caused by the bacteria *Mycobacterium tuberculosis*. *Mycobacterium tuberculosis* bacteria enter the human body through the respiratory tract, digestive tract, and open sores on the skin. Most tuberculosis infections occur through the air, namely sputum sputum containing tubercular bacilli germs from an infected person. Tuberculosis can cause compilation of the respiratory system and circulation. (Akmal, Mutaroh et al, 2016).

Tuberculosis is a disease that is of global concern. Based on sustainable development targets, targets for TB incidence reduction. Lung by 90% in 2035 and decreased the number of deaths by 95% in 2035. Although the number of deaths due to tuberculosis decreased by 22% between 2000 and 2015, tuberculosis still ranked the 10th highest cause of death in the world in 2016. The five countries with the China, the Philippines and Pakistan. (Indah 2018) In 2017, the number of cases of pulmonary TB in Indonesia was 360,770 cases. Banten Province ranks 6th highest in the discovery of all cases of tuberculosis in the amount of 13,837 cases with a population of 12,488,160 people). Based on sex, the number of cases in men was higher than in women, that was 58.11% and women amounted to 41.89%. with the age group 45-54 years by 17.09%; age group 35-44 years by 16.43% and age group 15-24 by 15.60%. This shows that most pulmonary TB attacks sufferers of productive age (Ministry of Health 2018).

According to the theory of Hendrik L. Blum (1974) in (Notoatmodjo 2011) states that there are 4 factors that affect the health status of individuals and society. These factors are heredity, environment, behavior and health services. According to the Ministry of Health (2000) in (Hardiyanti 2016), environmental factors have the highest percentage in influencing a person's health at 45%. The quality of the physical environment of the home that does not meet health requirements is a risk factor for pulmonary tuberculosis. The physical environment of an unhealthy home plays an important role in the transmission and propagation of *Mycobacterium tuberculosis*. (Rahayu and Sodik 2014). The requirements for a healthy home are regulated in a Decree of the Minister of Health of the Republic of Indonesia 829 / Menkes / SK / VII / 1999 regarding Housing Health Requirements and Permenkes no. 1077 / Menkes / Per / V / 2001 concerning Guidelines for Indoor Air Sanitation. In Lebak Regency, based on reports from the Puskesmas, there was an increase in lung tuberculosis cases from year to year, including the coverage of the discovery of positive smear pulmonary TB cases in 2015 by 57%, in 2016 by 73%, in 2017 amounted to 76% and in 2018 amounted to 78% This shows that in Lebak District tuberculosis cases are still high. Rangkasbitung Public Health Center is the highest Puskesmas with pulmonary TB sufferers in Lebak Regency.

In 2018, there were 101 Positive AFB Lung TB sufferers, an increase compared to 2017 which was 34 Positive AFB Lung TB sufferers and in 2016 there were 21 Positive AFB Lung TB sufferers. Based on healthy house data obtained from the Lebak District Health Office, out of 18,245 houses inspected by officers in the Rangkasbitung Community Health Center working area, there were 12,271 houses (67.3%) included in the category of healthy homes and 5,974 houses (32.7%) which not included in the category of a healthy home. Based on healthy house data obtained from the Lebak District Health Office, out of 18,245 houses inspected by officers in the Rangkasbitung Community Health Center working area, there were 12,271 houses (67.3%) included in the category of healthy homes and 5,974 houses (32.7%) which not included in the category of a healthy home.

Rangkasbitung Public Health Center has 10 working area coverage. Of the 10 work areas, Cijoro Pasir Village, Muara Ciujung Timur Village and Rangkasbitung Barat Village are the three regions with the highest discovery of all pulmonary TB cases in the Rangkasbitung Community Health Center working area in 2018. The number of pulmonary TB cases in Cijoro Pasir Village is 38 people, with TB TB Positive BTA Lung as many as 20 people, the number of cases of Lung TB in Muara Ciujung Timur Kelurahan as many as 55 people, with Positive BTA Lung TB as many as 18 people and the number of cases of Lung TB in Rangkasbitung Barat Kelurahan as many as 30 people, with Positive Lung TB cases of 14 people.

Cijoro Pasir Urban Village, from 2,024 houses inspected, there were 785 (38.7%) houses that were classified as unhealthy houses with a population of 10,265 people, in Muara Ciujung Timur Village of 3,470 houses inspected, there were 2,110 (60.8) % houses included in the category of unhealthy houses with a population of 14,102 people and in Rangkasbitung Barat District, of the 1,620 houses inspected there were 318 houses (19.6%) which were included in the category of healthy homes with a population of 6,638 people.

Based on this background, the authors are interested in conducting research with the title "The Relationship of Individual Characteristics, Physical Home Environment and Behavior with Lung TB Events in Cijoro Pasir Village, Muara Ciujung Timur Village and Rangkasbitung Barat Village, Rangkasbitung District, 2019 Lebak Regency".

II. METODE

This study was conducted using analytical research design with a "cross sectional" design, namely to determine the relationship of individual characteristics, physical environment of the house and behavior with the incidence of pulmonary TB in Cijoro Pasir, Muara Ciujung Timut and Rangkasbitung Barat District Rangkasbitung District Lebak Regency. Samples are the samples used in this study were positive smear pulmonary TB patients and negative smear pulmonary TB patients, who were recorded as TB sufferers in the Rangkasbitung Puskesmas register, from January - December 2018 in accordance with the characteristics of inclusion and exclusion.

III. RESULT AND DISCUSSION

Table 1 Relationship between Age and Positive BTA Lung and BTA Lung Negative Events in Cijoro Pasir, Muara Ciujung Village and Village Rangkasbitung West 2019

Age	TB Paru				Amount		OR (95% CI)	P Value
	TB Paru BTA (+)		TB Paru BTA (-)		N	%		
	N	%	N	%				
Not productive	8	50	8	50	16	100	0,552 (0,174 – 1,750)	0,473
productive	29	64,4	16	35, 6	45	100		
Amount	37	60,7	24	39, 3	61	100		

Based on table.13 the results of the analysis between age and positive BTA Pulmonary TB events showed that there were 8 (50%) respondents who were not productive of having TB BTA positive, while among respondents who were of productive age there were 29 (64.4%) who had TB BTA is positive. Based on the results of statistical tests obtained P.Value = 0.473 with OR = 0.552.

Table 2. Relationship between Gender and the Occurrence of Positive BTA Lung and TB BTA Lung Negative in Cijoro Pasir Village, Muara Ciujung Village and West Rangkasbitu Village in 2019

Age	TB Paru				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		Negative BTA Lung TB		N	%		
	N	%	N	%				
Man	23	63,9	13	36,1	36	100	1,390 (0,490 – 3,941)	0,723
Girl	14	56	11	44	25	100		

Amount	37	60,7	24	39,3	61	100		
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Based on table.2 the results of the analysis between sex with the incidence of positive AFB in TB obtained that there were 23 (63.9%) respondents who were male accompanied by AFB positive TB, while among respondents who were female there were 14 (56%) who accompanied positive smear pulmonary TB Based on the results of statistical tests obtained P.Value = 0.723 with OR = 1.390.

Table. 3 Relationship between Bcg Immunization and the Occurrence of Positive Bta Lung and TB BTA Lung Negative in Cijoro Pasir Village, Muara Ciujung Timur Village and Rangkasbitung West Village 2019

BCG Immunization	TB Paru				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative		N	%		
	N	%	N	%				
Never	26	74,3	9	25,7	35	100	3,939 (1,329 – 11,673)	0,024
Ever	11	42,3	15	57,7	26	100		
Amount	37	60,7	24	39,3	61	100		

Based on the table. 3 results of the analysis between BCG immunization with the incidence of smear positive pulmonary TB obtained that there were 26 (74.3%) respondents who had never been immunized with BCG had positive smear pulmonary TB, while among respondents who had been immunized with BCG there were 11 (42.3%) who accompanied BTA Lung TB. Based on the results of statistical tests obtained P.Value = 0.024 with OR = 3.939

Table. 4 Relationship between Occupational Density and the Occurrence of Positive Bta Lung and Negative Bta Lung in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019.

Occupancy Density	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative		N	%		
	N	%	N	%				
Not eligible	17	68	8	32	25	100	1,700 (0,585 – 4,941)	0,476
eligible	20	55,6	16	44,4	36	100		
Amount	37	60,7	24	39,3	61	100		

Based on table 4 the results of the analysis between the occupancy density and the incidence of positive AFB lungs TB obtained that there were 17 (68%) respondents whose occupancy density did not meet the requirements of positive AFB L TB TB, while among respondents whose occupancy density met the requirements there were 20 (55.6 %) which is associated with smear pulmonary TB Based on the statistical test results obtained P.Value = 0.476 with OR = 1,700.

Table.5 Relationship between Ventilation and Positive BTA Lung and BTA Lung Negative Events in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Ventilation	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative					
	N	%	N	%	N	%		
Not eligible	30	71,4	12	28,6	42	100	4,286 (1,360 – 13,503)	0,023
eligible	7	36,8	12	63,2	19	100		
Amount	37	60,7	24	39,3	61	100		

Based on table.5 the results of the analysis between ventilation and the incidence of positive pulmonary TB obtained that 30 (71.4%) of respondents whose ventilation did not meet the requirements for positive pulmonary TB, while among respondents who ventilated their houses met the requirements there were 7 (36.8 %) who accompanied smear pulmonary TB were positive. Based on the results of statistical tests, the value of P.Value = 0.023 with OR = 4.286.

Table. 6 Relationship of Lighting with the Positive BTA Lung TB and Negative BTA Lung in Cijoro Pasir, Muara Cijung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Lighting	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative					
	N	%	N	%	N	%		
Not eligible	27	75	8	25	36	100	4,500 (1,498 – 13,515)	0,013
eligible	10	40	15	60	25	100		
Amount	37	60,7	24	39,3	61	100		

Based on table.18 the results of the analysis between lighting and the incidence of positive pulmonary TB obtained that there were 27 (75%) of respondents whose home lighting did not meet the requirements of positive smear pulmonary TB, while among respondents whose home lighting met the requirements there were 10 (40%) who with positive smear pulmonary TB .. Based on the results of the statistical test, the value of P.Value = 0.013 with OR = 4,500.

Table.7 Relationship between Humidity and Positive TB Lung and TB BTA Lung Negative Events in Cijoro Pasir Village, Muara Cijung Timur Village and Rangkasbitung Barat Village 2019

Humidity	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative					
	N	%	N	%	N	%		
Not eligible	31	72,1	12	27,9	43	100	5.167 (1,580 – 16,900)	0.011

eligible	6	33, 3	12	66,7	18	100		
Amount	37	60, 7	24	39,3	61	100		

Based on table.7 the results of the analysis of humidity with the incidence of positive pulmonary TB obtained that there were 31 (72.1%) of respondents whose house humidity did not meet the requirements of positive smear pulmonary TB, while among respondents whose house humidity met the requirements there were 6 (33, 3%) who accompanied smear positive pulmonary TB. Based on the results of statistical tests, the value of P.Value = 0.011 with OR = 5.167 is obtained.

Table.8 Relationship of Mouth Closing When Coughing / Sneezing with the Occurrence of Positive Bta Lung and TB BTA Lung Negative in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Shut up	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative					
	N	%	N	%	N	%		
Not eligible	29	76,3	8	23,7	38	100	6,042 (1,936 – 18,858)	0,003
eligible	8	34,8	15	65,2	23	100		
Amount	37	60,7	24	39,3	61	100		

Based on table.8 the results of the analysis between closing the mouth when coughing / sneezing with the incidence of positive smear pulmonary TB obtained that there were 29 (76.3%) of respondents who did not close their mouth when coughing / sneezing with smear positive pulmonary TB, while among respondents who closed their mouth when coughing / sneezing there were 8 (34.8%) who had positive smear pulmonary TB. Based on the statistical test results obtained P.Value = 0.003 with OR = 6.042

Table.9 Correlation with Random Phlegm Disposal with the Occurrence of Positive BTA Lung and Bt Lung Negative Bta Lung in Cijoro Pasir Village, Muara Ciujung Timur Village and Rangkasbitung Barat Village 2019

Remove phlegm	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		BTA Lung TB is negative					
	N	%	N	%	N	%		
Throwing sputum carelessly	24	75	8	12,6	32	100	3,692 (1,248 – 10.920)	0,032

Throwing sputum is not haphazard	13	44,8	16	55,2	29	100		
Amount	37	60,7	24	39,3	61	100		

Based on table.9 the results of the analysis between sputum indiscriminate with the incidence of positive smear pulmonary TB obtained that there were 24 (75%) of respondents who indiscriminately expelled sputum positive smear pulmonary TB, while among respondents who disposed sputum non-indiscriminately there were 13 (44.8%) who accompanied smear positive pulmonary TB. Based on the results of statistical tests, the value of P.Value = 0.032 with OR = 3.692 was obtained.

Table.10 Relationship between smoking and the incidence of positive BTA lung and TB negative BTA lung in Cijoro Pasir, Muara Cijung Village and Rangkasbitung Barat Village in 2019

Smoke	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		Positive BTA Lung TB		N	%		
	N	%	N	%				
Smoke	12	80	3	20	15	100	3,360 (0,835 – 13,515)	0,144
Do not smoke	25	54,3	21	18,1	46	100		
Amount	37	60,7	24	39,3	61	100		

Based on table.10 the results of the analysis between smoking and the incidence of smear positive pulmonary TB obtained that there were 12 (80%) of respondents who smoked with positive smear pulmonary TB, while among respondents who did not smoke there were 25 (54.3%) who accompanied smear pulmonary TB positive. Based on the results of statistical tests, the value of P.Value = 0.144 is obtained with OR = 3.360.

Table.11 Relationship between the use of cutlery with the incidence of positive BTA lung and Tb negative BTA lung in Cijoro Pasir, East Muara Cijung and Rangkasbitung Barat sub-districts in 2019

Use of cutlery	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		Positive BTA Lung TB		N	%		
	N	%	N	%				
Yes	29	76,3	10	25,6	39	100	5,075	0,008
No	8	36,4	14	63,6	22	100		
Amount	37	60,7	24	39,3	61	100		

Based on table.23 the results of the analysis between the use of cutlery with the incidence of positive AFB had obtained that there were 29 (76.3%) respondents who used the same cutlery

along with positive AFB smear TB, while among respondents who did not use the cutlery together there were 8 (36.4%) accompanying BTA Lung TB. Based on the results of statistical tests, the value of P.Value = 0.008 with OR = 5.075 was obtained.

Tabel 12 Distribution of the use of cutlery for patients with BTA Lung Positive and BTA Lung Negative BTA in lung in Cijoro Pasir, East Muara Ciujung and Rangkasbitung Barat sub-districts in 2019

Use of cutlery	Amount	Presentase
Yes	39	63,9%
No	22	36,1%
Amount	61	100%

Based on table 12 it can be seen that based on the variable use of cutlery, from 61 respondents, there were 39 people (63.9%) who used cutlery together with family members and there were 22 people (36.1%) who did not use cutlery together with family member (has special cutlery).

Table 13 Age Relationship with Positive BTA Pulmonary TB Events and Negative BTA Pulmonary TB in Cijoro Pasir, East Muara Ciujung and Rangkasbitung Barat sub-districts in 2019

Age	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		Negative BTA Lung TB					
	N	%	N	%	N	%		
Not productive	8	50	8	50	16	100	0,552 (0,174 – 1,750)	0,473
productive	29	64,4	16	35,6	45	100		
Total	37	60,7	24	39,3	61	100		

Based on table 13 the results of the analysis between age and positive BTA Pulmonary TB events showed that there were 8 (50%) respondents who were not productive of age and had AFB positive pulmonary TB, while among respondents who were of productive age there were 29 (64.4%) who had Pulmonary TB BTA positive. Based on the results of statistical tests obtained P.Value = 0.473 with OR = 0.552.

Table 14 Relationship between Gender and Positive Bt Lung and Bt Lung Negative Events in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Gender	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		Negative BTA Lung TB					
	N	%	N	%	N	%		
Man	23	63,9	13	36,1	36	100	1,390 (0,490 – 3,941)	0,723
women	14	56	11	44	25	100		
Total	37	60,7	24	39,3	61	100		

Based on table 14 the results of the analysis between the sex with the incidence of positive AFB in TB obtained that there were 23 (63.9%) respondents who were male accompanied by AFB positive TB, while among respondents who were female there were 14 (56%) who accompanied positive

smear pulmonary TB Based on the results of statistical tests obtained the value of P.Value = 0.723 with OR = 1.390.

Table 15 Relationship between BCG Immunization and the Occurrence of Positive Bta Lung and Tb Bta Lung in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

BCG Immunization	Lung TB				Amount		OR (95% CI)	P Value
	Positive BTA Lung TB		Negative BTA Lung TB					
	N	%	N	%	N	%		
Never	26	74,3	9	25,7	35	100	3,939 (1,329 – 11,673)	0,024
Ever	11	42,3	15	57,7	26	100		
Total	37	60,7	24	39,3	61	100		

Based on the table. 15 results of the analysis between BCG immunization with the incidence of positive pulmonary TB obtained that there were 26 (74.3%) respondents who had never been immunized with BCG had positive smear pulmonary TB, while among respondents who had been immunized with BCG there were 11 (42.3%) who accompanied BTA Lung TB. Based on the results of statistical tests obtained P.Value = 0.024 with OR = 3.939.

Table 16 Relationship between Occupancy Density and the Occurrence of Positive Bta Lung and TB BTA Lung Negative in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Occupancy Density	Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Not eligible	17	68	8	32	25	100	1,700 (0,585 – 4,941)	0,476
Qualify	20	55,6	16	44,4	36	100		
Total	37	60,7	24	39,3	61	100		

Based on table 16, the results of analysis between occupancy density and the incidence of pulmonary tuberculosis positive were obtained that there were 17 (68%) respondents whose occupancy density did not meet the requirements of positive smear pulmonary TB, while among respondents whose occupancy density met the requirements there were 20 (55.6%) with TB BTA. Based on the statistical test results, the value of P.Value = 0.476 with OR = 1,700 is obtained.

Tabel 17 Relationship between Ventilation and Positive Bt Lung Incidence and Negative BTA Lung in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Ventilasi	Lung TB	Amount	OR	P Value
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	TB Paru BTA Positif		TB Paru BTA negatif		Amount		(95% CI)	
	N	%	N	%	N	%		
Not eligible	30	71,4	12	28,6	42	100	4,286 (1,360 – 13,503)	0,023
Qualify	7	36,8	12	63,2	19	100		
Total	37	60,7	24	39,3	61	100		

Based on table.17 the results of the analysis between ventilation and the incidence of positive pulmonary TB obtained that 30 (71.4%) of respondents whose ventilation did not meet the requirements for positive pulmonary TB, while among respondents who ventilated their houses met the requirements there were 7 (36.8 %) who accompanied smear pulmonary TB were positive. Based on the results of statistical tests, the value of P.Value = 0.023 with OR = 4.286.

Table 18 The Relationship of Lighting with the Events of Positive BTA Lung and TB BTA Lung Negative in Cijoro Pasir, Muara Ciujung Kelurahan and Rangkasbitung Barat Kelurahan 2019

Lighting	Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Not eligible	27	75	8	25	36	100	4,500 (1,498 – 13,515)	0,013
Qualify	10	40	15	60	25	100		
Total	37	60,7	24	39,3	61	100		

Based on table.18 the results of the analysis between lighting and the incidence of positive pulmonary TB obtained that there were 27 (75%) of respondents whose home lighting did not meet the requirements of positive smear pulmonary TB, while among respondents whose home lighting met the requirements there were 10 (40%) who with positive smear pulmonary TB .. Based on the results of the statistical test, the value of P.Value = 0.013 with OR = 4,500.

Table.19 Relationship between Humidity and Positive Tb Lung and TB BTA Lung Negative Events in Cijoro Pasir Village, Muara Ciujung Village and West Rangkasbitung Village in 2019

Kelembaban	TB Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Not eligible	31	72,1	12	27,9	43	100	5.167 (1,580 – 16,900)	0.011
Qualify	6	33,3	12	66,7	18	100		
Total	37	60,7	24	39,3	61	100		

Based on table.19 the results of the analysis of humidity with the incidence of positive pulmonary TB obtained that there were 31 (72.1%) of respondents whose house humidity did not meet the requirements of positive smear pulmonary TB, while among respondents whose house humidity met the requirements there were 6 (33, 3%) who accompanied smear pulmonary TB were positive. Based on the results of statistical tests, the value of P.Value = 0.011 with OR = 5.167 is obtained

Table.20 Relationship of Mouth Closing When Coughing / Sneezing with the Occurrence of Positive Bta Lung and TB BTA Lung in Cijoro Pasir Village, Muara Cijung Village and West Rangkasbitung Village in 2019

Shut up	TB Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Don't close your mouth	29	76,3	8	23,7	38	100	6,042 (1,936 – 18,858)	0,003
Shut up	8	34,8	15	65,2	23	100		
Total	37	60,7	24	39,3	61	100		

Based on table.20 the results of the analysis between closing the mouth when coughing / sneezing with the incidence of positive smear pulmonary TB obtained that there were 29 (76.3%) of respondents who did not close their mouth when coughing / sneezing with smear positive pulmonary TB, while among respondents who closed their mouth when coughing / sneezing there were 8 (34.8%) who had positive smear pulmonary TB. Based on the statistical test results obtained P.Value = 0.003 with OR = 6.042

Table.21 Relationships of Random Phlegm Disposal with the Events of Positive Bta Lung and TB BTA Lung Negative in Cijoro Pasir Village, Muara Cijung Village and West Rangkasbitung Village in 2019

Throwing sputum carelessly	Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Throwing sputum carelessly	24	75	8	12, 6	32	100	3,692 (1,248 – 10.920)	0,032
Throwing sputum is not haphazard	13	44, 8	16	55, 2	29	100		
Total	37	60, 7	24	39, 3	61	100		

Based on table.21 the results of the analysis between sputum indiscriminate with the incidence of positive smear pulmonary TB obtained that there were 24 (75%) of respondents who indiscriminately expelled sputum positive smear pulmonary TB, while among respondents who disposed sputum non-indiscriminately there were 13 (44.8%) who accompanied smear positive pulmonary TB. Based on the results of statistical tests, the value of P.Value = 0.032 with OR = 3.692 was obtained.

Table.22 Relationship between smoking and the incidence of positive BTA lung and TB negative BTA lung in Cijoro Pasir Village, Muara Ciujung Village and West Rangkasbitung Village in 2019

Smoke	Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Smoke	12	80	3	20	15	100	3,360 (0,835 – 13,515)	0,144
Do not smoke	25	54, 3	21	18,1	46	100		
Total	37	60, 7	24	39,3	61	100		

Berdasarkan tabel.22 hasil analisis antara merokok dengan kejadian TB Paru BTA positif diperoleh bahwa ada 12 (80%) responden yang merokok menderita TB Paru BTA positif, sedangkan diantara responden yang tidak merokok ada 25 (54,3%) yang menderita TB Paru BTA positif. Berdasarkan hasil uji statistik diperoleh nilai P.Value = 0,144 dengan OR = 3,360.

Table.23 Relationship between the use of cutlery with the incidence of positive BTA lung and Tb negative BTA lungs in Cijoro Pasir, Muara Ciujung Timur and Rangkasbitung Barat sub-districts in 2019

Use of cutlery	Lung TB				Amount		OR (95% CI)	P Value
	TB Paru BTA Positif		TB Paru BTA negatif					
	N	%	N	%	N	%		
Yes	29	76,3	10	25,6	39	100	5,075	0,008
No	8	36,4	14	63,6	22	100		
Total	37	60,7	24	39,3	61	100		

Based on table.23 the results of the analysis between the use of cutlery with the incidence of positive AFB had obtained that there were 29 (76.3%) respondents who used the same cutlery along with positive AFB smear TB, while among respondents who did not use the cutlery together there were 8 (36.4%) who accompanied smear pulmonary TB. Based on the results of statistical tests, the value of P.Value = 0.008 with OR = 5.075 was obtained.

IV. CONCLUSION

Positive smear pulmonary TB as many as 34 people (60.7%), and smear negative pulmonary TB 24 people (39.3%) due to individual characteristics such as never being immunized BCG, bad physical environment of the house such as ventilation, lighting and humidity as well as patient behavior such as the habit of not closing the mouth when coughing / sneezing, expelling phlegm indiscriminately and using cutlery combined with family members. Behavior that does not close the mouth when coughing / sneezing there are 38 people (62.3%) and those who close their mouth when coughing / sneezing there are 23 people (37.7%). 32 people (52.5%) indiscriminate disposing of phlegm and 29 people (47.5%) removing phlegm. Behavior of smoking, as many as 15 people (24.6%) and non-smoking as many as 46 people (75.4%). Behavior of using cutlery together with family members as many as 39 people (63.9%) and those who do not use cutlery together with family members (having special cutlery) as many as 22 people (36.1%). Occupancy density did not meet the requirements of 20 houses (32.8%) and 41 houses (67.2%) whose occupancy density met the requirements. Ventilation that did not meet the requirements were 42 houses (68.9%) and 19 houses (31.1%) whose ventilation was eligible. Lighting, which did not meet the requirements of 38 houses (62.3%) and 23 houses (37.7%) whose lighting met the requirements. Humidity fulfills the requirements of 43 houses (70.5%) and 18 houses (29.5%) whose house humidity meets the requirements.) Behavior that does not close the mouth when coughing / sneezing there are 38 people (62.3%) and those who close their mouth when coughing / sneezing there are 23 people (37.7%). 32 people (52.5%) indiscriminate disposing of phlegm and 29 people (47.5%) removing phlegm. Behavior of smoking, as many as 15 people (24.6%) and non-smoking as many as 46 people (75.4%). Behavior of using cutlery together with family members as many as 39 people (63.9%) and those who do not use cutlery together with family members (having special cutlery) as many as 22 people (36.1%).

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