SOCIAL RESPONSIBILITY SATOE INDONESIA IN ORDER TO IMPROVE THE QUALITY OF EDUCATION IN PAPAKMANGGU VILLAGE

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Abstract- Researchers do an analysis of the ability of a child who has graduated from PAUD Program at Rumah Pintar Papakmanggu, in Kampung Papakmanggu, Desa Cibodas, Kecamatan Pasirjambu, Kabupaten Bandung to get picture in detail how conditions PAUD graduate who has entered the primary school level. Researchers will conduct interviews to teachers SDN Papakmanggu, where all the PAUD graduates school there. The result from this study is, PAUD in Rumah Pintar Papakmanggu. Research that has been carried out, explaining that PAUD programs have provided positive for a change to the children who attend PAUD programs for free, this is evidenced by the results of research conducted on teacher elementary in Papakmanggu on the ability of children who attend PAUD states that children who attend PAUD has advantages in terms of cognitive aspects such as having the ability to read, write, and count is not owned by a child who does not follow the PAUD.

Keyword: PAUD, Social Responsibilty, Rumah Pintar, Satoe Indonesia, and Early Childhood

Introduction

Indonesia is a developing country that is surrounded by thousands of islands, fertile soil and abundant crops. However, Indonesia is still plagued by poverty, but already some efforts were made to increase the income of Indonesian society, as they are self-sufficient in rice, but it did not last long because Indonesia had to import rice from Thailand back because of lack of good quality rice. The poverty rate is very high, especially Indonesia in 2006 reached 17.75 percent. The figure obtained statistical Indonesian central body.

The poverty data, trigger 3 students from the School of Business and Management ITB is Adityo Wicaksono, Aliya Rajasa, and Mandala Widi Muchlis to create an event that is in use for a charity called SBMITB Annual Golf Tournament. Of organizing the event earned a profit of nearly 1 billion, and then used to create a non-profit organization intended to help people who suffered poverty conditions. The organization with Satoe named Indonesia, which has focused on the development in Kampung Papakmanggu, Desa Cibodas, Kecamatan Pasir Jambu, Kabupaten Bandung and in Kampung Gambung, Desa Mekarsari, Kecamatan Pasir Jambu, Kabupaten Bandung. Things into consideration these two villages were chosen distance between from the campus with the village only 2 hours and there is a signal in the area to facilitate communication between the villagers and the students then separated the two villages.

Poverty Rate In Indonesia

Figure 1. 1. Poverty Rate In Indonesia

Satoe Indonesia aims to contribute significantly to the development of a better society in Indonesia. We believe that to create a better society, we must increase every important aspect of life that would lead to the independence of the community. To achieve community independence, Satoe Indonesia develops community with several programs in the fields of education, health, and organizational leadership, entrepreneurship and prosperity.

Currently, Indonesia Satoe act as intermediaries in terms of funding, marketing and mentoring for small and medium enterprises (SMEs) in rural areas in Indonesia, as well as services in the design and implementation of Corporate Social Responsibility (CSR) program in collaboration with multinational company and international company.

In the beginning, Satoe Indonesia launch Mobil Pintar program. Mobil Pintar is the result of cooperation between Satoe Indonesia and SIKIB (Solidaritas Istri Kabinet Indonesia Bersatu). Satoe Indonesia launched the first program for Mobil Pintar because Mobil pointer is very flexible, able to reach isolated areas. Mobil Pintar was first operational in June 2006, the Mobil Pintar is equipped with four centers, namely the center of the book, centers of educational games, audio-visual, and stage.

The second program is launched Rumah Pintar. Rumah Pintar is central empowering people to improve lives toward the prosperous society. Rumah Pintar as a means of empowerment can accommodate a variety of activities starting from early childhood education, youth, women, and the elderly. Rumah Pintar as a means of empowerment, can accommodate a variety of activities started from early childhood education, youth, women, and the elderly. Rumah Pintar established in two villages, namely in Kampung Papakmanggu and Kampung

Gambung. There are some of the activities implemented in the smart house, including arts, education, sports, and Karang Taruna Activities.

In 2012, Satoe Indonesia launched a PAUD (Pendidikan Anak Usia Dini) program due to Satoe Indonesia see that, based on United Nations standard category a prosperous society is a society with income above 60 thousand rupiah per day. While in the Kampung Papakmangggu, Desa Cibodas, Kecamatan Pasir Jambu, Kabupaten Bandung is not included in the category of the prosperous society, this is evident from the survey directed towards Kampung Papakmanggu community perpetrated by 2014. Below the result of the survey on the income level of residents in Kampung Papakmanggu.

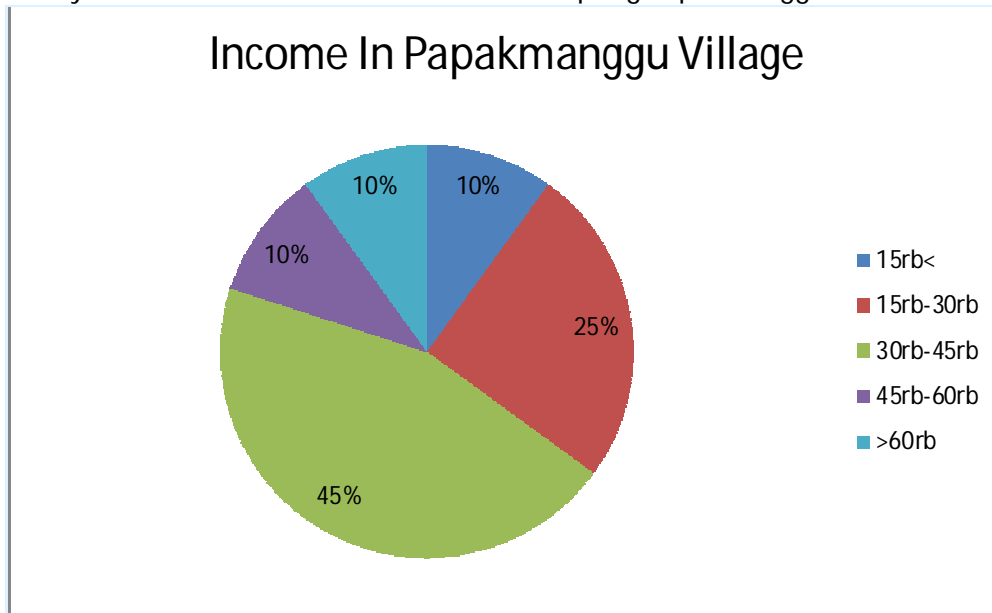## Income In Papakmanggu Village

Figure 1. 2 Income In Papakmanggu Village
Source: Annual Report Satoe Indonesia 2014

From a variety of professions that do community Papakmanggu, data analysis of people's income Papakmanggu is classified into 5 groups, namely:

1. People with income under 15 thousand (> Rp15.000) per day, got a portion of 10% of the total community Papakmanggu.
2. The community with revenues from 15 thousand to 30 thousand (RP 15.000 - Rp 30.000) per day, got a portion of 25% of the total Community Papakmanggu.
3. People with revenues between 30 thousand to 45 thousand (Rp 45.000 - Rp 30.000) per day, got a portion of 45% of the total community Papakmanggu.
4. People with Income of 45 thousand to 60 thousand (Rp 40.000 - Rp 60.000) per day, got a portion of 10% of the total community Papakmanggu.
5. People with incomes more than 60 thousand (Rp 60.000 <) per day, got a portion of 10% of the total community Papakmanggu.

The conclusion can be drawn based on the above data, showed that the majority of the community Papakmanggu (90% of the community) is not included in the category of the prosperous. This can be a particular concern of Satoe Indonesia, in terms of improving the welfare of the Kampung Papakmanggu. Many children who come from poor families, can not feel constrained by the preschool years because of the cost, so they are more concerned with how they are to eat the next day, than on how they think about their education.

Therefore, the Indonesian Satoe make early childhood programs for free, free early childhood goal was established is to provide opportunities for children who come from families not able to feel the pre-school education. with an area of 108 m^2 used for learning. There are facilities such as books updated every year from the book donation program that is held by Satoe Indonesia. In addition to books, there are facilities education games in PAUD education to hone their abilities, so that children do not learn through the monotonous whiteboard and books. From 2012 PAUD have 28 stundent, in 2013 the gradeates are 7 sutdets. In 2013 PAUD have 24 students and graduates 18 stundents in 2014. For the background teacher, they are graduates from senior high school, and one teacher the background is Bavhelor of Education. Satoe Indonesia hopes, can improve the quality of their education in pre-school, early childhood to be better prepared to enter the higher level again, the Elementary school level.

Theoretical Review

Satoe Indonesia Profile
History
Satoe Indonesia is a non-profit organization, founded by school of business and management of Bandung Institute of Technology that focus on community development and empowering the local towards a better future of Indonesia. As a continuation of SBM Golf Tournament 2006, a fund that had been raised through the event was donated to Satoe Indonesia as a charity and for community development programs. The organization, founded in Bandung in 2005. Founder thinks that students should participate in developing the nation not only through demonstration activities and anarchism, but rather by participation in community development activities.

This organization is also established as a medium for Indonesian student to actively participate in community service and strategic philanthropy. Students supposed to utilize their intellectual potential in optimizing their potential in communities in many aspects together to create more educated and developed community.

Vision and Mission of Satoe Indonesia
- Vision of Satoe Indonesia
    1. Actively stimulating and leading to the Community Development activity in Indonesia Youth Generation
    2. To create an independent community that can develop their potentials towards a better Indonesia
    3. Made Indonesia children become creative children so they can develop their potential.
- Mission of Satoe Indonesia
    1. Encourage all the element of student to active in community development activity
    2. Distribute the interest in children and the younger generation development through informal activities, program, and training.
    3. Give access to the local community in order to be able to know and develop their potentials.
    4. Actively accepting new participant, cooperation, and assistance from domestic and international organizations to concerning Satoe Indonesia's Program.

Satoe Indonesia program
- 2006 - 2007
  1. Education Program:
     - Social mapping and community potential in Ciwidey, Jawa Barat
     - Self-awareness training program
     - Mobil Pintar Program in 3 points in Ciwidey
     - Mobil Pintar Program in 2 points in Ciwidey
  2. Arts and Culture Program:
     - The Division of performing arts, culture, class, knowledge and ability
  3. Economic Program:
     - Business Game
     - Business Development: yoghurt and cow farming
     - August Smart
     - Scholarship Program
     - Infrastructure Program
     - Health Program

  4. Another Program:
     - SEED
  - 2007 - 2008

    1. Education Program:
       - Rumah Pintar Program Sustainability
       - Infrastructure of Teaching and Learning
    2. Art and Culture Program:
       - Traditional Dance Class
       - Art Craft Activity
    3. Economic Program:
       - The initiation of small and medium enterprises
    4. Another Program:
       - The Inauguration of Rumah Pintar
       - Angklung Team in Rumah Pintar performed at Monas
       - SEED
       - Satoe Indonesia representation in Bahrain: "Youth at the Crossroads: A Future Without Violence Radicalization"

    - 2008 – 2009
      1. Education Program:
         - Rumah Pintar Program Sustainability
         - The addition of books and curriculum
         - Mobil Pintar Development Program
      2. Art and Culture Program:
         - Traditional dance class
         - Art Craft Activity
         - Drawing and coloring activity
         - Islamic religious activity

3. Economic Program:
    - Business Development: chicken farming, organic fertilizer, and packing home for vegetable
4. Another Program:
    - Soccer Class
    - Lee Cooper for Satoe Indonesia
    - Children in Rumah Pintar go to Kidzania
    - Healthy Indonesia 2009
    - Satoe Indonesia representation in Cambridge: "Mosaic International"

- 2009 – 2010
    1. Educational Program:
        - Rumah Pintar Sustainable Program
        - Training for multiple intellectual
        - Scholarship
    2. Art and Cultural Program:
        - Gambung Community Radio
        - Art, craft activity
    3. Economic Program:
        - Business Development: cow farming, chicken farming, casavana chips, vegetable , tea, and stationary
        - Greenhouse for vegetable
        - One Village One Product (OVOP)
    4. Another Program:
        - Forum Silaturahmi
        - Satoe Indonesia representation in London: "One Young World Conference"
        - Gathering Indonesia United
        - Donation for earthquake in Sukabumi
        - Ciwidey Sehat
        - Celoteh Ciwidey
        - Making Satoe Indonesia videos

- 2010 – 2011
    1. Educational Program:
        - Rumah Pintar Sustainable program
        - Art and Cultural Program:
        - Art Craft Training
    2. Economic Program:
        - SMEs development, Cikeas and Pacitan go to the retail market
        - The development of SMEs in other areas to set up their distribution to the retail market
    3. Another Program:
        - CSR Carrefour Indonesia
        - Satoe Indonesia night donation

- 2011 – 2012
  1. Educational Program:
     - Rumah Pintar Sustainable program
  2. Art and Cultural Program:
     - Art and craft training
  3. Economic Program:
     - Business development: yoghurt and vegetable
     - Initiation of a soft loan program for SMEs in collaboration with microfinance institutions
  4. Another Program:
     - CSR HSBC Indonesia: "Ciwidey Pintar"
     - CSR HSBC Indonesia: "Young Entrepreneur Challenge"
     - Pemanfaatan kotoran sapi untuk biogas bekerjasama dengan HSBC Indonesia, HULT International Business School dan Medco Foundation

- 2012 – 2013
  1. Education Program
     - CSR HSBC Indonesia: "Ciwidey Pintar2"
     - Career day
  2. Economic Program
     - Pasar Rakyat
     - Training and Coaching for Yogurt Business in Rumah Pintar
     - Initiation gel soal business
     - Soft loan for microfinance through internet
  3. Art and Cultural Program
     - Art and craft training
  4. Another Program
     - Gebrak Indonesia

- 2013 – 2014
  1. Education Program
     - CSR HSBC Indonesia: "Ciwidey Pintar2"
     - Career day
  2. Economic Program
     - Pasar Rakyat
     - Berry day project
     - Processing and utilization of cow dung
     - Yoghurt Business
     - Kedai Rupin
  3. Art and Cultural Program
     - Art and craft training
  4. Another Program
     - Gebrak Indonesia
     - Leadership,Organizational Behavior,& Public Relation Training

Conceptual Framework

Most research reports cast the problem statement within the context of a conceptual framework. A conceptual framework is used in research to outline possible courses of action or to present a prefered to an idea or thought

Firgue 2. 1. Conceptual Framework

The figure 2.2 is a conceptual for finding out the benefit from PAUD program. PAUD program is a form of community empowerment program, which is one of the categories of community development as a form of social responsibility of the company to the community

Corporate Social Responsibility

The basic concept of symbiosis mutualism that should be created between corporations and society as a corporate social responsibility is a community development program. This is an effort of corporate to give knowledge of togetherness based on our national culture. Community development is a process of a socio-cultural adaptation, which done by industry, central government, and local government to local community structure. The principle of community development which came frime corporate and government basically has to concern about local community which consist of indigenous community as an object in order to achieve an equality of property with another society. (Rudito, 2007)

2.2.4 Community Development
In essence, community development is a process of socio-cultural adaptation undertaken by industry, central, and local government to the local community. This means that the industry is one of biotic elements in the community. As one of elements of the society, industry is entered into the social structure and functioning of other elements. Then, industry has to support local community to move to its independence without damaging the existing social order (Rudito, 2003). In other word, the society consists of local community, the immigrant community, and industry community, which those whole communities influence and interact each other, and adapted as the member society.

Community Development is a process which is a local community effort which integrated with government authorities to improve the socio-economic and cultural conditions of communities, to integrate the community into the national life of the community and encourage more optimal contribution to national progress. (Hayden,1979)

Generally, community development is the systematic activity of developing people and community which are directed to enlarge people's access to achieve social condition,

economic condition, and better life quality compared to previous development activity (Budimanta, 2002).

The concept of community development consists of three categories, which will move, synergy to create effective sustainable development, those are: Community Relation, Community Service, and Community Empowering.

1. Community Relation
    Community relation is an action taken which related to the building of trust and understanding through communication and information between the corporate the local community and information between the corporate and the local community. The media to communicate itself is often called by a Focus Group Discussion (FGD)
2. Community Service
    It is a corporate service to fulfill the public needs, this action can be carried out by building health, transportation, religion, or learning infrastructures, water resource, or other thing that could enhance the local society. Community service itself can be developed into a community empowering by identifying needs and social capital of its local community.
3. Community Empowering
    Programs that related to the local development by giving more access to the society to support their independent ability such as, organize a local trade organization, and other small business enterprise. The task of the corporate here are to be given an advanced access on other to keep its sustainability (Rudito, 2007)

Minister Regulation No. 58 of 2009 For PAUD Standard

1. Value of Moral And Relogion
    -   Gettng know about their relitigion
    -   Get used to pray
    -   Know about nobble behavior (honest, helpful)
    -   Distinguish about good and bad behavior
    -   Know the ritual and religious feast
    -   Respect other people
2. Physical Ability
    -   Gross Motor
        -   Coordinated body movement to train flexibility, balance, and agility
        -   Do movement coordination hand foot in dance or gymnastics impersonations
        -   Play physical game with the rule
        -   Sklillfully using rigth and left hand
        -   Doing self hygine activities
    -   Fine Motor
        -   Draw the corresponding idea
        -   Mimicking the shapes
        -   Exploring with various media and activities
        -   Using Stationery correctly
        -   Cut according to the patterns
        -   Paste the image appropriately

- Express yourself through movement drawing in detail
- Physical Health
  - Having suitability between age and weight
  - Having suitability between age and height
  - Having suitability between high and weight

3. Cognitive Ability
   - General knolwledge and science
     - Classify objects by function
     - Shows explorative activity and probing (such as: what happens when water is poured)
     - Develop planning activities to be conducted
     - Know the cause - effect on their environment (wind blows causing the leaves moving, water can cause something to become wet)
     - Shows initiative in choosing the theme of the game (like: "let's play pretend like birds)
     - Solve simple problems would in everyday life
   - The concept of shapes, colors, sizes, and patterns
     - Know the difference by size: "more than", "less than", and "Most"
     - Classify objects by color, shape, and uuran (3 variations)
     - Classify objects more to the same group or similar groups, pairs or groups of more than 2 variations
     - Know the ABCD-ABCD pattern
     - Sort objects by size of the smallest to the greatest or the opposite
   - The concept of Numbers, Symbol Numbers, and Letters
     - Mention the symbol of numbers 1-10
     - Matching numbers with the symbol number
     - Know the various kinds of symbol of vowels and consonants

4. Language Ability
   - Accepting Language
     - Understand multiple commands simultaneously
     - Repeating a more complex sentences
     - Understanding the rules in a game
   - Expressing Language
     - Answer questions more complex
     - Mention group of images that have the same sound
     - Communicate verbally, as well as recognize the symbols for the preparation of reading, writing, and arithmetic
     - Develop a complete simple sentence structures (sentence subject, predicate, and description)
     - Having more words to express ideas to others
     - Continuing partially stories / fairy tales that have been in listening
   - Literacy
     - Mention the letter symbols known
     - Know the sound of the initial letter of the name of the objects around him
     - Mention group of images that have sound with the same initial letters
     - Understanding the relationship between sound and shape of letters

- Reading his own name
- Write down his own name

5. Social Emotional
   - Be cooperative with friends
   - Showing the tolerance
   - Expressing emotions appropriate to the existing conditions (happy, sad, excited, etc.)
   - Know the etiquette and manners according to the local socio-cultural values
   - Understand the rules and discipline
   - Shows empathy
   - Having persistent attitude (not easily give up)
   - Proud of her own work
   - Appreciate the advantages of others

Sustainable development

Corporate social responsibility is close to sustainable development, which define as the process of developing (land, city, business, society, etc.) that has principles " memenuhi kebutuhan sekarang tanpa mengorbankan pemenuhan kebutuhan generasi masa depan" which mean fulfill today needs without scarifying needs of our future generation (Brundtland Report From UN, 1987).

One of these factors that must be faced in order to achieve sustainable development is to improve the environmental detection without compromising the needs of economic development and social justice sustainable development also contain 3 types of policy, which is:
- Developing Ecomonic
- Developing Society
- And the protection of our universe

(Panduan Lengkap Perencanaan CSR, By : Nurdizal M. Rachman, Asep Efendi, and Emir Wicaksana)

Methods

This chapter will explain about steps how the research will conduct. The methodology consists of defining the problem identification that the author found some issues about PAUD Rumah Pintar Papakmanggu. theoretical review was taken researcher, then used as the basis of reference by researchers to conduct research. In this study, researchers took 4 theories. 4 theory that researchers use is corporate social responsibility, community development, minister regulation no. 58 of 2009 , and sustainable development. Gathering data step is researcher will observed and collecting data manually to the SDN Papakmanggu school teachers who know about the progress of children who graduates from PAUD in Rumah Pintar Papakmanggu by using in-depth interviews. After collecting the data, the researcher should review between observation with the results of the interviews in order to answer the various issues that found by the researcher. Researchers will conduct interviews, then the researcher make a transcript to conclude from the results of 5 respondents, then the researcher will analyze the results of interviews PAUD program,

in which researchers will know which variables are achieved and the variables which has not been achieved. Conclusion will present a summary of this case study. the researcher also provide recommendations on PAUD program in the Rumah Pintar Papakmanggu that can be used to improve the quality of PAUD programs

Result

Satoe Indonesia, which is an social responsibility organization working in the field of community development, contributing empowerment people in Papakmanggu to improve the quality of education in the Kampung Papakmanggu, Desa Cibodas, Kecamatan Pasir Jambu, Kabupaten Bandung by making a free PAUD program that aims to provide opportunities to children who come from families who are not prosperous in order to feel the early childhood education. From the research that has been carried out, explaining that PAUD programs have provided positive for a change for the children who attend PAUD programs for free, this is evidenced by the results of research conducted on teacher, elementary in Papakmanggu on the ability of children who attend PAUD states that children who attend PAUD has advantages in terms of cognitive aspects such as having the ability to read, write, and count is not owned by a child who does not follow the PAUD.

Then in terms of aspects of creativity, PAUD graduates are able to capture an idea and develop the idea in accordance with their existing ideas in mind. Last, from the aspect of social emotions, this is reflected in the ability of children who attend PAUD to adapt to the environment, when they are required to work in groups they are able to collaborate with a group of friends.

The researchers concluded that PAUD programs in the Rumah Pintar Papakmanggu gave obtain any positive change background village poor people, such as Papakmanggu village, due to the passage of PAUD program Satoe Indonesia has contributed to improving the quality of education in Papakmanggu village, to produce early childhood who are familiar first base ability at primary level so that the child can develop faster and better at primary school level.

Satoe Indonesia has succeeded in doing community empowerment. PAUD Program gave long term impact to children and community in Papakmanggu village. The perceived Impact children who join the PAUD Program in Rumah Pintar Papakmanggu, they gain the basic knowledge that is essential for their development in the future, with increasing primary education, children who participate in PAUD can thrive in the future so that they can change their fate to a prosperous family. The benefit perceived by people in the village of papakmanggu is they understand how to manage a program. They understand how to find funds to support these programs, how to manage the funds properly, how they solve problems that appear in the passage of the program with a independent without the help of Satoe Indonesia and how they sustain the program to keep it running.

Researchers recommend Satoe Indonesia to socialization about the importance of early childhood education and PAUD program free existence. With the socialization to people who carried out intensively, residents in Kampung Papakmanggu will be expected to be concerned with the development of their children so that the parents of children who come

from poor families can entrust their children in PAUD that is in a Rumah Pintar Papakmanggu given to teaching.

Recommendations for teachers is expected Satoe Indonesia can cooperate, with the University of Education Indonesia (UPI) majoring in PAUD to provide training, that is considered very important for the teachers in PAUD Rumah Pintar Papakmanggu. Training is given, such as training to create a new concept of the delivery of the material so that the process of learning in PAUD Rumah Pintar papakmangguis not the monotony, such as conveying a material about manners with the use of drama, the drama can attract children's attention so as to make the child to concentrate the focus to the teacher. In addition to training to make the concept of teaching, researchers also recommend to do a training to deepen the material that must be delivered, from teacher training PER can understand and deliver the material with a good and balanced between the lessons using the right brain and left brain.

From the training are expected to increase PAUD teacher ability, so that the quality of the learning process that is in accordance with the needs of the children in the village of papakmanggu, can be increased and resulted in early childhood are ready for entering the elementary school level.

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