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FOREWORD

Demographic shifts reveal a growing aging phenomenon being critical in some parts of the world, especially in developed countries. Alongside aging, the increasingly urban population rise new challenges at social and administrative level. In addition, by 2050, a dramatically greater number of these consumers will be elderly and living in cities, portending significant changes in related consumption patterns; according to figures published by the United Nations, more than 2 billion people in the world will be older than 60 by 2050, and about 66% of the global population will probably be living in urban areas - compared with 54% as of 2014. Crowded cities will experience heavy transportation problems, waste management issues, difficulties in accessing public services, water and energy supply all these influencing dramatically the living conditions. The solutions may come from the development of digital technologies and embracing the business model of circular economy. Both can and will change the quality of life in the smart cities of the future. The rise of the Internet of Things (IoT), sensors and smart phones will be able to identify materials and assets, letting people know when they are not being used and where they are located. It will reveal significant spare capacity in the system, creating new kind of business models which will change entirely the way in which cities are function. Therefore, the digital circular city will not only save resources but will make citizen's life experience better. In the future, digital devices could help improving the energy production and distribution through smart energy networks. It might be possible that households, factories and public buildings will generate their own electricity from renewable sources, using the excess space in walls, roofs and even windows for solar and wind generation. These scenario is already comes to life in some parts of the world. Just imagine how all energy-generating entities connected through a grid, will contribute to the supply stability of the city and whole region, being self sustainable at the same time.

Going to work, every day in a big city is a stressful experience, the average city dweller spend 15% of driving time in congestion and 20% looking for a parking space. In an IoT enabled city, transport apps will use real time traffic and public transportation data to offer citizens the quickest route to their destination, no matter what mean of transportation they would like to use.

Looking more into the future, one can imagine the concept of shareable and reusable buildings as a complex solution to more and more crowded cities. Flexibility in space usage seems to be beneficial to all users, for example after the working hours your office space could be demodulated as a social networking space, for all sorts of events. Therefore, future developers will



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need to plan out the space from the blueprint stage to accommodate a variety of activities in order to maximize the value of urban space.

Whole these innovations are making urban environment more livable, with urban populations growing and the infrastructure under pressure, smart cities will be better positioned to manage rapid change.

Consumption in crowded cities is changing also. Expectations for how products are purchased, delivered, consumed and disposed will evolve; the food and beverage sector is expected to be highly impacted by the trends including an increased demand for automatic replenishment via IoT technologies.¹ According to the results of a survey published alongside the WEF's report more than one third of respondents wanted services that automatically send them food and beverage products when they are running low.

In conclusion, it is time to shape our future as city dwellers starting today and looking forward to welcome any innovative technologies that might help us to cope with new urban challenges.

Our publication is welcoming articles on any creative ideas and innovative solutions that might shape our urban life.

Editor-in-chief,

Prof. Manuela Epure, PhD

¹ World Economic Forum (2017)- *Shaping the Future of Retail for Consumer Industries*



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A Study of Intellectual Property Right on Micro Small and Medium Enterprises: Case Study TanjungBumi Batik

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Abstract. The contribution of Batik industry has exceptional influence for the Indonesian economy. The value of batik and batik products in 2017 reached 58, 46 million us dollars. Indonesian batik is exported to Japan, United State of America, and Europe (Cabinet Secretary Republic of Indonesia, 2018). In giving incentive towards creativity and innovation to the batik industry, the government have an important role as a regulator. This research used qualitative and investigation method. Based on the result of the investigation, the mindset in micro small and medium enterprises that Intellectual property right is not something urgent for them. This is contradicted with Ika Janita Dewi (2014) which said intellectual property right has contribution towards economy in output, added value, and employment. For micro small and medium enterprises, their main problems are capital and marketing. The local government as a stakeholder or extension of central government play an active role in solving the problems of intellectual property right especially in batik industry. This will be an incentive for the batik creativity and innovation in the long term)

Keywords: Batik Industry, Intellectual Property Right, TanjungBumi, Government

JEL Codes: O34

1. Introduction

Welcome Indonesian Batik Industry cannot be underestimate. This can be seen from the contribution of batik industry which have exceptional influence for Indonesian economy. Batik industry give a significant contribution towards Malaysia economy (Nor Halina et al, 2018). The value of batik and batik products in 2017 reached 58, 46 million us dollars. Indonesian batik is exported to Japan, United State of America, and Europe (Cabinet Secretary Republic Of Indonesia, 2018). Beside its contribution to the economy, batik is the national cultural heritage which must be preserved its existence. So it can protect the presence and sustain the batik industry.

According to directorate general of small and medium industry of the Ministry of Industry Gaji Wibawaningsih, batik industry in Indonesia have the comparative capacity to strive with competitive international market. Indonesia is able to be the market leader which dominate the world batik market. With a lot of creativity and innovative design that created by batik artisan in Indonesia, it will make an opportunity for Indonesia to be more outstanding. Most of the batik artisan are housewives who make batik design more dynamic. These artisans provide an additional income for the family. Have a role as batik artisans a freelance job but with the large number of interest from the housewives then it needs to be organized so it could be better.

By giving stimulus towards creativity and innovative for batik Industry make the government have an important role as a regulator. IkaJanita Dewi (2014) said copyright has contribution concerning the economy



in terms of output, additional value, and labor. Copyright issued is very essential in entrepreneurship and creative economy era because it protect someone invention. That invention can be owned, sold and used.

2. The Research Method

This research is done by using qualitative and investigation method. The important of confirming the data that gain from some sources enrich this research. The data source which is used in the research consist of primary and secondary data.

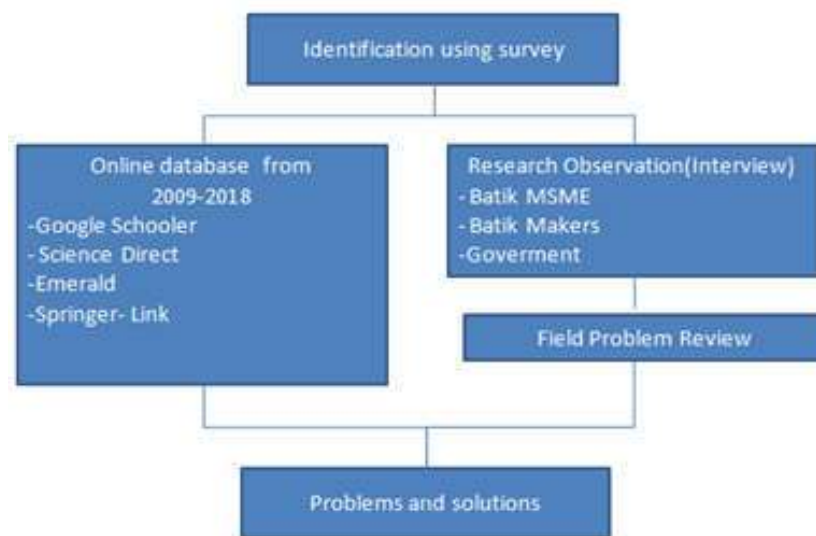


Fig. 1: Research thinking framework – The text in fig 1 is very small. It has to be higher and bold
Please number all the figures and refer them in the text

Looking for reference from secondary data through national journals, books, and news that related to the research. Primary data source is also use in this research by doing observation. Observation object of the research is located in TanjungBumi Madura. The observation is done to TanjungBumi Madura batik entrepreneurs, TanjungBumi Madura handmade batik artisan and of course Bangkalan government also TanjungBumi Bangkalan Madura government.

3. Discussion

In the figure 2 clearly seen that worker absorption in batik industry is quite significant. If we notice that the biggest absorption in small and micro batik industry is throughout the year of 2010 – 2017. On the



development of the number of business units that was very good is able to be seen from small and micro industry. The development of the small industry unit business in 2010 from 176 unit to 216 unit in 2017.

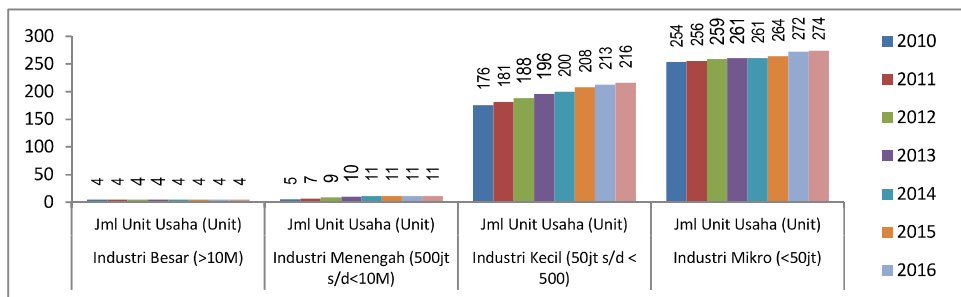


Fig 2: The Development of Batik
 Source: Small and Medium industry data of Bangkalan Regency 2016

The increasing of micro business unit can be seen in 2010 from 254 unit become 274 unit in 2017. While the growth of large business tends to be steady from 2010 until 2017 only 4 business unit. For medium business unit, it did not experience a significant development from 5 business unit in 2010 grow into 11 business unit in 2017. This should be a concern for the government in determining policies for developing batik industry especially for small and micro. With the purpose of giving incentives for small and micro entrepreneurs so that its growth is getting better. An excellent growth certainly would give effect to a good worker absorption. Based on the data which published by Central Bureau of Statistic (2015), the number of small industry worker or household handicraft is the most worker absorption. This is because most of them are manufacturing industry such as handmade batik industry. Batik industries which are located in Telaga Biru, Tanjung Bumi, Paseseh, Tagungguh, Macajah, and Bankeng are featured product.

This data can help policy direction of the government especially for batik industry. They also very potential for overseas marketing. According department of trade, batik are sold in overseas through friends who are going abroad. This means that there is not an official distribution lines which made TanjungBumi batik sold to overseas. If it views from the production capacity of batik industry that increasing every year. Based on data from Central Bureau of Statistic in 2013 produced 1.930 sheets, 2014 produced 6.230 sheet, and 2015 reached 7.443 sheets.

Batik artisans in Tanjungbumi do the following steps to make handmade batik:

- a. Prepare white cloth that dipped in oil herbs and soda, in order to help the wax stick and colour absorbs.
- b. Drawing the design that wanted



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Fig. 3: Activity of making batik design

Source: Researcher Documentation

Most of the batik artisan is a housewife. The design did not determine by the person that order batik. The batik design is based on batik artisan desire. The housewife made the batik design while doing the housework and taking care their children. Based on the observation, every batik artisan receives 15.000 rupiah for each cloth. Usually the batik artisan is able to finish 3 cloth a day. The income from this activity is an additional household income.

c. Every time the cloth is given different colour, the parts that should not be affected by the dye colour will be covered by wax. The more colours that were used like in batik design, the more work proses covering the cloth using wax. Waxing process or colouring is done in different places. Even to get one colour, for example blue, the batik artisans can get in different places to suit with the blue colour that they want.

No	Amount	Address
1.	4	Desa Macajah
2.	21	Telaga Biru
3.	16	Desa Paseseh
4.	49	Desa Tanjung Bumi

Table: The amount of small batik industry that receive coloring

d. Releasing the wax by poaching the cloth in the boiling water

e. Drying the batik cloth in order for the design visible



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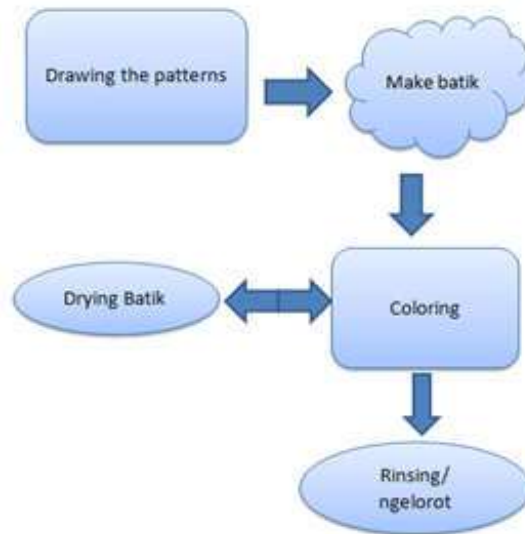


Fig. 4: The process of making batik in TanjungBumi

3.1. Economic condition of TanjungBumi people

Based on observation in field, most of the batik artisans are elementary school graduate. Several of them are not so lucky, they are never going to school. Some of the teenagers are high school graduate but they are not interested in making batik. In average the batik artisan is in middle and lower class of economy, while the owner of medium enterprises is in the middle class of economy.

In the interview with Head of TanjungBumidistrict state that the origin of batik is from Telagabiru. At the beginning batik Telagabiru design are boats or ships and birds, because before most of the men worked as a sailor. A long time ago boats did not use machine, only sail boat can get to China. While the wives waited for their husband, they were making batik.

These days, Batik production is not only made in TanjungBumi but its spread to the surrounding area. There are batik artisans from outside TanjungBumi but they take raw material from there.

Subdistrict head of TanjungBumi said that until today there is not any arrangement for intellectual property right. This is happened because economic of the local people still middle and below. These economic conditions make them did not think for the long term. They only need product for sell. After the products were bought and they got rewards in the form of money, they are happy enough.

Based on the interview with the local government, the local people think that the batik design which they make is impossible to imitate. As for example the process of the making gentongan design that is a little complicated. Because of the long process and difficult, most of the TanjungBumi batik artisan think that getongan design is impossible to imitate. The batik artisan only thinks about short term profit. It means that they only think about how the process of making batik finish faster and then marketed so there will be a customer which interested to buy the batik cloth.



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Based on the facts in the field, industry and labor office have been doing and attempt to provide guidance for micro small and medium enterprises. The guidance is not only done by inviting micro small and medium enterprises to get socialization about intellectual property right but also visited them personally. However, this program receives a little interest from the batik industry. This is caused by the mindset in micro small and medium enterprises that think intellectual property right is not something urgent for them. This is contradicted with Ika Janita Dewi (2014) which said intellectual property right has contribution towards economy in output, added value, and employment. For micro small and medium enterprises, their main problems are capital and marketing. This is why the batik artisan mindset is a homework for government. This can be observed from micro small and medium enterprises data which only 6 enterprises that have intellectual property right. They are Griya Batik, Pesona Batik, Bunda Batik, Tresna Art, Peri kecil and Rose Batique

3.2. The Government Efforts

Local people empowerment through batik industry in Bangkalan particularly in TanjungBumineeds the support from government. Because of the limited information and knowledge in TanjungBumi require an active role from the government in making programs that related with batik industry. Such as the result of Soogwan Doh and Byungkyu Kim (2014) research which said government financial assistant is very important for small and micro local enterprises innovation and the need to build a strong social relation in economy network nowadays. Siska Maya (2017) said that strategic role which was done by government has top down characteristic that is mean government active role needs to be done.

In maintaining local culture through batik design, the government has a part like in facilitate or help the process of copyright registration. If we searched, there would be more than a 1000 batik design in TanjungBumi (MrsUci). Now the government is handling brand rights. Bangkalan Industries have tried in helping for brand rights registration. Usually the government offer brand rights to the batik artisan besides helping them to register it. The brand right registration is done by provincial government because they have budget for it. (Bakar, 2012).

Rohaida Nordin dan Siti safina (2012) said that it is important for government to have an active role in protecting copyright to reduce the imitation goods. The government have to be active in supporting the batik artisan by giving copyright to their batik design. Besides for their creativity and innovation incentive it is also for their investment. Certainly, this is for long term investment. Peter K. Yu (2017) said in his research that the government have made an investment if they support the granting of intellectual property right.

The government has made efforts to protect the batik industry as one of the biggest industry in TanjungBumi, Madura. Many of them are make or provide facilities for batik industries in order to get their intellectual property right. Although management material has not been budgeted by local government, but the government still facilitate it. Next the government has mapping or saving batik artisan database. For example, for batik colouring process, the government have the database up till the contact person. The purpose is to make the colouring process easier for entrepreneurs.

The local government pay a lot of attention for the development of batik industry although it is not officially recorded. According to the local government the most likely design is tasikmalayang, sekarjagad. Every batik designs have their own story or philosophy. The philosophy of the batik design only batik artisan who know.



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4. Conclusion

Local government as a stakeholder or the right-hand of central government have an active role in the problem that related to intellectual right especially in batik industry. This will be an incentive for batik creativity and innovation for long term. The need of local database that arranged so that it can be classified fulfil the requirement of world intellectual property organization. This database also functioning as a reference in bilateral agreement if giving the copyright that imitate Indonesian art and culture. Arif Havas (2009) said that Indonesian art and culture is protected by national legal instrument and made as a reference in bilateral agreement that give benefit of cancelling the copyright giving which imitate Indonesian art and culture.

5. Acknowledgment

Appreciations and thank you to the Research and Community Service Directorate, Directorate General of Research Strengthening and Development, Ministry of Research, Technology and Higher education which have been funded the research for beginner lectures 2018 with the title A Study of Intellectual Property Right on Micro Small and Medium Enterprises: Case Study TanjungBumi Batik. The writers also want to say their gratitude to LDDIKTI III region Jakarta and Research and Community Service institutions of Indraprasta PGRI University that helped this research with research contract number 032/K3/PNT/2018 in 6 March 2018 and SKP.LT/LPPM/UNINDRA/III/2018 in 12 March 2018.

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The Development of the Creative Industries to Create a Competitive Advantage: Studies in Small Business Sector

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Abstract. Nowadays, developing creative industries is one of the main priority of Indonesia's economic development plans. The government have been conducting many efforts to push the development of creative industries in Indonesia such as discussion with policy makers in the field of creative economic development and in all regions and giving incentives and easy access to investors who want to invest their money in creative industries. Long term goal of this study is to formulate a theory of the development of basic model of creative industry entrepreneurs capable of creating added value on the creative industrial products that have been produced. The added value is very necessary because it will be able to help raise the value of the resulting product and have the competitiveness to attract consumer interest and win the competition in the market so that this creative industry can continue to grow are sustained. Demonstrating the results of the study in order to develop the necessary creative economic collaboration between the different actors that play a role in the creative industry, community, business world, as well as the government which is a fundamental prerequisite. The third element of the collaboration without the feared economic development creative will not run in accordance with the program that has been prepared by the government because of possible disharmony in the implementation of the development of economic activities creative.

Keywords: creative industries, competitive advantages

JEL Codes: M1

1. Introduction

Economic development needs to continue to be developed for the welfare of the community in accordance with the ideals of nation-building, a variety of potential needs to be continuously dug in order to maximize the potential of economic progress. One of the potential that there is a creative industry in the sector of economic activity of creative future is an important alternative in raising contributions in the field of development economics and business to improve the quality of life of the community, the formation of imagery, communication tools, fosters innovation and creativity, and strengthening of the identity of a region in Indonesia. Some aspects of the creative economy become very important at the time was the establishment of autonomous region, where policy based on Law No. 22 of year 1999 could lead to every area of doing business to compete positively with other regions in grabbing attention, influence, market, business and investment destination, tourist, residents, talents, and events. With regards to the development efforts of the nation's economy, President of the Republic of Indonesia issued a presidential instruction number 6 year 2009 about creative economy development 2009-2015 year. This policy is done one of them aims to create employment for the widely masyarakat to alleviate poverty from growing in number. creative



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economy development efforts much influenced by the development of creative industries, government policy, as well as the creative economy community.

Creative economic activities is the development of economic activities based on the skills and the creativity and flair that is owned by an individual that is a resource for creating the power of individual creativity and creations capable generate a creative product and worth it economically, so that this creative economy businesses are individual that operates on the development of an idea to a product in order to produce a product that has value added. The presence of the creative economy provides new opportunities for the economy of the nation of Indonesia to continue to development. Be a product substitution import and export market demand opportunity is a form of opportunities that can be developed. But economic development is heavily dependent on the ability of creative human resources with all his talents became a major input in the economic turnaround. Besides the creative economy is also inseparable from the progress of the development of art activities and technology. Creative products not only come from the idea of art and culture, but also the idea of intellectual and knowledge as well as skills. Therefore, existing talent and intellectual capital must be developed if desired to capture the creative economic opportunities. The creative economy is currently one of the fields observed and reinforced its presence by the central government as well as the regional economy because creative has the potential to be one of the major industrial sectors which have a high competitiveness. It can be seen from the increasing contribution of the creative industries sector with 16 sub sectors to State revenue.

Small and medium enterprises is the potential of a business that is very encouraged by the government, as more and more entrepreneurship society then kokohnya getting better and the economy of a region because the local resources, local workers, and financing local can be absorbed and optimally beneficial. Although the SME'S has a number of advantages that allow small medium enterprises can develop and survive in a crisis, but some facts also show that not all small businesses could survive in the face of the economic crisis. A lot of small medium enterprises having difficulty restoring lending due to skyrocketing interest rates locally, besides the existence of difficulties in the process of production due to skyrocketing prices of raw materials which come from imports. Many factors affect the accomplishments of small companies such as the influence of internal and external factors (Wang and Wong, 2004). Success depends on the ability to manage both of these factors through analysis of environmental factors as well as the establishment and implementation of the strategy of the business.

Currently many sectors of small medium enterprises engaged in the creative industry sector, where the expansion is very prospective. The results of the economic statistics data show that in 2016 the creative period of 2010-2015, the magnitude of creative economy GDP up from 525.96 trillion to 852.24 trillion (increased an average of 10.14% per year). While the three-commodity export destination country the biggest creative economy in the year 2015 was 31.72% United States then 6.74%, Japan and Taiwan 4.99%. For the creative economy sector of the labor 2010-2015 growth of 2.15%, where the number of creative economy workforce in 2015 as much as 15.9 million people. Business activities being performed is mostly focused on efforts by the scale of the business which berkatagori micro, small, and medium enterprises.

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behaviour It also provides a friendly platform for academic and application professionals from crossing fields to communication together.

2. Reviewed Literature

Römer (1993), the idea is a very important economic goods, more important than objects that are emphasized in most economic models. In the world with this physical limitation, there is a discovery of great ideas together with the discovery of millions of ideas kecillah that makes the economy keep growing. The idea is an instruction that makes us the physical resources of the combines authors limited became more valuable. Romer also argued that a country is poor because the people do not have access to the ideas used in the national industry to produce economic value.

Howkins (2001) discovered the presence of the creative economy surge after realizing the first time in 1996 exports United States copyright works has a value of \$60.18 billion of u.s. sales that far surpasses other sectors such as automotive exports, agriculture, and aircraft. According to Howkins new economy has emerged around the creative industries are controlled by the law of intellectual property such as patents, copyrights, trademark, royalties and design. The creative economy is based on the concept of development of creative assets potentially increase economic growth. (Dos Santos, 2007).

The creative economy is part of a fad of contemporary economic systems. Creative industries are defined as those industries which their origin in individual creativity, skill, and talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property (UK Department of Culture Media and Sport). So creative economies discuss a very broad spectrum, i.e. all aspects aimed at improving competitiveness by using individual creativity is viewed with the glasses. Creative industries are part of the creative economy and focusing on the industry respectively.

Richard Florida of America, author of "The Rise of the Creative Class" and "Cities and the Creative Class" introduced on creative industries and creative class in society (Creative Class). Florida got the criticism, when there are specific groups. the social surroundings have a class of its own, is this an elite and exclusive impressed? Not too. Thus, according to Florida, he avoided the impression that because symptoms of previous terms such as Knowledge Society who assessed the elitist.

According to Florida "all mankind is creative, whether he is a worker at the factory of glasses or a teenager digang senggol who are making hip-hop music. But it is on its status (class), as there are individuals who are specifically being in creative and got the economy profited directly from these activities. Places and cities that are able to create innovative new products the fastest will be the winner of the competition in this economic era" (Nenny, 2008).

Studies conducted Pusparini & Czafrani (2010) explains that the various problems that accompany the development of globalization be big challenges for a still-developing nations including Indonesia. Developing countries need to mature to compete preparations so as not to lose by the dominance of developed countries in all areas especially the economy. Human resources readiness becomes the major financier facing globalization. Specifically, to address the economic problems, the development of the creative economy a much-needed creative economy i.e. selling Indonesia cultural diversity. While the Satria and Prameswari (2011) States the creative industry has a role in the increase in the value of the worker-owned kratifitas kreatifyang can improve the competitiveness of the individual than other workers.



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The study of the national resilience Institute of the Republic of Indonesia (2012) shows the urgency of creative economic development to create jobs by establishing centres of creative industries and increase added value in order to alleviate poverty through various the development of the cultural resources and the potential to have value added. Besides the success of creative economic development can prevent uncontrolled urbanization, improve competitiveness, reduce unemployment, and can reduce social and economic disparities.

The low competitiveness of the economy of Indonesia is caused by many factors both internal and external small businesses. Therefore, the identification of the causative factors of low competitiveness of small businesses for the next find model small business competitiveness improvement are important and urgent in conditions of free market competition. Studies conducted Sholeh (2013) shows that the strategy should be prepared with Indonesia in the face of free markets requires that the Government of Indonesia to walk faster, moreover, lack socialization actions of the free market and its development towards the wider community also became one of the things that is crucial for the government of Indonesia.

3. Methods

The design of the study in this research in the form of descriptive research kuantitatif. This research was carried out in the city of Malang, as a city that has been trusted to host Indonesia Creative Cities Conference (ICCC) 2016 which is determined to become the city of Malang as creative and insightful global. This study emphasizes the search process and the disclosure of the significance of the phenomenon which occurred in SME'S creative industries that is in the city of Malang.

This research analysis the performance of creative industry based in Malang: quantity and quality of human resources as the perpetrator in the creative industries; climate conducive to starting and running businesses in the creative industries; appreciation of creative people and creative works produced; acceleration of the growth of information and communication technologies; Financing institutions that have not been in favour of the perpetrator of the creative industries.

With reference to the phenomenon then it can be determined the theme of the creative industries in the city of Malang. More over based on the four dimensions will also be complemented with a wide range of variables that are in the field that can be relied upon the development of the model of development in order to improve the performance of the creative industries in the city of Malang and capable of sustainable development.

The technique of data collection with observation, interviews, and documentation. The variables observed in this study are: (1) the quantity and quality of human resources as the perpetrator in the creative industries; (2) the climate is conducive to starting and running businesses in the creative industries; (3) appreciation of creative people and creative works produced; (4) the acceleration of the growth of information and communication technologies; and (5) the financing institutions have not sided with the perpetrators of the creative industries in the city of Malang. The data collected will be presented and performed testing with descriptive statistical methods with a view to presenting the results of research data that is easily understood and understandable.



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4. Results and Discussion

Along with the implemented policy of autonomous region including economic activities many local governments do trobosan in the economy by maximizing the potential of each region. One of them is a Poor town is an area that has potential tourist and city education have the opportunity to benefit from the potential that exists to enhance the regional economy to prosper the people. Having regard to the development of creative business activity languid rolled out in the region of Malang are accompanied by growing enthusiasm of various attempts to be creative as a town of Malang participated and indicates a work effort hard to realize development in the creative economy businesses. SME businesses in the city of Malang also showed a wide range of opportunities to increase competitive advantage for his efforts.

By looking at the data shows that the creative economy is trade in Malang the numbers quite a lot, many fields were made primarily of fashion and crafts that have potential and an attractive market because of Malang is wrong one destination, tourist destinations and is the education that is a potential market for businessman. More over in the city of Malang also have sprung various creative communities such as Hapless Creatif Fusion (MCF), Creative Home organized by one business entity National perbankan so could engender creative employment as response to the enthusiasm. Here is the data that addresses SMEs in Malang.

Table 1: The perpetrators of the creative industries in the city of Malang

No	Region	Fashion	Handicraft	Others	Total
1	Blimbing	32	10	15	57
2	Kedung Kandang	37	4	19	60
3	Klojen	29	12	12	53
4	Lowokwaru	23	11	28	62
5	Sukun	30	6	20	56
The total number of		151	43	94	288

Source: Department of cooperatives and small and micro enterprises of Malang, 2017

Qualitative, creative economic development happens needs to be well planned so that programs that have been prepared are not because of the intertwined between Governments, businessmen, as well as the creative community. This needs to be done so that maximum effort can be achieved through the mechanism of coordination either through an agency for creative economic development involving the third actor. See the development of the creative activity of languid rolled out in various parts of the city of Malang are accompanied by growing enthusiasm the perpetrators attempt to render the Malang as a creative show that deserves to Malang develop creative economy in this region because of its great potential.

A good creative economic development can also demonstrate opportunities for open employment. Creative industries in Malang is an industry that is derived from the utilization of creativity, skill and talent of the individual to create prosperity and employment through the creation and utilization of the resource creation and creativity of the individual ". The creative economy is also able to take part in the activity of the economy community of Malang. Even have also sprung up various creative community in response to the economic activities of creative.



To develop creative economy in the city of Malang required collaboration between the different actors that play a role in the creative industry, namely Creative communities (intellectuals), the corporate world and the Government which is a fundamental prerequisite. The third element of the collaboration without the feared economic development creative does not run in accordance with a plan or program that has been prepared, this can be achieved through mechanisms of coordination either through an agency that initiated by the local authorities for the development of the creative economy that involves these three actors. Qualitative, creative economic development rate in Malang there are five major components that need to be the principal concern in the framework of the development of creative industries in the city of Malang, namely: (1) the quality and quantity of human resources as a the perpetrator in the creative industries in need of improvement and development. A lot of educational institutions in the city of Malang need much involved in dealing with this issue so that it can menghasilkan training and education for creative people. So could bring up the manifold artists, designers, architects, artists, musicians, stage producer/director stays local, national, even international, as well as the development of new types of creative professions. so the model could be developed in the industry kretaita the triple helix scheme is as follows:

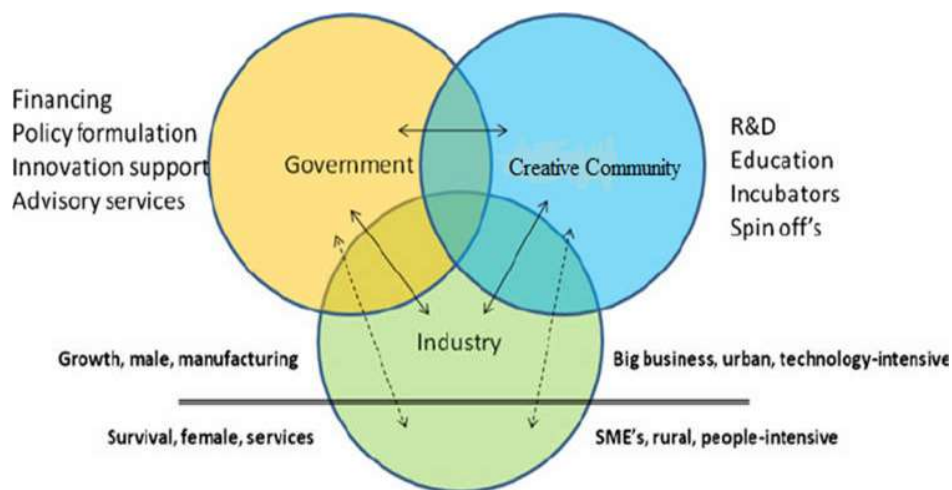


Fig. 1: Entrepreneurial venturing Product and Service Development

The creative economy is an economic development based on the skills, creativity and talent of the individual to create the power of individual creativity and creations of value economically, so that it focuses on the development of the idea in producing value added. Creativity-based individual capability enables each person to be able to create jobs; (2) the climate is conducive to starting and running businesses in the creative industries, which include system administration, policies and regulations as well as the infrastructure is expected to be made conducive to the development of creative industries. This right includes protection of the work based on intellectual property the perpetrators so that creative people can continue to work to produce creative products; (3) still lack of appreciation of the creative people and creative works produced especially for growing impetus to work for creative people in the city of Malang in the form of either financial



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support or nonfinancial. It is apparent from its optimal world support perbankan yet, indeed there is already a perbankan institution engaged but not yet all involved; (4) has not economy existence of synergy between the creative with the corporate world and still limited public access to information and market in the development of creative industries; and (5) are still weak support conventional financing institutions and still difficult access for the creative entrepreneur to get alternative funding sources, such as venture capital funds or Corporate Social Responsibility.

The five main components of the above need to be anticipated, as a first priority, to ensure the targets to be achieved could be met in order to run a mission "to empower Human Resource Indonesia As the main national development Capital", so the creative economy Indonesia Vision 2025 "Nation Indonesia with quality of life and the creative bercitra in the eyes of the world" will be achieved. Industries that are derived from the utilization of creativity, individual skills and talents to creating prosperity and employment through the creation or the utilization of resources and the creation of individual creativity, the development of creative business sectors in the economy which is industry-based creativity, including advertising, architecture, art, crafts, design, fashion, film and video photography, interactive games, music, performing arts, publishing and printing, computer and software services, television and radio, research and development.

Based on the data and the facts above, in developing the creative economy in the city of Malang identifiable into some major problem, namely: first, the presence of the bureaucratic licensing, infrastructure, regulatory limitations and protection of works as well as the minimum accessibility. Second, the lack of a response from the Government against creative results that are able to grow a stimulus to create. Third, a weak culture of the entrepreneur who became creative good human resources generated by the institution's formal and non-formal education. Fourth, the lack of a sense of pride and a sense of belonging towards the results of creative products, due to the limited dissemination, production quality that has not been adequate, the existence of discriminatory attitudes that the quality of the local products is lower than on the product itself, the costs production is high, and the selling price is considered expensive. Fifth, not protection from the Government against the results of creative economic development in the form of legal certainty, the availability of financial support and adequate infrastructure. Sixth, the lack of coordination and cooperation between ministries/agencies in the planning and implementation of economic development as a creative perspective to national economic development. Seventh, low quality of service, accountability and oversight to the development of the creative economy. Eighth, the number of piracy of copyrighted works to the detriment of the copyrighted works where the maker is not getting money or profit from the sale of his work. In addition, weak enforcement of the law against piracy of copyrighted works is also the Government does not get the revenue from the sales tax a work copyrighted so that the resulting lack of acceptance of the tax certainly will hamper economic growth.

Upon the results of the research conducted was in fact poor city government has done a variety of initiatives to encourage growth efforts of creative industries in the region of Malang. Some of these efforts made reference to the existing regulation, inter alia by with reference to regulatory legislation such as the laws that govern the protection of intellectual works, namely Act No. 5 of the year 1984 about the industry, namely in chapter VI, article 17 States that the design of industrial products gained the protection of the law. Act No. 31 of the year 2000 about the design Industry in the protection of intellectual property rights. In operational policy, at the level of the centre which is coordinated by the coordinating minister for people's



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welfare, involving various ministries, among others: the ministry of industry, commerce, culture and tourism as well as the ministry of SME'S & cooperative.

The format consists of 3 kinds of activities the main activities, namely, conventions, exhibitions and arts and cultural performances. Where this convention has produced a unifier of creative economic development blue print, later after the Ministry of industry and trade ministry has also formed an institutional duty execution sector such as the establishment of the national design council/national design center with a decision of the Minister of industry and trade Number 20/MPP/Kep/I/2001. The national design centre, since year 2001 up to the year 2006, has chosen the best product design 532 Indonesia. In 2006 the ministry of commerce initiated the launch of Indonesia program design power that included the ministry of trade of the Republic of Indonesia, the Ministry of industry of the Republic of Indonesia, the Ministry of cooperatives and SMEs as well as the chamber of commerce Indonesian. In addition, in the granting of facilities at the same time give appreciation of the creative economy-based culture of the nation, the government initiated the necessary existence of Malang weekend creative product-based culture. Based on the idea of the weekend also organised a cultural product.

Furthermore as the direction of creative economic development in the city of Malang is need for efforts that can do some things as follows: (a) make the effort an increasing number of creative human resources quality continuously and spread; (b) increased number and improved quality of formal education and training institutions and informal supports the creation of creative people in the development of the creative economy; (c) an increase in the tribute to the creative people by the government; (d) an increase in the number of industrial locomotives as creative entrepreneurs in the field of creative economy; and (e) the creation of a database and network of creative people both inside and outside the country.

Although in the creative economy development has been established there are fourteen sectors of business that is industry-driven creativity should be also developed other businesses such as a culinary tour. Culinary is a part of life that is closely related to the daily consumption of food and cuisine is a style of life which can not be separated from daily life especially the expat community in the city of Malang, where culinary can developing the economy of Malang suppose food specifically who can create jobs and alleviate poverty through culinary activities. Therefore, it needs to be inserted into the culinary sector new business development in the framework of creative economic development.

5. Conclusion and Recommendation

According to the results of the study, then some conclusions can be drawn as follows: urgency of creative economic development for job creation by establishing centres of creative industries and increase added value in order to generate competitive advantage through the development of cultural resources and the potential to have value added. In the development of the creative economy still faced some problems, among others, still weak coordination and integration between the Ministry and related agencies, changes in mindset and the vision of the heads of the region in developing the resource potential, accessibility, protection, education and training. Success in the development of the creative economy will be able to prevent the occurrence of uncontrolled urbanization, improve competitiveness, reduce unemployment, reducing social and economic disparities. The development of the creative economy is notice and still needs support of government policy by providing incentives for creative industries, revitalizing the workforce



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training program, educational curriculum development that integrates with the construction of employment as well as the establishment of entrepreneurial development centers.

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THE IMPORTANCE OF NATURAL RESOURCES IN THE ALBANIAN ECONOMY: The economic impact of forestry and pasture management decentralization

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Abstract. Natural resources play a very important role in ensuring the livelihood of rural communities. Besides providing food, they can be a precursor to poverty reduction and economic growth. Decentralization of natural resources management is estimated to generate considerable benefits which are analyzed in three aspects, the economic, social and ensuring their sustainable development. Even in our country, in the context of achieving high levels of democratic governance and transition to a consolidated market economy, have been undertaken several decentralization reforms in different areas. One of the most important, is the transfer of a part of natural resources such are communal forests and pastures, in ownership of local governments units, in order to fulfill better the community needs, increase benefits from their use and at the same time protect them. In this paper, in addition to the analysis of secondary data available, it is intended to assess community perceptions of the importance of these resources in the creation of family income as well as, the possibility to increase the income generated after their transfer to local governments. Assessment is based on primary data collected by surveying members of rural communities affected by the decentralization process of these natural resources.

Keywords: decentralization, natural resources, income, impact assessment

JEL Codes: Q23, P28, Q58

1. Introduction

Natural resources play a strategic role in the rural economy, as a potential source of long-term development and as an essential contributor to a constant food supply. In one way or another, many rural communities are dependent on natural resources. Involvement in the management of natural resources is increasingly developing as a key factor for achieving the Millennium Goals, especially the one of reducing poverty. Natural resources play a special role in the democratization of local governments because local people rely on them for their daily living and governments also rely on them as a source of wealth (UNDP, 2004).

The government's notion deriving from the neo-classical theory of market economy, is to maximize the value of the stock. Many countries have chosen the institutional development strategy closer to local



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institutions and growing communities. Rural development policies are designed to fulfil the needs, to implement macro and micro economic change, to ensure equality, efficiency and sustainable use of natural resources. The strategic objectives of designing and implementing decentralization policies are:

- Increase community participation in decision making and consolidate democracy
- Reduce poverty
- Sustainable use of natural resources.

The access of poor communities to natural resources (land, forests, water, fishing, pastures, etc.) is essential for the continuous reduction of poverty. Providing access and ownership is crucial to economic growth and rational use of natural resources. The literature acknowledges that property rights can increase investment (local or external), which will provide employment and income, making a significant contribution to poverty alleviation. In rural areas where people are dependent on land access and productivity, property rights formalization can help improve nutrition since they imply a significant transfer of wealth to poor families (World Bank 2001).

Publicly implemented property rights will also increase investment incentives and overall economic output. Possession of natural resources can be defined as terms and conditions based on which natural resources are preserved, used and transferred. A fundamental objective of decentralization is to increase and guarantee people's rights over natural resources.

According to Stiglitz (1993), due to the importance of possessing natural resources, the community must be protected by the government by using the right legislation. This is necessary to determine the practical mechanisms to judge the economic performance, and, if natural resources are abundant, how to use them to promote economic growth, reduce poverty, increase investment, increase employment and GDP. Various authors like Frisvold (1995) and Harson (1995) clearly point out that assuring property rights can affect productivity.

After 1991, Albania, in the framework of achieving the highest levels of democratization and market economy, has undertaken a number of decentralization policies in various areas. The forestry sector has been particularly affected by this transition period since forest resources were put under great human pressure which brought about their degradation. To improve the situation the government undertook a series of reforms that focused more on the process of decentralization and privatization of the economy in general, and on a part of natural resources more specifically. Consequently, a process launched in 1996 was intensified more in 2008, when the government took the decision to transfer the ownership of communal forests and pastures owned by local government units.

The transfer of forests owning rights is not simply a “return back”, but the return of responsibilities for forest management to people living next to them. The process is long and not a simple transfer of making forest areas “ready to use” to municipalities and villages. It is the process of transferring central government responsibility for forests management to local government. This process sets the foundation for forests management through the drafting and implementation of management plans by the local government. This promotes sustainable and decentralized management of natural resources with the community participation.



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The three main objectives of the transfer were:

- Facilitate and complement the needs of the local population with materials, firewood, livestock food, medicinal plants, secondary forest products and other forestry benefits;
- Protect of the natural environment, and;
- Increase revenue at a local level.

Experience has shown that forest management by local residents is successful for many reasons. Among the most important ones:

- Economic Reasons - Management costs are lower if is done by rural communities than by central government and also protection options are greater because they are interested in protecting them.
- Social Reasons – Rural communities have been traditional owners of forests that have already been formally transferred to them to use/own, while during the centralized economy period, these forests were often used for irrelevant purposes without asking them.
- Environmental Reasons - When communities are convinced that the forest belongs to them, and this is also confirmed by documents, they become more sensitive to the protection of forests and other natural resources, by having also direct benefits.

2. The importance of forests and pastures sector in Albania

The territory of the Republic of Albania is classified in 60% of its area as forests and pastures, thus creating the National Forest and Pasture Fund. As mentioned in the "National Plan for the Implementation of the Stabilization and Association Agreement, 2012-2015", forests and pastures generally extend to hilly and mountainous lands, often untraceable to serve, without the infrastructure needed to use them and too far to enjoy their recreational values. Albania can be considered rich in forest areas and with a high production potential, but with low potential of current production. About 60% of the forests are located at altitudes above 800m above sea level, often with unreachable infrastructure.

As in most developing countries, natural resources, and more specifically forests and pastures, are of great importance to guaranteeing the living of the rural community and not only. Their impact is significant for any economy, but in situations like our country, this impact gets more significant for a number of reasons such as: high poverty, high population living in rural areas, linkage between forestry and agriculture and the impact of the agriculture sector on the Gross Domestic Product.

2.1. Poverty Level

No other sector in Albania has such a significant impact on the rural population affected by poverty than the forest and pasture sector, given that rural residents are the ones who are mainly faced with extreme poverty. For these residents, the use of these resources is often the only source of living, being they unable to generate additional income. Lack of other capital makes these communities totally dependent on the products provided by forestry. The Living Standards Measurement Survey has collected data on the extreme poverty level in the mountain region, as most affected by this phenomenon.



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Table 2.1. Poverty Indicators by years (2002 – 2012)

Poverty Indicators	Mountainous Area	
	Poor	Extreme Poverty
2002		
Percent	44.5	10.8
Gap	11.1	2
Severity	4.1	0.5
2005		
Percent	25.2	3.1
Gap	5	0.4
Severity	1.5	0.1
2008		
Percent	25.9	3.7
Gap	5.5	0.5
Severity	1.7	0.1
2012		
Percent	15.1	1.2
Gap	2.4	0.1
Severity	0.6	0

Source: Living Standards Measurement Survey 2002, 2005*, 2008*, 2012*, Instat

As can be seen from the above data, although there is a significant reduction of average poverty in mountainous areas from 44.5% in 2002 to 15.1% in 2012 and a reduction of extreme poverty from 10.8% to 1.2%, the values remain high and problematic.

It should be emphasized that the role of forestry in poverty alleviation is not fully recognized at the national level. However, statistics collected by the National Forestry Inspectorate (2004) show that annual forestry revenues range from 0.83 to 1.5 million Euros per year, wood-derived incomes account for 50-75% of them and the revenues from medicinal plants and other non-wood products are 12-30%.

2.2. Number of population living in rural areas

Another reason that strengthens the importance of this sector in our country is the number of people living in rural areas. Albania is a country traditionally characterized by high levels of population living in rural areas compared to other European countries. This trend derived from the past has continued throughout the first period of transition, when more than half of the population continued to live in rural areas. For the first time in the Census conducted by the Albanian Institute of Statistics in 2011, our country counted more urban than rural population, as over 47% of the country's population lived in rural areas and 53% in urban areas.



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Table 2.2. Population distribution by settlement:

Urban Population	1,498,508	53%
Rural Population	1,301,630	47%
Total	2,800,138	100%

Source: Census 2011, Instat

According to the World Bank (2001), there is a disproportion between the distribution of population and the distribution of natural resources, which creates a great impact on the use of these resources.

2.3. The relation between forestry and agriculture

Agriculture and forestry are the two most important components of land use in rural areas and have been closely linked to each other throughout history. In Albania, rural residents manage both agricultural land and forests, according to some typical agro-forestry systems, as explained by Lako (2008). Within these agro-forest systems, agricultural crops, trees and livestock are managed in the same piece of land. Consequently, the development of forests and pastures has a direct impact on the development of agriculture as a whole.

2.4. Impact of forests in Economy

Agriculture and forestry have been important branches of Albanian national economy. In 1992, this sector contributed with 42.5% of Gross Domestic Product. Recent developments have changed the structure of the GDP, where agriculture provides only 16.5% of GDP (2013). Reducing the contribution of agriculture to GDP does not mean that agricultural production has decreased, on the contrary, the production has increased by 5% annually (Instat 2013). Forest products are not reflected as a separate item, but it is well known that agriculture and forests guarantee the livelihood of almost half of the population, mainly with small family farms.

These data alone, without detailed analysis, do not reflect the role that forestry actually plays in the economy. It is necessary to consider not only products from the forestry sector but also other benefits from them and environmental services as a prerequisite for their sustainable management in the future.

In some mountainous areas, forestry is the only employment opportunity, becoming a major factor in alleviating poverty and migration. In addition to firewood and timber, forest areas are used for livestock grazing and foliage provision. This contributes significantly to the income of rural families.

3. Methodology

This chapter briefly explains the methodology of drafting this paper. It should be noted that this paper is only a part of an extensive study that analyses the impact of forestry and pasture management decentralization in Albania. This paper is focused on the evaluation of community's perception about their economic benefits derived by the decentralization of natural resource management.

The data used in this study were collected using a structured survey questionnaire that represents rural communities affected by decentralization policies in the forestry and pasture sector implemented in Albania.



The number of questionnaires analyzed is 242, conducted with residents from 31 municipalities throughout Albania.

Data analysis is done using the software SPSS.20 and focused on descriptive data statistics.

The analyzed variables are ordinal measured by Likert scale, for assessing the impact of natural resources on household income, and the ability of the community to increase their income after decentralization of these resources.

4. Data analysis

In this section is presented the analysis of a set of indicators that are considered important to be studied to assess the importance of forests and pastures in revenue generation and the economic impact of the decentralization process.

The importance of the study is initially linked to the importance of these resources for providing income to residents of areas where they are stretched. It is precisely the economic motive that pushes the community to ask making use of the resources available and therefore ask to become part of the decision-making process in order to guarantee their sustainable development. If rural communities did not depend on natural resources, the decentralization of their management would be an insignificant issue and would not have any effect on their livelihoods. It is the great impact of these resources on the living of rural communities which makes it a sensitive and essential issue to be studied.

Table 4.1 The Impact of Natural Resources on Family Income (as %)

Source of Income	No Income	Low Income	Average Income	High Income	Main Source of Income
Agriculture	5.8	37.2	20.7	11.2	25.2
Forestry	78.5	19.8	1.2	0	0.4
Pasture	86	11.2	2.5	0.4	0
Medical Plants	73.6	21.1	4.1	0.4	0.4

As shown in Table 4.1, agriculture remains a source of income for 94% of respondents, of whom 25.2% affirm that it as the main source of their household income. This figure is understandable given the extent of the study in rural areas where the majority of the residents provide their living through agriculture. 21.5% of respondents estimate that forests are a source of income for them even though to a lesser extent than agriculture, of which 20% declare to provide little income from forests. Only 14% of those surveyed claims to provide income from pastures, while more than 25% provide income from medicinal plants. The low percentage of income derived from the pastures is related to the indirect impact they have on income generation through stocking, but not analysed as a separate item in this case. What is to be noted is the importance of these resources to guarantee the income of these residents and consequently the importance of their management.



One of the objectives of the study is to assess the possibility to generate income after undertaking the transfer of forests and pastures owned by the municipality and to identify the effect of this process.

Table 4.2 The ability to generate income after transfer of forests and pastures

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very Poor	4	1.7	1.7	1.7
Poor	28	11.6	11.6	13.2
I don't Know	3	1.2	1.2	14.5
Good	135	55.8	55.8	70.2
Very Good	72	29.8	29.8	100.0
Total	242	100.0	100.0	

As mentioned, one of the most significant impacts of decentralization of natural resource management is the ability to generate income by using these resources. This conclusion is also supported by the responses received from the community where more than 86% of them consider this transition as a good opportunity to increase the revenue generated by these resources. Only 13.2% of them consider poorly the opportunity to increase their income after their transfer.

The importance of transferring ownership of these resources to local government units aims at their more efficient administration. This is to be achieved through the establishment of a system for collecting taxes for using these resources and the investment of the generated revenues for the maintenance of these resources.

Table 4.3 Taxes paid and investments made to improve communal forests (as %)

	No	Yes	Total
Do local residents pay for the use of forests and pastures?	60.3	39.7	100
There are investments done to improve communal forests?	36.4	63.6	100

Based on the answers received, less than 40% of respondents state that they pay taxes on the use of communal forests and pastures, while almost 64% of them admit that investments have been made to improve forests and pasture communal. The low rate of tax payment is related to the low level of residents' income in these areas. Residents of rural areas, mainly in the cities of Kukës and Diber, are treated with economic aid and are unable to afford taxes payment. Investments currently carried out have been supported in most cases with donations from foreign organizations and very little income from local government units.



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5. Conclusions

- Forests and pastures in Albania are an essential sector for guaranteeing living and alleviate poverty for rural communities due to the characteristics that our country represents.
- Although agriculture continues to be the main income source, forests, pastures and medicinal plants are also important contributors to the creation of rural families' income.
- Based on the community perception, the main impact of decentralization is estimated to be the improvement of the ability to generate income after the transfer of forests and pastures to Local Government Units.
- Taxes revenues from the use of forests and pastures by residents continue to remain low, although they acknowledge the importance of making investments for their improvement. This makes it difficult to generate income and reinvest them at the source.

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Common Mistakes in Social Media. A Case Study on a Non-Profit Company

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Abstract. This article is an idea about the new social media seen as a phenomenon of socializing on the Internet, specific to the last years. We believe that this phenomenon influences the daily activity of each person, carried out within the institutionalized or free time. Social media have become the channel of direct communication between companies and consumers, and that is why companies need to pay great importance to the strategic online marketing plan and allocate the funds needed for its development.

We think, like most academics and researchers, that social networks have become the cheapest and most active form of customer communication and a tool for developing and deploying online businesses. Once again, it is true that technology does not help us if we forget about the main asset of the companies, the human resource. We strongly believe and sustain the idea that the success of social networks is based on the social human character or brain. By communicating, each of us looks into the mirror of the society we live in, and we expect continuous confirmation of our way of thinking, behaving, talking, etc. This is the axis on which SM is based.

In this article, we are explaining in detail that the online businesses need to avoid the frequent mistakes made in commercializing through social media channels.

Keywords: social media, common mistakes, SM tools

JEL Codes: M31, M37

1. Introduction

Social media generally manifest themselves through blogs, discussion forums on specialized topics attached to large sites, social networking sites, real-time messaging platforms, wiki sites. Through social media, companies can send an advertising message, they can “take the market pulse” and benefit from free advertising through testimonials left by customers on the company’s website.

The media coverage of the new content on the site is done through RSS feeds and Atom feeds, which are linked to programs that check a list of news sources on behalf of the user and display the news they find.

Social media allow global communication, not just with friends or followers. Social media have become a recruitment channel, but they also bring the disadvantage of rejecting the candidate, depending on personal posts on social media accounts.

A study by Eurocom Worldwide, involving 318 multinationals from Europe and the United States, revealed that one fifth of the company’s directors admit to reject job applications because of social networking posts [Reynolds, EWAS, 2012].



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Social media advertising has proven to be highly effective and less costly than radio, TV or print media, and has been adopted by companies, governments and non-profit organizations. It is important to note that, in order to be effective, the message needs to be adapted to the market segment to which the company is addressing.

2. Common Mistakes in Social Media Explained

On Social Media, consumer's behaviour is different. Below are the most common mistakes made by companies in social media [Trita, 2004]:

1. Not adapting communication strategy to Social Media. "Over 80% of brands do NOT have a Social Media strategy!" [Allen,2016]

Online debuts are based on existing customers who need to be associated with the network through discounts or other forms of "call-to-action" (commenting on posted content, distributing it, and recommending the company to others). The advantage of the network is that, once connected with a client, it can also connect with members of its virtual network.

Social media offer many opportunities, but poor content can reverse the medal, representing a form of negative advertising. Therefore, a different strategy for the digital environment and for each type of network is recommended, depending on the goal pursued by the members who join the network.

The company's offline marketing strategy does not suit the consumer in social media. The consumer enters the network during leisure time to relax, to entertain himself, to seek information about everyday life. For example, what exercises can be done to strengthen a muscular group, how to feed yourself healthy, how to make the house more interesting, what decorations you can do with the materials you have in your house, etc., or historical subjects, geography, news in the field, etc. They do not enter the network to buy a product or a service.

An exception to this is LinkedIn or ResearchGate. LinkedIn is a professional network dedicated especially to collaborating between companies, hiring staff or discussing technical, specialist topics. ResearchGate is dedicated to researchers, discussions between them and the promotion of their projects.

Therefore, the company has to respond to these requirements through various articles and then refer to the product it sells.

Some items are required to appear on all social networks, namely business information: address, contacts, and work schedule. The client also needs to feel that it is important and that he can bring about a change in the way he wants.



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In recent years, users have migrated a lot on networks dedicated to mobile devices or those that allow the transfer of photos and movies (Fig. 1).

2. Create accounts on as many social networks as possible

As noted above, not all networks respond to the needs of all companies. Managing content on a large number of social networks is difficult even when using dedicated social media management tools, such as Buffer (Fig. 2).

3. Not using Social Media Management Tools

These tools allow for the management of messages sent to each network, depending on the right time. They also allow the manager to examine the impact of each message, the number of people interacting with the message, the type of interaction (positive, negative), from what geographic area they come from, what type of device they use to connect to the internet, etc. Depending on the statistics provided by them, the message needs to be continually adapted.

The tools in “Social Media Management Tools” provide information about social networks only. To analyze the behaviour of people after arriving on the site, it is recommended to use traffic analysis and consumer behaviour tools such as Google Analytics (GA). GA provides information on the number of people who visit the site, the posts on each social network, how many people subscribe to the newsletter, how many fill out the form, or download information from the site, what they bought from the site, etc.

Many social networks offer advertising facilities, access to professional groups, access to specialist courses or other special contra-cost features. Some networks show information about who viewed the profile. It is recommended to use these services, but it should be borne in mind that, in the social media, the person-to-person relationship and the reciprocal recommendations bring the greatest gain. The manager can pay for promoting a message, movie or image.

If the company knows the target, it can opt for the promotion paid for that target only. For example, the company has noticed that most customers interested in IT gadgets are men aged 20 to 45. The company can choose to target the advertising messages to those who have this profile and have a great chance to become customers. You can choose to send the message to specific audiences (Fig. 3).

Based on this information, the previously formulated strategies can be continually updated.

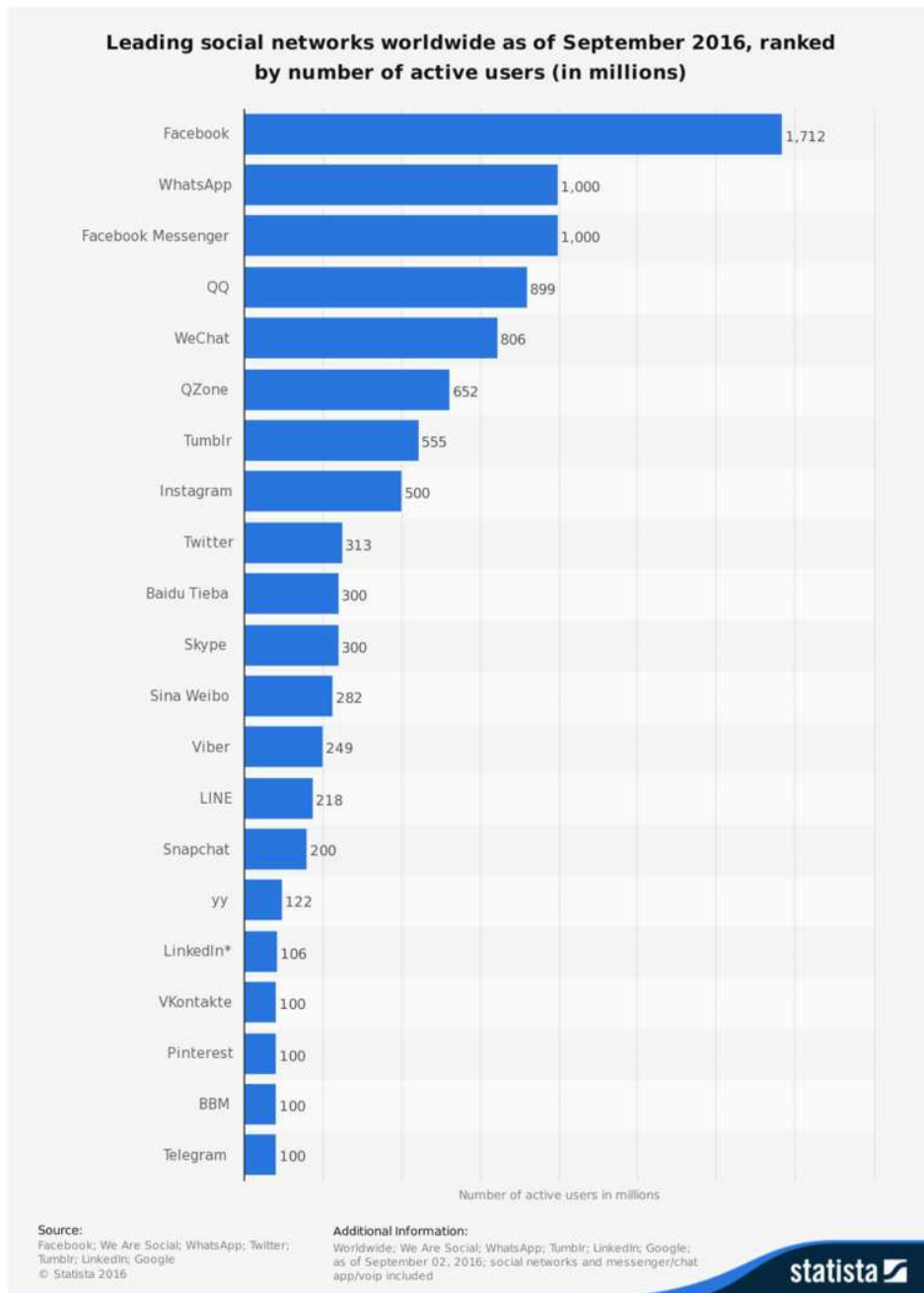


Fig. 1. Number of active users on different social media networks
[Source: <http://www.adweek.com/socialtimes/social-media-active-users/494127>]



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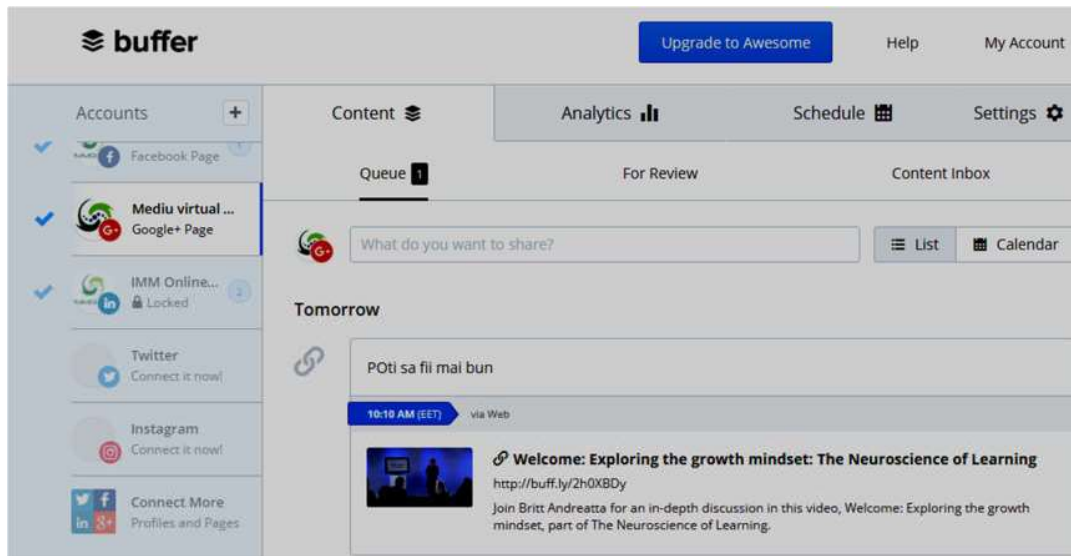


Fig. 2. Buffer – an application for managing posts across different social networks, depending on the appropriate time (maximum involvement of members) [own source]

4. Buying fake fans

If a company that promotes musical instruments on a company's network will be showing pictures of pets in sympathetic positions, the company can get likes, comments or even have the message shared further, but has not reached its goal. People who like that picture will not be interested in musical instruments, will not return to the page and will not buy the musical instruments. This is even worse when buying a paid advertisement.

Social media empower publics by providing a platform for their voices during crises. Digital-enabled platforms allow individuals to become influentials by sharing their insights and expertise with others. [Xinyan, 2018] It's better to be become a real influencer, then to pay for getting fans.

5. Promoting the brand too aggressively

Social media consumers can be interested in the company's product / service to the extent that it meets their requirements. However, messages that present the product as the cheapest on the market or the most bought or where the emphasis is placed too much on the brand's reputation can cause an unwanted reaction of members by removing social media friendship.

6. Focus on numbers and popularity



Statistics are important, but there are companies with lesser reputation and loyal customers who have more to gain. Building authentic relationships with prospects and customers, offering answers, help, services, products for their problems will make them loyal. They will recommend the company.



Fig. 3. Market segmentation in Social Media [own source]

7. Dissemination of spam content

There are 2 types of content considered spam in Social Media (Fig. 4) [Trita, 2004]:

Click-baiting – posts that have “salesy” commercial titles and do not provide content information;



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Like-baiting – content by which the company is practically “begging” for likes, shares, comments, +1, tweets etc., e.g. funny pictures with animals babies which have nothing to do with the content / activity of the site.

8. Delete negative comments

Aggressive ad messages on social networks may have opposite effects. The interest of members should be awakened by interesting, funny messages, so that they have the impression that they benefit if they interact.

Negative comments can be an opportunity to increase the company’s reputation, as Chiciudean (2012) explains. By keeping negative comments, the company demonstrates its honesty, its ability to correct its mistakes. The company demonstrates how much customer satisfaction counts, apologizing for the inconvenience, compensating the customer and offering better products and services. Denial could lead to the creation of a negative trend among clients, which can be viral in the online environment.

Some unfortunate events or dissatisfied clients can turn into opportunities to improve the service / product, to be in line with sustainable development principles, etc.

9. Non-uniform messages on different social networks

It is recommended that the company submits the same offers across all networks. If a product is technically different, has a different price, packaging, after-sales services, etc., it will mislead network members, as they do also have accounts in multiple social networks.

10. Content identical on all social networks

There are many networks, and the message needs to be adapted on each network. The company may also make the decision not to activate a message on a specific network. We remind here LinkedIn, Facebook, YouTube, Pinterest, Twitter, Google Plus, Instagram networks. Each of these networks has very large audiences.

For example, LinkedIn is a professional network where personal content can be reported as spam. On this network, businesses post information about new industry achievements, innovations, job ads, event announcements, etc. Professional networks distribute information to potential customers through statistics, case studies, infographics, reviews, specialist studies, and more. On such a business network, people or businesses can be found in search of business, employment, and employment contacts.

On Facebook, Twitter, Google Plus, personal messages and photos are common and no one is bothered if the same message is posted twice.

Instagram or Pinterest are photo management dedicated networks, and YouTube is for movies.

It is not recommended to post direct sales or promotion messages, but satisfied customer images, “How to use a product” videos or specialty posts, technical advice, medical advice can send indirect messages, and increase the network rating and redirect customers to the company business website.



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Along with these, there are niche networks with a small number of customers, but passionate about a certain field. For a business, it is best to become a member of such a network, specialized in the field of business or related to the field. Such examples are TripAdvisor for travel reviews, or OpenTable for restaurant reviews.

The Facebook network has the largest number of active users (Fig. 1), which means that current and future customers are certainly spending time in this virtual space. Although it is not a professional network, it is recommended to create an account on this network.

Social networks also display different statistics that can form an overview of traffic and engagement of members. In LinkedIn, the degree of involvement of members is measured by:

☐ impressions – the number of views per update;

☐ clicks, clicks on the content displayed, company name or logo;

☐ interactions, whenever people have liked, commented or distributed each update;

☐ involvements – the number of interactions plus the number of clicks divided by the number of impressions.

As mentioned earlier, professional networks come across different categories of people than Facebook or Google+, and especially aim different goals. NASA's latest discoveries or a new innovation model may be of interest to LinkedIn members, but the likelihood that the same number of Facebook people to be interested in this message is very small. Choosing networks that will become promotional channels and adapting the message to each network are crucial to a successful strategy. A limited LinkedIn group specializing in new technologies will present many technical details, but Facebook will especially present the benefits of these technologies in their day-to-day or professional work.

11. Brand activity and ad campaigns are not monitored

The perception of the brand can change very easily in the online environment, where negative news is sent much faster than the positive ones. Therefore, it is necessary to use management tools to monitor notoriety, loyalty, brand associations, market share, twin products, etc.

Sometimes, the impact of some advertising campaigns is not what you have expected by failing correctly to focus on the target audience, the advertising message, the form, or the period in which it was transmitted. In this sense, the marketing manager can use web analytics and social media management tools. Managing multiple social networks is time-consuming; it is the equivalent of time spent with the customer in the physical store.

It is possible to analyze how many people have established connections and what is the trend of this activity. Those posts that have added a higher interaction should be tracked and new similar posts should be added, while removing those that do not generate clicks, comments, tracking, and direct interaction. The profile of people interested in the content posted can be discovered, but also who are follower fans.

12. Paid advertising is not considered appropriate in social networks



From the chart below (Fig. 4), we notice that the most expensive form of advertising is Direct Mail and the cheapest is Social Media, the difference being more than 20 times. For this reason, each company should attach great importance to this type of advertising because it is much less expensive than TV, newspapers or radio commercials and because it allows sending different messages for each market segment.

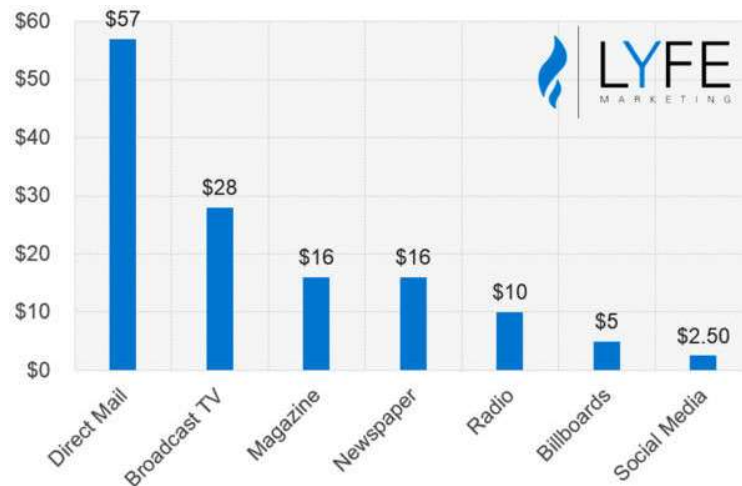


Fig. 4. Costs associated with different marketing channels to reach 1,000 people [source: Life, 2017]

Hidden costs are associated with all forms of advertising. At social media marketing, the only hidden cost is the time. However, time does not depend on so many variables, as is the case with the hidden costs of other traditional means of communication.

13. Do not convert fans into customers

The social media presents articles of general interest, but reference can be made to landing pages where call-to-action messages exist (subscription, form filling, purchase). Customers must also be offered after-sales services to reassure them.

Remarketing is another loyalty technique.

14. Send bulk messages to all fans

Messages should be tailored to consumer segments, according to the statistics provided by social media management tools.

15. Attack competition



Companies that do not have high-quality products and services are tempted to stand out through the attack of the competition, which can trigger devastating actions of the incriminated company against the attacker.

16. Neglect of content

Permanently updated quality content is the recipe for success in social networks.

A survey by Fractl and MOZ on a sample of companies shows that they can be attracted by other companies by receiving mailing offers with discounts, coupons and demos / samples and by publishing interesting content for customers (53% of the companies have emphasized the importance of quality content). Another important criterion is that the company's products / services are returned by search engines (48%) and have social media posts and ads (26-27%) (Fig. 5).



Fig. 5. Effective means of increasing the attractiveness of a company [source: Libert, 2015]



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In order to be successful in social media, a posting plan is needed for a 6-month period. First of all, the audience's interest is to be watched and posts with events such as festivals, conferences, holiday periods, holidays, periods of "back to school", "black Friday" shopping etc. should be synchronized.

Such a calendar ensures a minimum of traffic and presence on social networks. It can be updated and improved every day, but a guideline has already been formed.

Social networks also allow you to create a companion page associated with your personal account. Differences are not major, but it is recommended that company, postal, telephone, email, other than personal information be posted on the company account. Professional posts will be made from this account.

17. Copied content

Copying content from various other networks or sites may at best increase the reputation of the sites where it was copied from. Search Engines do not return sites with identical content. They will choose that site that has greater authority.

Addressing must be adapted to each network. LinkedIn will receive a professional message / tone, because the audience is made up of professionals. On Facebook, Twitter, or Google+ networks, you can post spiritual and playful messages to more relaxed clients who engage in common conversations.

18. The frequency of posts is inappropriate

Interesting and consistent posts are ideal. There should be avoided posting a large number of messages in a short period of time or missing posts for months. In the first case, members may be disturbed, agitated. Posting too often can have an adverse effect, as customers do not have time to read posts or the message becomes boring and the customer feels "bombarded" with information.

Posting too rarely can lead customers to think that there are serious issues within the company and thus lose confidence in the company. Customers can interpret rare posting as a lack of company's interest in the customer.

19. Posts in inappropriate moments

Each network has its own features and good moments for socializing. Social Media Management Tools (such as Hootsuite, Buffer) are very useful because the message can be stored in the database of these tools and will be displayed by them at the right time. Thus, the ideal hours for posting the message for some of the most important networks are shown in Fig. 6.



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Fig. 6. *Optimal time to display the message on the network* [source: Triță, 2014]

20. Inappropriate use of # hashtags

Hashtag is a word or phrase preceded by the # sign that labels a certain type of content to be identified later on. They can be used to highlight search words, but they should not be used too frequently.

21. Inappropriate creation of contests, applications, surveys and offers

Their lack is translated into the lack of consumer involvement. Prize competitions that are not related to the products and services offered by the company lead to attracting false fans and will not translate into ROI.

Surveys are a way to find out what customers expect and to share their company's interest in increasing their satisfaction with using the company's products.

22. Lack of attention to detail

Grammatical mistakes and lack of diacritics may create a first bad impression, which will change with considerable effort.

23. Failure of fans

Failing to know fans, the lack of interaction with them can make them believe they are just „likes” for the company.



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Through social networks, it is possible to increase audience confidence by involving fans who will promote the company's products, free of charge and effortlessly. Customers' recommendations are those that make a significant contribution to improving the company's image and branding. On the social networks, the latest breakthroughs in the industry can be posted, but also pictures, texts, movies to support the brand, associate with celebrities in the industry, and ask for advice or initiate conversations on the topic.

It is very important to remember that in order to benefit from the social networking benefits it takes a lot of dedication, of interesting daily posts. Members of the network must have the feeling that there are common interests, that the company is interested in their desires, opinions and requirements. In this case, the company has to apply two approaches: on the one hand, reactive (to provide positive feedback to customers) and, on the other hand, proactive (to surprise customers through creativity and create new needs).

24. Non-anticipation of future trends

Good entrepreneurs react. Large entrepreneurs anticipate. In other words, sustainable businesses are the ones that anticipate and take into account the trends of the future. Entrepreneurs usually start a business in order to change their own life and inspire others to do the same. They start the ideas that they then teach others to implement.

Currently, the economic environment is very competitive. This competition can be faced by innovation. Innovation is the result of the creativity of human resources. According to the Ministry of Economy, the creative sectors bring 7% to Romania's GDP at the moment and the target is to reach (10%) by 2020 [StartUp, 2016].

There are multiple opportunities in social networks for entrepreneurs who anticipate human needs. Sometimes, they are successful without looking for it, they become social entrepreneurs. Social entrepreneurs create solutions for social, cultural and environmental issues, often with no personal economic gain in mind. They focus their attention on the issues that immediately affect their group of friends. It is a conscious change to be made by many entrepreneurs in the coming years. It takes only a change of mentality and a cognitive awareness of people outside the circle.

The entrepreneur's skills for modern business are: digital and IT knowledge, leadership, technology, employee involvement, innovation, strategy and planning, vision, agility, knowledge of trends and forecasts, lifelong learning.

Social media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on social media ads [Alalwan,2018].



The global growth of prospects (prospective customers) has been steadily decreasing, from a maximum of 45% in 2014 to around 30% in 2016.

For example, in an era of IoT millennials has a different travel behaviour. The prevalence of social media use among the millennial generation may be partially responsible for a shift away from car driving and toward more sustainable travel modes [Delbosca, 2018].

Modern entrepreneurs are somewhat pessimistic about investing in traditional media channels and will therefore invest especially in digital marketing over the next 5 years (Fig. 7).

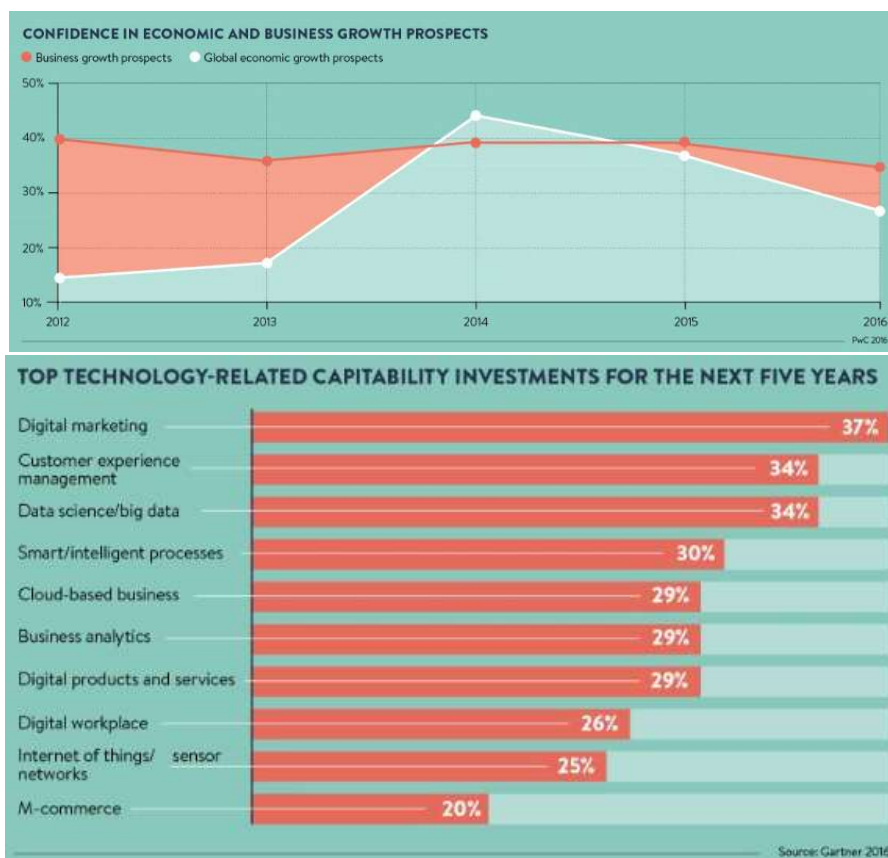


Fig. 7. Trends in the online market in the near future [source: Gartner, 2016]

A study by Gartner estimates that over the next 5 years, 37% of the online marketing will be invested in improving online customer satisfaction with 34%. In a smaller proportion, about 30%, will invest in smart



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processes, cloud technology, BI and digital products and services. Digital space, IoT and sensor networks are on the third place, with approximately 25%. We note that, in most cases, technology is present. It is important that man benefits from the benefits of using technology and not be subjected to it.

3. Case study

We have decided to have a look at a non-profit organization “**Environmental Issues**” that has a social media presence on Facebook: <https://www.facebook.com/environmental.issues.global/>. It is a platform for discussing environmental issues, where friends can share their thoughts, ideas about environmental issues. It was founded on January 15, 2010 and has 2401 followers. They have also created a group that aims to share with their followers all the beautiful things about Botany and Animals from regions and/or places they have travelled to.

The followers can read interesting article, such as:

1. How do pipelines contribute to climate change?, explaining that methane is 25 times more potent than carbon dioxide when it comes to global warming potential. Methane is a by-product of the digestive process of cows. With 1.4 million cows and heifers in Canada, they produce 18,000 kilotons of methane every year – about three times the amount emitted by the pipeline industry!

2. How nanotechnology can protect the environment using nanobubbles which bacteria get stuck to and die and some biological filters to root out the pollutants?

3. Why growing food is the single most impactful thing you can do in a corrupt political system?

4. “Fontus” – a special bottle that makes water out of thin air, by filtering moisture in the atmosphere. It was invented by a student in Vienna, at an industrial design fair and won several awards. Running out of water seems not to be a problem anymore.

5. They show the negative impact of human behaviour on the environment, through proverbs and relevant pictures: We do not inherit the Earth from our ancestors, we borrow it from our children. (Fig. 8)

We may observe that the company has no communication strategy on the internet, although the content is very relevant and catchy. In fact, this is a decisive factor in SM management.

They have a nice community and share information regarding international conferences in the field, such as RACON 2015: “HVAC Industry – A Booming Market. The HVAC Market in India”.



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But they have no reviews and it is well-known that testimonials are very important in transforming news in viral information.

We saw that they are not interested to use SM tools to measure the impact of the channel and the messages. It is clear that they do not buy fake fans, promote a brand, disseminate spam content or delete negative comments, but for such an important issue, as environment sanity, the company should involve volunteers to spread the information all around the world and to mobilize each person to contribute to environmental protection through everyday common actions, such as: recycling their own waste management, running a bike then running a car, using solar energy in their houses, planting new trees every year, keeping cleanliness, etc.



Fig. 8. *The negative impact of the human behaviour on the environment* [EI, 2017]

Paid advertising would also help a lot and a weekly post between 1pm to 4 pm would improve a lot the traffic and the posting impact.

We believe that the company could gain more fans and could have a greater impact on human behaviours, by using #hashtags, applications, surveys and offers.

We also ascertain that they don't have accounts on other social media channels, such as: LinkedIn, Twitter, Google plus, etc.



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4. Conclusions

In this article we have presented a list of common mistakes on social media and we have realised a case study on a non-profit company, making suggestions on improving communication. The case study is a proof that being unprofessional on SM is the equivalent of losing funds.

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DISCURSUS OF WOMEN POLITICAL RIGHTS BASED ON AL-QUR'AN; Empirical study on women's political participation in Jakarta, Indonesia

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Abstract. The aim of this study is to illustrate the general Islamic view of women and their rights in political participation. Qualitative methods are used with the basis of collecting secondary data sourced from books, journals and scientific publications from relevant agencies. Geographically, the study provides an overview of women's political participation in Indonesia. This is based on the assumption that the majority of Indonesia's population are Muslim and the level of women's political participation in Indonesia is getting better every year. The result of the study is expected to be an overview and the basis of policy development related to increasing women's political participation in the perspective of Islam

Keywords: Women right, Political participation, perspective of Islam, Indonesia

JEL Codes: I

1. Introduction

As a reference to the basic principles of Islamic society, the Qur'an shows that basically male and female positions are the same. Both are created from one nafs (living entity), in which one has no advantage over another. On that basis, the principle of the Qur'an on the rights of men and women is the same, in which the right of the wife is recognized equally with the right of the husband. In other words, men have rights and obligations on women, and women also have rights and duties towards men. That is why the Qur'an is considered to have a revolutionary view of human relationships, namely to provide justice between men and women. Moreover, if it is related to the context of pre-Islamic society that is transformed (Fakih, 2000).

The Qur'anic teachings on women are generally part of the Qur'an's effort to strengthen and improve the position of some or the weaker groups in the lives of pre-Islamic Arab societies. The position of women in the view of Islamic teachings is not as alleged or practiced by the temporary society. Islamic teachings essentially give great attention and honor to women (Shihab, 1996). The time of Prophet SAW is an ideal time for women's life. They can participate freely in public life without being distinguished from men (Nuryanto, 2001). However, according to Dale F. Eickelman and James Piscatori that on the one hand women become so central to the greater political and moral imagination, and essential to the enforcement of the civil order and virtue, but on the other hand there is still a man claim that women should not have the right to vote and be elected for example in membership in parliament (Eickelman and Piscatori, 1998). On that



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basis historically according to Asghar Ali Engineer, women still remain subordinated (below) by men (Engineer, 2003).

The discussion of gender was primarily triggered by statements by the Indonesian political elite who, using language and in the name of religion, attempted to tackle their political opponents, whose political opponents favored women as leaders of this country, despite other worldly interests; those who used to crowd the slogan, then crowded also to deny it. In addition, there are those who still maintain these beliefs but then with the propositions or emergency reasons, the agreed beliefs can be tolerated and even violated.

Jakarta is the capital of the state of Indonesia, with its functions both as a center of government, a business center and a center of social activity hence population in Jakarta becomes one of the largest in Indonesia (Untari et al, 2017a), and the number of female population is quite large. Although Jakarta has a considerable amount of social and cultural diversity, the majority of Jakarta residents are Moslems. Gender issues become a strategic issue related to the political development in Jakarta. Although UN Conventions have been ratified and other international and national policies, women's political participation is still considered weak. They remain underrepresented substantially in political decision-making positions. In other words, politics is still dominated by men (Rahmatunnisa, 2016). The achievement of women on the executive side has indeed become one of the barometers of women's progress in terms of political quality. However, this does not seem to be maximal and does not go hand in hand with the legislative side. The number of women as members of parliament in Indonesia is still relatively low (Syafputri, 2014). Based on this background it is important to examine and describe the role of women in politics with the Islamic frame as the majority religion of the population in Jakarta.

2. Method

The type of this research is a library research; by doing research on written sources, this research is qualitative. In this research is done by reviewing documents or written sources such as books, magazines, and others. The main sources, namely the data contained in the works of interpretation including the works of M. Quraish Shihab include: *Women from Love to Sex, from Nikah Mut'ah to Marah Sunnah, from Old Bias to New Bias; Insights of the Qur'an: Tafsir Maudhu'i on Different Issues of the People; Tafsir al-Misbah; Grounding the Qur'an; Sowing Divine Messages*. To analyze the data that has been collected, the authors will use several methods as follows:

- a. Hermeneutic method, this method describes the contents of a religious text to people living in places and periods that are much different from the owner (Hidayat, 2000).
- b. Analytical Descriptive Method, namely the way of writing by prioritizing the observation of symptoms, events and actual conditions in the present. This study is a study of a concept of M. QuraishShihab thought, then with this method can be used to describe and comprehensively describe the concept of M.Quraish Shihab on women's political rights.



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- c. Eksplanatory Method, which is a method that provides explanations that are explanatory with the aim of explaining what will happen if certain variables are controlled or manipulated in a certain way.
- d. Comparative method, which is a method that compares the opinion of one with another to obtain a conclusion in researching factors related to the situation or phenomenon that is investigated or compared with the problem. This method is applied by comparing the thought of M. Quraish Shihab with the salaf cleric (formerly) and khalaf (present). From this comparison can be found the similarities, differences, advantages and disadvantages of each.
- e. Historical, a process that includes the collection and interpretation of symptoms, events or ideas that arise in the past, to find useful generalists in an attempt to understand historical realities.

3. Result And Discusion

3.1. M. Quraish Shihab's opinion on Women's Political Rights

Shihab (2006) in his book entitled: "Women from Love to Sex, from Nikah Mut'ah to Nikah Sunnah, from Old Bias to New Bias" states: "It must be admitted that past clerics and thinkers do not justify women occupying the post of chief but this is more due to the situation and conditions of the period, such as the condition of women themselves who are not ready to occupy the position, let the head of state, minister, or regional head no change Fatwa and views must occur due to changes in conditions and situations, and therefore it is no longer relevant to prohibit women from engaging in practical politics or leading the state.

In relation to the rights of women in politics, Shihab (2002) in his book entitled: "The Insight of the Qur'an: Tafsir Maudhu'i on the Various Issues" affirms: "We can conclude that, which can be understood as a prohibition of women's involvement in politics, or the religious provisions that restrict the field to men only, on the other hand, quite a number of verses and traditions can be used as a basis for understanding to establish those rights.

Shihab (2004) in another book entitled: "Grounding the Qur'an" states: One of the main themes as well as the fundamental principles in Islamic teachings is the similarities between men, between men and women and among nations, tribes and descendants. The difference underlined and which then elevates or demeans a person is merely the value of his devotion and piety to God Almighty.

When considering and responding to the views and opinions of M. Quraish Shihab then in the perspective that women have political rights. According to the author's analysis that the Islamic teachings that become the essence of the women's struggle is "humanize women". Women are no longer merely seen as objects, just the servants of their husbands, or their families, but women are also seen as free as a men in the most basic sense. Every human being will return to God to account for his actions. Every woman is equal to man, has a sacred nature, and his glory to God is measured not by gender, but from the thickness of his godly. Thus, Islam places women in a high position.



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3.2. Relevance of M. Quraish Shihab's Opinion with Actual Political Reality in Indonesia

When considering the reality in this world, it turns out that many women who occupy political positions such as women's presidents, women's ministers, female regents. In Indonesia, a presidential position was once held by a woman namely Megawati Soekarno Putri. During the period of Soesilo Bambang Yudoyono's administration, the position of finance minister was held by a woman namely Dr. Sri Mulyani. Similarly, the post of Governor and Regent / Mayor is held by a woman. Recently, the candidate for governor of the Indonesian Democratic Party of Struggle (PDI-P) Bibit Waluyo - Rustriningsih (former bupati) won the elections of the Central Java Regional Election in 2008. although there is no official election commission (KPU) count, they received 30% vote support in coblosan last June 22, so it will certainly take mandate to lead the Central Java in 2008 - 2013. Similarly, Bekasi (East Jakarta) recently held the position of a regent (Sri Sunarti Harumningsih). All of these show a new development and a step forward in the midst of the frenzied democratization and equality of rights.

The rampant discussion of women's problems was primarily triggered by statements by the Indonesian political elite who, using language and in the name of religion, attempted to tackle his political opponents, whose political opponents in turn favored women as leaders of the country. Although then because there are other worldly interests, those who previously crowded-echoed the slogan and then also busy to deny it. In addition, there are those who still maintain these beliefs but then with the propositions or emergency reasons, the agreed beliefs can be tolerated and even violated. However, at this time the discussion of women's problems is caused more by the unfair and inappropriate treatment of women; starting from his position in the household, in work, in social life, and others. Nevertheless, the topic that is still interesting is the issue of female leadership in all walks of life.

Women, according to Shihab (2002), have rights in politics, as in Q.S. 9:71. In the verse it is argued that men and women have an obligation to cooperate in various fields of life, including politics. According to M. Quraish Shihab, there is no solid foundation for the prohibition of women to engage in politics or to become leaders in politics. On the contrary found many religious arguments that can be used as a basis to support the rights of women in the field of politics. One of the verses that can be put forward in this connection is QS. at-Taubah [9]: 71.

3.3. Empiricism Women's Role in Politics in Jakarta, Indonesia

Women's political participation has been recognized internationally as an important measure of the status of women in any particular country (Kasa, 2015). At this time the discussion of women's problems is caused more by the unfair and undeserved treatment of women; mulaidari position in the household, in work, in social life, and others. Nevertheless, the topic that is still interesting is the issue of female leadership in all walks of life. From here comes the pros and cons on the matter.



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Some of the figures and ulama (Abu Abdillah Muhammad ibn Ahmad al-Qurthubi, Muhammad Abduh, Abu al-A'la al-Mawdudi) by interpreting the arguments of naqli (al-Qur'an and Hadith) according to their version, concluded that women should not and not being a leader. They refer to the word of Allah SWT. in al-Nisa's verse 34. Besides the verse they also reasoned with the hadith narrated by al-Bukhari, which means: Had preached to us from Usman ibn al-Haisyam from Auf from al-Hasan from Abu Bakrah said: benefits to me with the words I heard from Rasulullah SAW during the Jamal war after I almost caught up with the camel riders and then I fought with them. He said that when it came to the Messenger of Allah that the inhabitants of Persia had appointed the son of Kisra as their leader, he said: "It will not be a happy people who give their affairs to women (led by a woman) (Narrated by Bukhari).

Both of these propositions, (and other postulates) serve as a binding argument for them that women are unfit and even illegitimate to be leaders. But for the recent which actually became the main mainstay argument is the hadith, because for reasons of the verse of the Qur'an is indeed visible weakness, because of the verse, the context is only talking about the problem of married life in the household and not at all talking about issues related to the public, especially women's leadership.

The high level of urbanization gives a significant impact on the growth of the population in Jakarta (Untari et al, 2017b). BPS (2017) notes that Jakarta's population of more than 10 million people with 5.1 million people is male and 5.06 million are female, thus the proportion of male and female population in Jakarta is almost equal. Jakarta residents, especially women, are quite empowered. In terms of constitution, Indonesian women have the same position as men. Women and men have equal rights, positions and opportunities for access to health, education, employment, the right to life, the right to freedom of thought, the right not to be tortured, the right to be recognized personally before the law, the right to associate, to organize, politics, and various universal rights protected by law.

Gender equality has not been reflected in women's and men's political representation (Bawa and Sanyare, 2013). To date, women's participation in political parties and legislative bodies is still low. According to the records of the Association for Elections and Democracy, the participation rate of women in the 2017 regional head election was in a low level. The number is only 44 women out of a total of 614 candidates for regional heads across Indonesia. This means only 6.9 percent. If we compare again with the data that 49.2 percent of the total population of Indonesia is female, of course the figure is apprehensive. 44 women were fighting in 41 areas spread across 28 districts, 9 cities and 4 provinces. Women's participation is declining compared to the first wave of elections held in 2015 at 0.30 percent, from 7.47 percent to 7.17 percent. (www.theindonesianinstitute.com, accessed February 18, 2017).

In general, the number of women elections as members of the legislative election results 2014 decreased compared to the 2009 elections. The following table shows the seats of legislative members 2014-2019,



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Table 1. Legislative composition in Indonesia by gender

Institution	Female	Male	Total
DPR RI	97 (17.3%),	483 (86.3%)	560
DPD RI	34 (25.8%),	98 (74.2%),	132
DPD Province	309 (14.6%),	1.805 (85.4%),	2.114 (33 Province)
DPRD Distric	2.406 (14.2%),	12.360 (85.8%),	14.410 kursi (403 Distric)

Sumber : <http://www.puskapol.ui.ac.id>, accessed on February 21, 2017

This representation gap between men and women will affect women's equality in social life. Komnas for example in the region, there are more than 300 discriminatory local regulations on women, generally regulating the question of how women should dress, the separation of public space, and the application of curfew. At the level of law (Act), there are also discriminative against women such as Law no. 44/2008 on Pornography which seems to criminalize the female body.

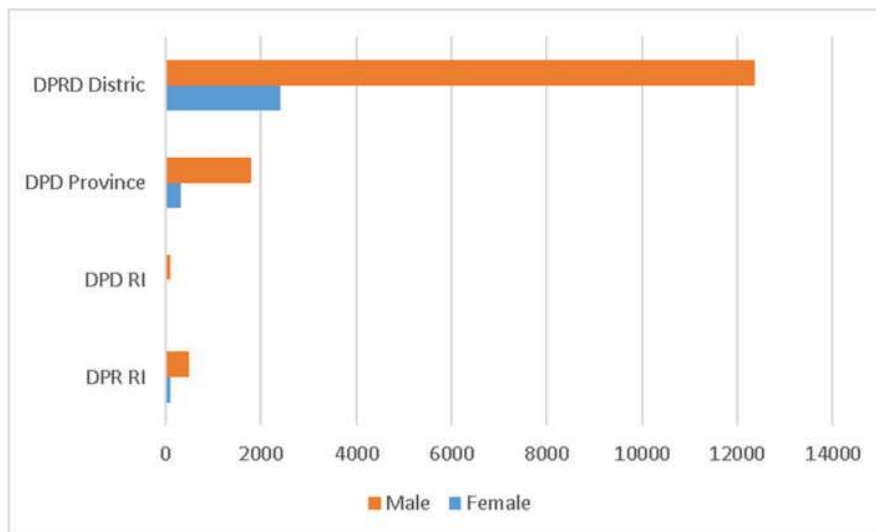


Figure 1. The distribution of Women's participation in politics in Jakarta

Sources : <http://www.puskapol.ui.ac.id> (prossed)

Women's participation in politics in Jakarta is generally quite good, as evident in the legislative assembly election of 2014, the percentage of women in council members is sufficient for the proportion expected by the Government of 30%. The proportion of women in board members for the period 2014-2019 reached 32%. The following table proportion of the number of board members by fraction and gender,



Tabel 2. The proportion of the number of Board members for the period 2014-2019

Party	Female	Male
PKS	5	13
Demokrat	11	21
PDIP	3	8
Golkar	0	7
PPP	0	7
PAN	1	4
Gerindra	2	4
Hanura	1	7
Total	23	71

Source : <http://data.jakarta.go.id>, accessed on May 17, 2017

3.4 Forecse the Role of Women in Politics in Indonesia

The epresentation of women is stated in Invitation Act, where it is stated that women's representation is the same opportunity and declaration for women to carry out their roles in the executive, judicial and legislative, party and general election fields towards justice and gender equality . The following are data on trends in women's representation in the Indonesian Parliament

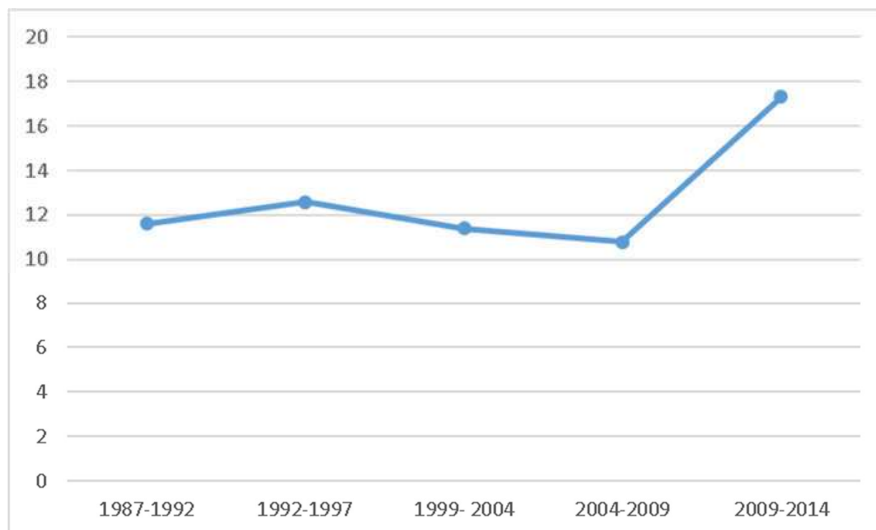


Figure 2.

Sources : Partisipasi Perempuan dalam Politik Pemerintah, 2010



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Figure 2 shows that the trend of women's participation in politics continues to improve, especially in 2009-2014. Political education and women's concern are what make women in Indonesia increasingly play a role in politics

4. Conclusion

There are many women who occupy important positions both at the level of the executive, legislative and judiciary. In Jakarta, the issue of women's political rights such as the head of state once stood out when Megawati Soekarno's daughter was nominated as president. The issue had caused pro and contra among participants of the Indonesian Muslim Congress in 1998. In addition to causing controversy among Muslims.

By looking at the highly controversial thinking of M. Quraish Shihab then more important is how to actualize the idea in society and country. This is given that Indonesians, especially Jakarta, whose population is predominantly Muslim and have Pancasila ideology, are still sharply polarized between allowing female leadership in politics and vice versa. So the authors suggest from the concept of M. Quraish Shihab, the need for a more detailed explanation in order to be understood by the community. For that it is good research on the mind of M. Quraish Shihab more opened possibilities. Because his thoughts can be used as comparative studies to measure the benefit of a country.

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