

Implementation “Peace Is Possible” Campaign by Junior Chamber International as a Supporting Part of Sustainable Development Goals

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Abstract—Sustainable Development Goals (SDGs) carry five fundamental principles that balance economic, social and environmental dimensions. The five principles include people, planet, prosperity, peace, and partnership. In Indonesia the application of the SDG is regulated in Presidential Regulation no. 59 of 2017 which outlines seventeen objectives of the SDGs implementation. Peace is Possible campaign is a manifestation of concern for world peace which is also one of the SDGs issues. The campaign was initiated by eight non-profit organizations to unite ideas, resources, facilitate increased dialogue, understanding and cooperation across nations, foster awareness, and act for lasting world peace. Junior Chamber International (JCI) is one of the organizations supporting the Peace is Possible campaign. This study uses a qualitative approach with post positivism philosophy to examine the condition of natural objects. Researchers as a key instrument that conducts purposive data collection using triangulation data collection techniques, and inductive data analysis. The results of this study emphasize more meaning than generalization. The results of this study indicate that JCI implemented the Peace is Possible campaign in Indonesia through hearings, outreach and collaboration using social media along with 11 other JCI chapters in Indonesia. In general, Peace is Possible campaign has involved the government, various organizations, public figures, media and various communities in Indonesia.

Keywords—*peace is possible; JCI; SDG; peace; campaign; organization; communication*

I. INTRODUCTION

Global understanding of development has changed over the years, and countries have now agreed that sustainable development is a development that fosters prosperity and economic opportunities, better social welfare, and environmental protection that will provide a better way in the future to improve the lives of people around the world.

The Sustainable Development Portal which is a sustainable development portal launched by the United Nations in 2015. Focusing on the post 2015 Sustainable Development agenda and containing information about UN efforts to deal with climate change issues and other issues. Agenda Sustainable Development is then re-launched with more complex issues on

September 2015. This agenda is an action plan for People, Planet, and Peace. The United Nations stated that eradicating poverty in all its forms and dimensions, including poverty extreme is the biggest global challenge. All countries and stakeholders who collaborate must be able to implement this plan. The UN promised to free humanity from the tyranny of poverty and protect the planet. Brave and transformative steps are needed to change the world to be more resilient [1].

Sustainable Development Goals carry five fundamental principles that balance economic, social and environmental dimensions, namely: 1) People (people), 2) Planet (earth), 3) Prosperity (prosperity), 4) Peace (peace), and 5) Partnership (cooperation). In Indonesia, the application of SDGs has been regulated in Presidential Regulation No. 59 of 2017. In the *Perpres* it outlines 17 objectives which SDGs are included in the national target of the “*Rencana Pembangunan Jangka Menengah Nasional (RPJMN) 2015-2019*” [2].

Elanor Roosevelt stated, “*It is not enough to talk about peace. We must believe. And it's not enough to just believe. We must take real action.*” In dealing with the issue of peace in a community or country it is too complex to be done alone by one party or organization, every sector, every country and every community face different challenge.

An online campaign #PeaceIsPossible is the realization of the actions of people who care about world peace. Campaign #PeaceIsPossible include 17th goal of the SDGs consisted of stakeholders from all sectors of society who have the vision mission, and committed in creating peace. The campaign believes that peace is the ability to respect diversity in our diverse global community, surpassing the sovereignty of nations. Peace guarantees human dignity and humanitarian guarantees maintained for future generations. Not only about the absence of conflict, but also the prevalence of justice [3].

JCI President Paschal Dike argues that the loss of peace causing damage development, education, security, freedom, equality, employment, human rights, growth and opportunity. Dike said that this issue has brought extreme poverty, hunger, unemployment, fear and insecurity, disease, refugee and immigrant crises, corruption and uncertainty about the future of our world. Dike believes that the conditions that make peace

threatened are caused by humans, therefore as a global citizen, Dike said that we must be brave enough to take real action internationally. Quoting the remarks from Dike in the #PeaceIsPossible Toolkit version 3.0, Dike said that it was very necessary for us to rediscover humanity within us — feeling more than just thinking and acting more than just talking. A peaceful world give so many advantages for everyone. Cooperation is needed to start a movement by carrying out the #PeaceIsPossible campaign. A coalition is formed to unite ideas, resources and knowledge, facilitate dialogue, understanding and cooperation across various groups and nations, foster awareness and act for lasting world peace among individuals in the world. This coalition consists of 8 non-profit organizations, JCI is one of them.

Through www.peaceispossible.cc website, this campaign is open in general to those who wish to join the peace movement. The #PeaceIsPossible campaign distributes free on the www.peaceispossible.cc website as a downloadable toolkit containing banner material , guides, invitation templates, media kits, #PeaceIsPossible logos, posters, PowerPoint templates, print-out commitment cards, social media templates, and guidance campaign to be used by anyone who is moved to make a peace movement. (source: #PeaceIsPossible toolkit version 3.0) Until now there are 6,203 internet users who have downloaded the toolkit on the #PeaceIsPossible website [3].

Indonesia is a multicultural country. This can be seen from diverse and broad sociocultural and geographical conditions in Indonesia. Indonesia which consists of 1,128 ethnic groups and 5 religions makes it a plural and heterogeneous country. The plurality and heterogeneity reflected in the Indonesian's slogan "*Bhinneka Tunggal Ika*" which means full of differences but still one. Indonesia's motto shows the unity of this nation is a unique thing for Indonesia that is united in pluralism in everything that should be consciously realized.

II. IDENTIFICATION OF PROBLEM

However, it cannot be denied that pluralism sometimes brings various conflicts which lead to division. JCI Indonesia has a vast spatial layout with a lot of diversity in 30 regional chapters that can mobilize young people throughout Indonesia to be able to create awareness, advocacy, take action, commit and able to play a role in creating world peace by promoting the values contained in the motto "*Bhinneka Tunggal Ika*". JCI Indonesia sees peace as hope, opportunity, justice and prosperity. The ability to respect differences in diverse global communities, transcends the sovereignty of nations. Peace guarantees human dignity and humanitarian guarantees nurtured for future generations. The #PeaceIsPossible campaign is expected to overcome the obstacles to peace in society, and how to make peace more than just a vision but a possibility. This research tried to see how is JCI implement #PeaceIsPossible campaign as a movement to support Sustainable Development Goals?

III. JUNIOR CHAMBER INTERNATIONAL (JCI)

JCI is the only non-political and nonsectarian world youth organization with members from the ages of 18 to 40 who are engaged and committed to impacting their communities. JCI

gathers active youth from various circles to hone their skills, knowledge and understanding to act. JCI accepts new members from various backgrounds, anyone who wants to be a better leader in any field, regardless of race, color, gender, religion or political ideology. The aim of this organization is to make positive changes in the world [4].

JCI was coined by Henry Giessenbier in Mexico City on December 11, 1944, when representatives of 8 countries met to create an organization that paid attention to global problems. Of these 8 countries, JCI has grown into each country to involve more than 100 countries. Since its inception in 1951 to 1969, JCI has its head office in Coral Gables, Florida, USA. Then in 2001, JCI headquarters was moved to St. Louis, Missouri, USA, where the first local organization was established there in 1981. The headquarters has 20 staff who work full time to serve JCI members. JCI actively participates in the United Nations system and is included in UN agencies such as UNICEF and UNCTAD. JCI collaborates with the International Chamber of Commerce (ICC), the International Association of Students in Economics and Management (AIESEC), the Pan-American Health Organization (PAHO), the World Health Organization (WHO), the United Nations Educational, Scientific, and Cultural Organization (UNESCO), and the Inter-American Foundation (IAF).

In Indonesia, JCI was brought in by Garry Allen and Vance Hilton in July 1969 from Junior Chamber Australia and gave the idea of establishing a Junior Chamber Indonesia container. Then in September 1969 a Preparatory Committee for the Establishment of a Junior Chamber in Indonesia was formed. JCI Indonesia was only formed on October 13, 1969. Its practical activities began after permission from the Indonesian National Police, through a Police Number letter: 770 / Intel3 / 1970 on March 10, 1970. Then JCI Indonesia was re-opened by Syarif Cicip Sutarjdo in 1988 [4].

Basically, there are four areas of opportunity in JCI, namely: individual management; community; international and business. Each of these activities is held in each area. Individual Opportunities is a place for individuals to develop themselves. Seminars organized by professional trainers and JCI members, help members to speak effectively, learn leadership skills, improve communication skills and develop themselves. Community Opportunities is an area that allows members to collaborate with their own communities / other communities. Previously, members conducted a survey of community needs and then organized their activities. The most important opportunity of this area is that we can make concrete contributions to the environment and others. International Opportunities are a very impressive part. Through the international area, JCI members can obtain information about events in various parts of the world. They are also expected to be able to get direct experience with various cultures and help fellow members understand other JCI members and the world community. Business Opportunities, in this area JCI members can exchange ideas and do business with other members who have similar interests. Of course not only in the chapter itself, but also from other countries with a network of 400,000 members throughout the world. The business area also provides opportunities for its members to improve the

community's economy by conducting activities that can increase the productivity and effectiveness of their business [5].

A. Pillar of JCI Activities

JCI member activities divided into four categories, that is: (1) Individual Development, as an opportunity to develop themselves or the human resources through training organization, leadership, management, entrepreneurship; (2) Community Development, as an opportunity to carry out social activities for the benefit of the general public by solving problems through real experience; (3) Business Opportunity, as an opportunity to learn, exchange ideas and get input in conducting business cooperation among members in 200 countries in the International Business Network; and (4) International Relationship, as an opportunity for every individual to contribute, to tolerance of others, and to increase the bonds of friendship, kinship and mutual help among people in the world [4].

B. JCI Vision and Mission

The vision of JCI is to be the leading global network of young active citizens. The mission of JCI is to provide development opportunities that empower young people to create positive change. Locally, the contents of JCI Indonesia are as a world youth organization that drives young people to spread the meaning of "Bhineka Tunggal Ika" which can unite diversity in a harmony that can coexist peacefully in Indonesia. While the mission of JCI Indonesia is as a "Peace Mission" collaborating with the government, mass organizations, and other community leaders to participate in promoting peace that might be realized. Approach and involve many Indonesian people to make ideas, peace actions, solutions and projects that enable peace. Maintaining the continuity of pluralistic societies in Indonesia through social media, marches, talk shows, education by providing counseling, counseling, and a declaration of peace that is expected to reduce conflict in the nuances of SARA (ethnicity, race, religion, and between groups).

C. JCI Creed

JCI has a credo that serves as a guideline in the work program they do, namely: We believe that faith in God gives meaning and purpose to human life; the brother of man transcends the sovereignty of nations; that economic justice can be won by free men through free enterprise; that government should be of laws rather than; that Earth's great treasure lies in human personality; and that service to humanity is the best work of life [6].

D. #PeaceIsPossible Campaign

The #PeaceIsPossible campaign directs youth around the world to create awareness, advocacy, take action and commit to lasting world peace. The campaign aims to build a coalition of like-minded stakeholders from all sectors of society that are committed to that goal. The #PeaceIsPossible campaign also promotes unity and unity that is in line with the #PeaceIsPossible campaign to address all issues of disunity in the country of Indonesia. With the hope that Indonesia

#PeaceIsPossible can be present as a unifying bridge of the nation.

The #PeaceIsPossible program focuses on the following five activities: (1) Social media campaigns (@peaceindonesia) www.peaceispossible.cc, (2) Audience with government and communities, (3) Collaborating with public figures, artists, government and communities, (4) Socializing the #PeaceIsPossible campaign in nearby communities and the media, and (5) Collaborating with other governments and countries.

The #PeaceIsPossible campaign calls for committing and creating awareness of peace online. In addition, the #PeaceIsPossible campaign also takes real action by advocating for peace or creating peace events in the closest communities that advance. This campaign also builds or encourages organizations to join local or national coalitions of stakeholders in all sectors of society who are committed to goals in their respective countries or regions.

E. Three Community Sectors in the #PeaceIsPossible Campaign

Challenges that threaten peace within our country and society are very complex, due to the large number of individuals and groups from various backgrounds. Often the challenges we face are too large to be solved by one institution, whether it's a business company, a government agency or a non-profit organization. However, when the sector of society is united with a common goal of achieving peace for all people, the opportunity to fight for peace is unlimited.

There are three sectors that need to be considered in carrying out the #PeaceIsPossible campaign: business, government and civil society. Each sector plays an important role in the development of society as a whole, because each sector and stakeholders operating within it have their respective cultures, missions and functions. As the world becomes more global, there is a greater need for all three sectors of society to become more integrated and collaborate for sustainable impacts [7].

Business; The business sector consists of private companies which are most often driven by economic goals. Businesses provide goods or services to consumers in return for goods, services, or other financial benefits. Business is positioned in the community to encourage the economic development of individuals, communities and countries. They often have enough resources to innovate and advance new technologies that influence the way we live our lives today.

Government; The government sector consists of systems and authorities that control the state, state and society. Governments around the world often consist of collective individuals who represent a wider population in decision making. They are guided by the common goal of implementing rules and regulations, regulating economic and social institutions and maintaining public order. Governments are structured and operate differently from country to country and community society. The government sector has the ability to change ideals into laws. However, the bureaucratic and traditional mindset can slow down their operations.

Civil Society; Civil society is a broad sector consisting of various organizations and institutions, ranging from non-profit organizations, public schools, to faith-based groups. Civil society is different from government and business, because they are most often driven by the goal of serving humanity in their communities and throughout the world. Civil society stakeholders operate at all levels by identifying needs within the community and among populations and formulating solutions that provide services and support to meet those needs.

F. Sectors in Peace Events

It is important to connect all sectors of society to create awareness campaigns in communities and countries #PeaceIsPossible. In organizing peace events, it is necessary to involve all sectors through the overall planning process. By connecting all sectors at the initial stage, various sources and knowledge will be available for use, and the audience that can be achieved will increase. There are four stages in connecting sectors: First, making an analysis of community needs; Analysis of community needs involves data collection, community involvement and collaborative needs analysis to determine the greatest needs faced by the community and the root causes. Second, formulate sustainable solutions; Once the community's needs and root causes are identified, the next step is to collaborate with the community to form a sustainable solution. Collaborative brainstorming is a problem-solving process that involves many stakeholders to identify sustainable solutions that will achieve common goals. Third, carry out concrete actions together; by encouraging cross-sector collaboration to meet the most urgent community needs, more ideas, perspectives, and resources can contribute to efforts to ensure peace for all. Fourth, monitor and evaluate results; To evaluate whether stakeholder coalitions from all sectors have created positive and sustainable change [8].

G. Collaboration with Celebrities

JCI realizes that celebrity's role can be played in creating positive change throughout the world. By using lots of followers on social media and their influence as individuals, they support many things ranging from equality to animal rights and water conservation to world peace. By utilizing many existing technology platforms, JCI hopes to be able to connect with local, national and international celebrities to support the #PeaceIsPossible campaign.

Chanel is used to interact with celebrities through: Social Media; Post and share #PeaceIsPossible with celebrities to encourage them to join the campaign. Then, we can continue to invite them to join in peace events; invite celebrities to attend, support, participate and support peace events. Celebrity support will help maximize the impact of peace. And at the end we can take advantage of a network of stakeholders that supports #PeaceIsPossible campaigns in countries and communities to connect with local and national celebrities who can help promote the campaign [9].

H. Peace Coalition

Often barriers that prevent communities or countries from ensuring peace for all people are too complex to be carried out by any institution or organization. Building a stakeholder

coalition is an effective strategy to expand available community resources by utilizing a variety of knowledge, resources and experiences of each stakeholder to achieve common goals to create peace [10].

Peace coalition mission; To bring together stakeholders from all sectors of society towards mobilizing youth throughout the world to create awareness, advocacy, take action and commit to lasting world peace. Vision of the peace coalition; To build a world where lasting peace can be created from the real actions of every individual.

The #PeaceIsPossible coalition is a group of local, national and international stakeholders working from the root level to the global level to create awareness, advocacy, take action and commit to lasting world peace. There are three types of peace coalitions based on their demographic location, namely: (1) Local peace coalitions; Stakeholders from all sectors of society unite by building a local peace coalition to overcome obstacles that can occur in local communities. Local coalitions take fundamental actions to provide sustainable solutions to the challenges that prevent peace from reaching. (2) National peace coalition; Organizations, institutions and companies whose efforts and advocacy for peace take place within the borders of the country where they live collaborate by building a national peace coalition. At this level, the peace coalition must focus on policy advocacy that guarantees human dignity for everyone. (3) International peace coalition; Stakeholders whose mission is for global world peace and whose actions are international in scope must join the international peace coalition. At the global level, this peacemaking coalition focuses on inspiring new attitudes towards peace and inviting everyone in the 21st century and beyond.

IV. METHOD

In this study, the approach that will be used in this study is a qualitative approach. Sugiyono in his book explains that qualitative approach is a research method based on post positivism philosophy, used to examine natural object conditions where researchers are key instruments, purposive sampling of data sources, data collection techniques with triangulation, data analysis is inductive or qualitative and the results of qualitative research emphasize more meaning than generalization [11].

From these definitions, it can be understood that qualitative research is a social research based on the philosophy of post positivism which is used to examine the condition of natural objects. In qualitative research, researchers are the main instrument of research, because researchers are directly involved with the people studied as informants or participants with direct involvement in the environment where participants are located, it allows researchers to observe how informants / participants engage in routine interactions, activities, and engage in them [12].

From the understanding that has been explained, it can be understood that qualitative research is a research that involves researchers describing a phenomenon without comparing it with measurements or numbers. Qualitative research is more focused on data in the form of words, not numbers or statistics [13]. This research uses qualitative research because the

purpose of this study is to find out how JCI Indonesia runs the #PeaceIsPossible campaign. And researchers want to focus on campaigns that are delivered through social media and use ambassadors.

In this study used descriptive research methods, which have natural characteristics as a direct data source, the process is more important than the results, analysis tends to be done in inductive analysis and meaning is essential. Descriptive research presents a detailed picture of a particular situation, social setting, or intestinal relationship that occurs in the community [13]. Opinions from Sugiyono also support that descriptive research methods are a method used to describe or analyze the results of research but are not used to make broader conclusions [11].

Ulber Silalahi explained that descriptive research carefully describes the characteristics of a symptom or problem being studied. This method presents data, analyzes, and interprets it. Quoted by Silalahi Mely G. Tan stated that the purpose of descriptive research is to accurately describe the characteristics of individuals, circumstances, symptoms, or groups to determine the frequency or spread of a symptom or frequency of a certain relationship between a symptom and other symptoms in society [13].

The descriptive research method is best used in answering the question of how JCI Indonesia implements the #PeaceIsPossible campaign on social media. This study aims to determine the strategies in social media used by JCI Indonesia in implementing the distribution of #PeaceIsPossible campaigns. The strategy will be obtained by collecting complete data and then analyzing and interpreting how the process of the #PeaceIsPossible campaign is carried out.

V. RESULTS AND DISCUSSION

The Junior Chamber International has a strategic plan to invite Indonesian youth and even the whole world to spread to the world community that every human being has the ability to develop themselves, that every human being in the world is equal, that in this world there is interdependence, that the world is not owned by individuals but the world has human beings. Junior Chamber International contributes to the advancement of the global community by providing opportunities for young people to develop their abilities and leadership skills, social responsibility, friendship and entrepreneurship to create positive change. There are four areas of opportunity in JCI, namely: individuals; management; community; international and business. Each of these activities is held in each area. Individual Opportunities - is a place for individuals to develop themselves. This can be explained in a conversation with Istia Sofyana as the National Director of Peace Is Possible Campaign in Indonesia in 2017, regarding the profile of Junior Chamber International, *"This organization is the only youth organization that is concerned about the whole. As said by JCI Jayakarta 2018 Local President, there are in the individual development fields for self-development, are in the business field, then there are national networks and the last is community. So the passions of each member can be facilitated by JCI. Now it is also JCI was right organization internationally, so I love the networking of the organization*

and do something positive to society. So actually Peace is Possible indeed the first initiation was the World President in 2016, he was Pascal Black from Nigeria. He was the first to spark this, because he saw that peace was indeed needed in every aspect of life. Not only for countries that are still at war but also for developed countries that are at war with globalization, facing culture, then facing the economy. There, we, JCI, are committed to transmitting the #PeaceIsPossible movement to all people in the world. So the purpose of this movement is to educate, invite and spread the community to contribute to creating lasting world peace ".

Whereas according to the Peace Is Possible Campaign Manual that Junior Chamber International has a planning strategy by combining all sectors of society including: "There are 3 sectors that need to be considered in implementing the Peace Is Possible campaign: business, government and civil society. Each sector plays an important role in the development of society as a whole, because each sector and stakeholders operating within it have their respective cultures, missions and functions. As the world becomes more global, there is a greater need for all three sectors of society to become more integrated and collaborate to be sustainable. Business Sector; consists of private companies which are most often driven by economic goals. Businesses provide goods or services to consumers in return for goods, services or other financial benefits. Government sector; consists of systems and authorities that control the State, State and society. While the community sector; civil society is a broad sector consisting of various organizations and institutions, ranging from non-profit organizations, public schools, to faith-based groups ".

From the conversations of the three informants above, it can be concluded that there is a vertical knowledge spillover, in which all three have the same planning strategy assuming that the #PeaceIsPossible campaign directs youth around the world to create awareness, advocacy, take action and commit to lasting world peace. The campaign aims to build a coalition of stakeholders who think the same of all sectors of society that are committed to that goal. The #PeaceIsPossible campaign also promotes unity and unity that is in line with the #PeaceIsPossible campaign to address all issues of disunity in the country of Indonesia. With expectations Indonesia's #PeaceIsPossible can be present as a unifying bridge of the nation.

A. Aims

Junior Chamber International (JCI) has a core goal in carrying out its role of prioritizing the peace mission. Several movements were also carried out to have a positive impact on the community. A concrete example of the usual activities of the Junior Chamber International (JCI) holds the 2017 National Convention. This convention aims to determine the management of JCI Indonesia for the next one year. One of the activities routinely held by JCI East Kalimantan is Global Heritage Village. In the event, his party invited delegations from several countries, including Sudan and Thailand.

Meetings are always held in various cities and even in various worlds, with the aim of sharing and introducing cultures between cities and between countries. So that

indirectly the youth who join JCI can know and learn about the diversity of cultures that exist. And studying aspects of the world that can be disseminated and can create positive activities will continue to carry out the main mission of helping to spread world peace [4].

This can be explained in a conversation with Istia Sofyania as the National Peace Director of Possible Campaign Director in Indonesia in 2017, regarding the objectives of Junior Chamber International. "Because I see that Indonesia really needs this movement very much because indeed Indonesia was faced with problems on the issue of SARA, religion and so on. Now I want JCI to be present as an organization that is concerned about the Peace is Possible movement. Which one we invite them to, then also spread the same vibes. If I need to explain what Peace is Possible is for me and what is peaceful for me, peace can begin with ourselves. As peace with yourself alone, then made peace with the environment yes, right flung like family, then friends, and so on. Now when everyone is concerned and everyone has thoughts the same, of course peace will be created starting from small things to the greatest end. When I decided to charge in the world of Peace is Possible, I became challenged on how I could implement it. When we disagree with people, I have to show that I am the person who sees peace. So that is, that's the challenge. Then the new managed transmitted back to others- other, and the community. So far there have been many activities and Alhamdulillah there are also many people who are finally motivated to become peacemakers together.

Then the explanation according to Victor Oscar as JCI's Local President Jayakarta explained that: "JCI itself is actually an organization that is still in the United Nations youth organization whose members are still under the age of 40. And the aim is to create young activities. Become young people who care for their country, for their city, who can give impact".

Whereas according to the Peace Is Possible Campaign Manual that Junior Chamber International has a planning strategy by combining all sectors of society including: "The Peace Is Possible campaign mobilizes youth throughout the world to create awareness, advocacy, take action and commit to lasting world peace. The campaign aims to build a coalition of stakeholders who think the same of all sectors of society are committed to that goal. Peace Is Possible calls, to commit and create awareness through campaigns".

Every activity held by JCI can be said to be a campaign. For example, JCI activities between countries, where the purpose of any JCI activity between countries will always be held cultural exchange. Every activity is held, JCI always gets a positive response from the community. JCI is the only non-political and non-sectarian world youth organization. Most of its members are aged 18-40 years. JCI has been in several countries in the world. Achieving the goal of JCI's vision and mission is also supported by volunteers who are ready to assist in each activity. So that it is expected to be an agent of change that has a positive impact. So that it can provide movement that can be felt by the surrounding community. The presence of JCI as a locomotive to provide economic justice throughout the country, through the role of the youth. JCI Alone has one of the

campaigns, namely the world peace mission that they echo so that it becomes a program from the United Nations. (JCI Guidelines)

B. Stakeholders / Public

This Junior Chamber International (JCI) will contribute to increasing the number of budding entrepreneurs and advancing the Indonesian economy. The goals and hopes of each event are to inspire young people to be strong and help advance Indonesia in terms of business, leadership, and in other aspects. This activity is perfect for young people and budding entrepreneurs who already have a business plan and want to make it happen to be true.

JCI also wants to explore the seeds of entrepreneurs in the country. In addition, JCI will also provide "enlightenment" about " Angel Investors " who can help entrepreneurs in terms of business investment.

The same thing was said by Victor Oscar as JCI's Local President Jayakarta explaining that: "Yes, at first we were invited by friends, just having a gathering because we were happy together. Then we worked on several projects. Well in those projects we find that there are some things that overlap. So we also hold social activities, then we also make projects to create young entrepreneurs, like that. And there we also found that there was fun and happy, just happy. So and we also see here it can be an impact to many people, therefore we try to take the time to JCI, that is. Now I am glad that JCI compared to other NGOs because JCI has 4 pillars. The 4 pillars in the sense that we can focus, the first pillar is business development so we can develop from the business side whether it is young entrepreneurs, then also community development which is related to community. So we can work together with foundations, with homes that are sure to do good for Indonesia. The third is individual development, from which we can get self-development, how do we network, how do we leadership, have many friends and at that time we have social affairs where we can have many friends around the world. So we are easy to get friends not only in Indonesia but also in the whole world. That's what distinguishes why JCI is different from other NGOs because there are many factors that we can develop from a personal perspective. So it is not only social activities, we can also get the business, we can get networking, like that and this is also not tied to certain politics or certain interests, right? "

Likewise, according to Istia Sofyania as the National Director of the Peace Is Possible Campaign in Indonesia in 2017. "If JCI itself is actually asked, there are many people who ask me, what JCI is the organization? It is true that the HIPMI is clearly the Indonesian Young Entrepreneurs Association, which means it contains entrepreneurs. But how come the JCI itself is filled with students, some are entrepreneurial, there are various types. Actually, JCI is what organization? If we have to issue the JCI word what organization, JCI is a leadership organization that acts as network activism. So as I said earlier, at JCI there are 4 things, there are 4 pillars where the business is there, the social is there, the international network is there, and then the development itself also exists. So actually if we see JCI's vision and mission, right clearly yes there, to provide development

opportunities and empower young people to create positive change. Then if the core values are JCI Creed. JCI Creed itself is the first one their Faith in God gives meaning and purpose to human life. So here I believe, God is above all things and that indeed goes to all countries that have JCI. Then the brotherhood of man, so we also believe that friendship and so on are important. And in every country, in Indonesia alone there are more than 30 cities spread in Bali, Jogja, Solo and so on. So when the National Examination had an SDGS movement, he hoped that this SDGS could succeed, so JCI became a partner to succeed the SDGS movement. Which each program that we make must be in line with the SDGS. The younger people join in, the more attainable level of achievement will be achieved in this JCI. So that all youth can connect to all sectors of society to create Peace Is Possible awareness, the events that are carried out will also involve all sectors through the overall planning process. By connecting all sectors in the initial stages, various sources and knowledge will be available for use, and the audience obtained will increase.

C. Contents

JCI's role can be done by creating positive change around the world by using a lot of followers on social media and its influence as individuals, they support many things related to peace. By utilizing many existing technology platforms. Can also connect with local, national and international celebrities to support the Peace Is Possible Campaign.

According to the Peace Is Possible Campaign Manual that Junior Chamber International can work with celebrities in presenting campaigns carried out by JCI, with the aim that the messages delivered can be easily accepted by the community.

"How to be able to connect with celebrities through mass media; tweet, post and share the #PeaceIsPossible campaign to encourage them to join the campaign. And invite them to join in peace events. As well as utilizing a network of stakeholders who support the Peace Is Possible campaign in the country and society connected with local and national celebrities who can also help promote the campaign." Exposure according to Istia Sofyania as the National Director of the Peace Is Possible Campaign in Indonesia in 2017. "In 2017 we made the biggest event in Lake Toba more or less attended by 10,000 people at that time. And we also invite artists, then also supported by the Government, that we together make a healthy walk, then we have cleanup day, then we also have ... we involve this too, Puteri Grand Indonesia (Ariska), so much. Our goal is to educate later to get people to join this movement. It was the biggest event at that time. We have also made it in Bandung, involving all the Bandung City Government as well, the movement at the Asian Carnival event, forgetting, Bandung is basically there. Then we also made a peace discussion by presenting figures to discuss the definition of peace for you. Peace is when what the heck, sharing".

Inside Instagram @jci.indonesia, there are several video posts about the #PeaceIsPossible campaign that are followed by all JCI chapters throughout Indonesia. Each chapter means the meaning of peace is different, so each video has its own characteristics. In addition, on Instagram @peaceindonesia, JCI invited audiences to post photos holding "Peace Is Possible"

posters and write the meaning of peace for them in the caption column or a video holding the poster "Peace Is Possible and explaining the meaning of peace. In addition, there are also photos that are edited with Peace Is Possible banner.

The website www.peaceispossible.cc which has a link to download Peace Is Possible toolkit version 3.0 which contains material for the campaign, so that anyone can become an activist to spread the campaign.

Strategy for Junior Chamber International (JCI) by organizing program activities in addition to the events that have been held. Raising funds is also a program strategy employed in the campaign #PeaceIsPossible. This activity was initiated by National Director of #PeaceIsPossible 2017 Indonesia, Istia Sofyania through the sale of #PeaceIsPossible songs through digital store media, such as iTunes, Joox & Spotify.

"Lirik Peace is Possible – Istia Sofyania

Kita harus percaya

Kebaikan muncul dimana saja

Karena manusia

Lahir tak berdosa

Terima perbedaan

Satukan langkah menuju kebaikan

Saling bergandengan

Maka damai akan bisa terwujudkan

Dunia menunggumu

Buatlah perubahan

Kita damai sebariskanlah

Kasih berbagi lapangkanlah

Percayalah pada harapan

Damai sangat mungkin untuk terwujudkan

Jadilah terang untuk disekitarmu

Berbuatlah

Kita damai sebariskanlah

Kasih berbagi lapangkanlah

Kita damai sebariskanlah

Kasih berbagi lapangkanlah

Percayalah pada harapan

Peace is Possible

The results of this song revenue are fully used to fund the #PeaceIsPossible campaign. Until now the song #PeaceIsPossible has been heard by almost 1000 listeners on Spotify. The song written directly by Istia Sofyania contained a message about world peace. The program strategy in planning an event as a Peace Is Possible campaign, according to Ms. Istia Sofyania: "Oh okay, so first we must analyze the hottest issue in Indonesia was what? Because in various countries

there must be different problems, so we hope to create problem solving. The first thing we saw at the time was that this issue was more about divisions between religions, tribes and so on. So that one of the solutions that we create is to make events such as discussions by presenting a number of characters from the background and background different religions and how finally they can meet at one point that we accept differences and peace is better, like those examples. And then, for example, the issue about time is about politics, we choose different people like that, it will eventually become a conflict on social media and so on. Well, we also usually make activities such as poster branding, then our quotes are often uploaded on social media where to lead opinions that we are Indonesia, like that. "

In exploring the potential of young people and looking for ambassadors who can disseminate the #PeaceIsPossible campaign, JCI also conducted a search for Peace Is Possible Ambassadors as spreaders of peaceful messages, and can inspire peace to the local community. The Peace Is Possible Ambassador will later be responsible for conducting research on measurement needs in all sectors of society: business; government; and civil society [14]. In addition to conducting hearings to various levels of society, including the assignment of Peace Is Possible ambassadors and the most important thing is to create programs / events that can help provide education and counseling, or chapter cultural declarations on "SINGLE BHINEKKA AS NATION PEOPLE PEACE BRIDGE".

The JCI activity strategy creates better leaders to produce a better society. For this reason, in its activities JCI seeks to build self-confidence for young people in exploring their deepest abilities and in trying to overcome their personal limitations. In its activities, JCI also tries to show the young generation how to achieve more than we ever imagined in family, business, social and environmental life. One of JCI's strategies, through JCI Academy activities, members can train themselves to become experts in their roles as managers, forward-looking people, trainers, educators, ambassadors of the nation and students by participating and participating in training workshops. In addition, JCI also opens opportunities for business networks with successful world entrepreneurs through JCI Biznet, JCI members can learn and grow through their role in various projects that are shown to bring benefits to the world community.

D. Timescales

In 2016 the #PeaceIsPossible campaign entered Indonesia, and took preparation for 1 year. So that in 2017, the campaign began for the first time, Istia Sofyania was elected as the National Director at the consideration of the national convention. Then in 2018 the National Director's office was held, because every year there was a change in the National Director. As stated by Istia Sofyania,

"If JCI is one year to lead, so when we have a position like I am serving as the National Director of Peace is Possible, that means from January 1 to January 31. Then later next year if I am entrusted again, I can still be this committee right. Because there is JCI

The first 2 positions were appointed and legted. Well, if legted it means that all members are elected but if the appointed is appointed, like me, the PIP National Director was appointed by the JCI Indonesia chairman. But if it's like the position of LP, it's legted to be chosen"

E. Resources

Human Resources (HR) are directly involved as supporters of the Junior Chamber International (JCI) campaign, based on www.jci.or.id (accessed November 8, 2018, at 13.59 WIB), including: JCI partners: United Nations (UN), UNESCO, UNICEF, PAHO, ICC, AIESEC, Eurochambers, Council of Europe, ASTD, Executive Excellence, Junior Enterprises, Youth Business International (YBI), Junior Achievement - Young Enterprises, Harvard Business Review

F. Monitoring

Based on the results of the research for monitoring in each program the JCI activities carried out are quite good, because in it there is good management as well so that there is continuity between parts.

G. Evaluation and Review

One of the Public Relations activities that require a planned management process is the company's campaign activities, in which the program and its implementation function the work of a Public Relations so that it is known as the Public Relations campaign [15]. Public Relations campaign activities have been established by Junior Chamber International (JCI) since the establishment of the company. These activities are in the form of corporate events, open houses and social care programs. In this study the implementation of Public Relations became the focus of research.

The researcher chose an analysis of the implementation of Public Relations activities in the Junior Chamber International Chapter Medan, or often known as JCI Medan, which was appointed as the research this time. There is a positive side and a negative side in it, for the positive side the whole implementation of Public Relations is done very well, reflected in the activities or events held successfully and the community was enthusiastic and had a positive impact. For the negative side, researchers found that organizational barriers arise in terms of the implementation of Public Relations including: first, in terms of the language of instruction, namely English as a communication media perelementery procedures such as: local convention, January board meeting, mid-year meeting, new member orientation, and within the scope of the internal as training admin, training impact, as well as other training for members. This is because the organization must follow the international standards that have been established by the AD / ART (Articles of Association / Household Rules) by the JCI Board of Directors. Whereas in the external scope (expatriate parties) obstacles to the implementation of Public Relations such as the World President Junior Chamber International Goes to East Borneo, and activities Global Heritage Village on 25-26 November 2016 involving nine countries in the activity. Secondly, the ideological differences of each member from different backgrounds also led to small conflicts that occurred in the mini discussion group.

VI. CONCLUSION AND RECOMMENDATION

Based on the results of research, outreach and collaboration related to the campaign program along with 11 JCI chapters in Indonesia that receive a lot of support from various groups. The JCI #PeaceIsPossible campaign implementation implemented 12 Stages of Strategic Planning by Gregory Some steps such as: Analysis; Aims / Objectives; Stakeholders / Publics; Content; Strategy / Tactics; Timescales; and Resources, it has gone well so the #PeaceIsPossible campaign can enter the community correctly. But there are a number of steps that have not been completed, because they are in the process of being drafted, such as: Monitoring; Evaluation; and Review [16].

In general, the #PeaceIsPossible campaign in Indonesia that has been achieved is socialization to the government, organizations, public figures, media and communities in Indonesia both at the local and national levels. Each chapter actively conducts hearings, outreach and collaboration activities related to the campaign program #PeaceIsPossible, and Indonesia's #PeaceIsPossible program received a lot of support from various groups.

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