



# Communication Strategy Through SWOT Analysis as a Solution for the Sustainability of Beggars and Street Children in Bandarlampung City

Tina Kartika<sup>(✉)</sup>, Andy Corry Wardhani, Abdul Firman Ashaf, Karomani, and Nina Yudha Aryanti

Communication Sciences, Lampung University, Lampung, Indonesia  
tina.kartika@fisip.unila.ac.id, andycorrrw@gmail.com,  
ashafnov2008@gmail.com, taom\_karomani@yahoo.co.id,  
nina.aryayudha@gamil.com

**Abstract.** The problems of beggars and children are increasingly varied and increasing in Bandar Lampung City. The problem of beggars and street children must be minimized immediately, if not resolved it will have an impact on the cleanliness of the city, inconvenience for drivers and pedestrians and city security. The purpose of this study is to describe a communication strategy through swot analysis to overcome the sustainability trend of beggars and street children people in Bandarlampung City. The research method used is a qualitative method. Sources of data consist of interviews with 24 informants, observations and literature studies. The data analysis technique used is an interactive analysis technique consists of data reduction, data presentation, and drawing and testing conclusions. The results of the study are as follows: strength consists of: the government has a local regulation No. 3 of 2010, civil service police who are ready to carry out their duties, community leaders, religious leaders, government leaders. Related agencies such as the Social Service of the City of Lampung Province, the regional zakat agency, the mosque council or other religious institutions. Opportunities consist of: The existence of shelters fostered and financed by the Bandarlampung City government. This is useful for creating another halfway house. Shelters as a means to accommodate, foster, and provide skills for the beggars and street children. Weakness: The local government of Lampung Province is less than optimal in disseminating local regulations No. 3 of 2010, lack of funding for agencies as implementing regional regulations No. 3 of 2010, less firm in implementing regional regulations No. 3 of 2010. Threats consist of: beggars, street children who come from outside the city of Bandar Lampung. The conclusion of this research is the coordination of local regulations implementing agencies through organizational communication to solve problems that have weaknesses the swot concept.

**Keywords:** Communication Strategy · Vagrant · SWOT analysis

## 1 Introduction

The problem of beggars and street children must be minimized immediately, if not handled optimally it will have an impact on the cleanliness of the city, inconvenience for drivers and pedestrians, city security, etc. The problems of beggars and street children are increasingly varied and multiplying in Bandar Lampung City (around the Raden Intan Monument, Elephant Monument, Bandar Lampung City shopping centers, based on pre-research from December 2019 to January 2020). Development will have an impact on community development and people's mentality will affect the concept of development. Beggars, and homeless people, and street children are always present in big city life, even though many regulations forbid them, [1, 2]. The problem of beggars, street children is a social problem for the Indonesian nation. Starting from friendships on the street, they tend to experience other negative friendships, such as inhaling addictive substances and receiving harassment [3]. Lampung Provincial Government Regulation No. 03 of 2010 concerning the homeless, street children, beggars, but how is the implementation of this regulation? Wijaya, R. (2019) [4] explains that the handling of the problem of homeless and beggars has not been maximally carried out, for example the lack of facilities and infrastructure, including the sanctions that have been given are not yet firm. The regional regulation stipulates that people who give money to homeless people, beggars and street children will be given a sanction in the form of 1 month imprisonment and a maximum monetary sanction of 1 million rupiah.

The Desaku menanti program, in Padang City is an example of the process of dealing with beggars and homeless people. Several Desaku menanti programs, among others: completing basic human needs, returning children to their education, having skills to sustain their lives [5]. Kartika (2015) [6] explains that some of the reasons a person becomes a beggar and street children are due to poverty and laziness. This is also what is getting worse for beggars and street children in Bandar Lampung City. Kartika & Utaridah, 2016 [7] explained that beggars and street children do many things to make other people feel sorry for them. For example, with clothes that are intentionally made unfit for use and body gestures that support their goals.

The behavior of beggars and street children is related to the self-concepts of street children. Self-concept, for example, about the meaning of life, motives will also affect behavior. As was done in the research of Mustaqim, A. (2017) [8]. Dangers lurk for street child beggars in the form of: harassment, rape, exploitation and extortion. Salihu, H. A. (2019) [9]. The aims of this study are: To find a communication strategy through swot analysis to overcome the tendency of the sustainability of beggars and homeless people in Bandarlampung City.

## 2 Literature Review

Literature is used to sharpen the discussion. Bandar Lampung City Regulation No. 3 of 2010 became the main reference for explaining the rules regarding beggars, street children, and homeless people in Bandar Lampung City. Several studies on the phenomenon of street children, beggars and homeless people in big cities in Indonesia. This is a comparison of previous research. how other regulations apply to the local area.

The definition of street children (anjak) is children aged 0–18 years who are active on the streets between 4–8 h per day. A homeless person is someone who lives in a state that is not in accordance with the norms of a decent life in society, does not have a livelihood and does not have a permanent residence. A beggar is a person and/or group acting on behalf of a social institution to earn income by begging on the streets and/or in public places in various ways and reasons to get pity from others. (Perdah Bandar Lampung City No. 3 of 2010) [10].

The definition of SWOT analysis is the expertise to take advantage of existing opportunities, and suppress threats to minimize losses or weaknesses. Part of the swot analysis (strengths, weaknesses, opportunities, and threats) is a public relations research activity that looks at, analyzes opportunities, obstacles, weaknesses and threats. (Putri, M. A., & Alhadi, Z. (2020) [11] Strengths activity to analyze the internal strengths of the Bandar Lampung city government to reduce the number of homeless people, beggars and street children.

Strengths factor is a factor from within, either from the company or agency. The agency in question is the social service of the City of Bandar Lampung Province. Annas explained that: 1) SO strategy is based on the company's/institution's way of thinking, 2) ST strategy uses strength to overcome threats. 3) WO strategy takes advantage of opportunities to minimize weaknesses, and 4) WT strategy is an activity to minimize weaknesses and avoid threats Annas, N., & Hastasari, C. (2019) [12].

Hidayah conducted a study on analyzing community diseases, including beggars, homeless people and street children [13], Hidayah explained that the factors of the community's economic and social environment have not been able to help implement Makassar City government policies, even though there has been good coordination and communication in rehabilitation homes, organizations between Makassar City social services, Satpol PP, YKP2N. In essence, the problem of the sustainability of beggars, homeless people and street children is a common problem, not only the task of the government through its services but also of all the people. The problem of homeless people, beggars and street children in Bandar Lampung City is also almost the same as Makassar City, namely economic and social factors that do not support local government policies.

In essence, local regulations regarding homeless people, beggars, and street children in Indonesia have the same goal of controlling and reducing the number of beggars, homeless people and street children. However, with the different problems in each city, making the application of these regulations adapt to the problems in the local area.

### 3 Method

This study uses a qualitative method. Sources of data were taken from interviews, observations, and reference studies derived from journals, books, and other media information. Interviews were conducted with informants from community leaders and street children as samples of this study. The sample of this study used a purposive technique. The consideration is the ability of informants to provide information to researchers. Informants were taken purposively per sub-district, there are 20 sub-districts in Bandar Lampung City. The data analysis technique used is an interactive analysis technique from Miles

and Huberman, the data analysis technique basically consists of data reduction, data presentation, drawing and testing conclusions.

## 4 Finding and Discussion

### A. *Finding*

Research informants consisted of: Beggars, street children, academics consisting of lecturers, master students, doctoral students, community leaders. The questions for academics, and community leaders include: 1) The reason for the existence of beggars and street children in the city of Bandar Lampung, 2) The solution to overcome the existence of the beggars and street children in the city of Bandar Lampung, 3) Why Perdah No.3 2010 did not run optimally in Bandar Lampung City, 4) What are the solutions to overcome the beggars, 5) What are the solutions to deal with people who provide goods or services to beggars and street children in Bandar Lampung City.

Research observation sites are almost all over the protocol roads of Bandar Lampung City, for example Suprpto Tanjung Karang Street, Zinal Abidin Pagaralam Street, around the University of Lampung, in front of the Kartini Mall Bandar Lampung, in front of the Ramayana Mall Bandar Lampung, at the Way Halim intersection, Pemuda Street and Others. Based on the observations of all 14 informants, consisting of 5 children experienced economic difficulties. Five informants of street children received support from their respective parents to carry out begging activities in the city of Bandar Lampung. There are 10 informants from community leaders and academics. The following are the results of research on communication strategies through swot analysis to overcome the sustainability of beggars and street children in Bandar Lampung City.

### B. *Strength*

Strength is defined as the superiority of an agency, assets owned such as networks, material forms, successful processes and others. The advantages in this case are that the government already has regional regulation No. 3 of 2010, civil service police who are ready to carry out their duties, community leaders, religious leaders, government leaders. Related agencies such as the Social Service of the City of Lampung Province, the regional zakat agency, the mosque council or other religious institutions. As stated by an AI informant as follows:

“The Bandar Lampung City Government cooperates with religious leaders, community leaders, traditional leaders to deal with this social problem. The government of Bandar Lampung cooperates with the regional amil zakat agency to increase public awareness to pay zakat, infaq and alms, so that this problem can be resolved properly” (Interview with AI, May 13, 2022).

### C. *Opportunities*

Opportunities are defined as programs supported by the government. For example, the studies of shelter houses that are fostered and financed by the social service of the city of

Bandar Lampung. This is useful for creating another shelters house. Shelters to accommodate the homeless, beggars and street children are given training and survival skills. As stated by the SPM informant as follows: “Provide special employment opportunities for people with physical disabilities” (Interview with AI, May 13, 2022). The Lampung Provincial Government has provided a solution to provide guidance to beggars, homeless people and also rehabilitation. As stated by RRM as follows: “The Social Service has provided guidance to beggars and street children. The solution starts from preventing the emergence of beggars, and rehabilitating those who have been taken by the social service” (Interview with RRM, May 11, 2022).

#### D. *Weakness*

Part of the weakness is that the staff is not competent or lacks the number of staff, the community does not understand something, not optimal in disseminating local regulations No. 3 of 2010, as explained by informant W: “There needs to be socialization about the local regulations” (Interview on W, April 18, 2022). The opinion of another informant, MIK explained: as follows: “socialization has not been comprehensive to the people of Bandar Lampung City regarding the prohibition of giving money/goods to beggars or street children”. (Interview with MIK, 19 May 2022). beggars and street children are: “local Regulation No. 03 of 2010 has not been optimal due to limited facilities and infrastructure, poor service quality, less strict sanctions and the local government does not work in accordance with what is mandated in this regional regulation. This can be seen increasing street children, homeless people and beggars.

#### E. *Threats*

Part of the threat are beggars and street children who come from outside the city of Bandar Lampung. MIK explained as follows: “The city of Bandar Lampung has the allure for local people to urbanize from villages to cities, with the hope of changing their destiny and living a more decent life. This urbanization process is without adequate knowledge and skills. this leads them to a marginal life, they will become poor” (Interview with MIK, May 19, 2022). Urban progress can be a threat to the increase in beggars, homeless people and street children in the city of Badarlampung, as explained by DS as follows: “Victims of rural industrialization, so many rural communities lose their livelihoods or arable land which causes urbanization” (Interview with DS, May 13, 2022).

#### F. *Discussion*

Based on observations and interviews from several informants that the Bandarlampung City Government has the civil service police as security implementers. The task of the Civil Service Police is the preparation and implementation of regional policies in the field of fostering public order and public peace, determined by the Governor based on the applicable laws and regulations. (Renstra for the Lampung Provincial Civil Service Police Unit FY 2020–2024) [14]. However, has the task been carried out optimally by the civil service police and the social service of Bandar Lampung City? (Fig. 1)



**Fig. 1.** Street Children (Researcher Documentation)

Marta explained that the existence of a civil service police unit that has conducted raids on beggars, homeless people and street children has not been supported by strict sanctions by the local government. Apart from that, the weakness of the Bandar Lampung City Social Service is that it has limited funds, especially for the construction of an orphanage as a shelter for beggars, homeless people and street children. Another obstacle is that the community does not yet know the intent and purpose of the regional regulations, because the government has not done enough socialization. Sinar Jati Foundation is a privately owned foundation that collaborates with the city government of Bandar Lampung in accommodating street children. The location of the Sinar Jati Foundation is on Jalan Marga in front of SMP 3 Kota Bandar Lampung, Kemiling District. and the culture of society still gives money to beggars and street children. Marta, S. Y. (2018) [15].

Another weakness of fostering street children in Bandarlapung City is that the city government of Bandarlampung does not yet have an orphanage for street children in Bandarlampung City. The Social Service of Bandar Lampung City distributes its funds to privately owned orphanages. Arifin, S. (2017) [16]. This has an impact on the social service of the city of Bandar Lampung, which is less than optimal in terms of orphanage management.

To reduce the street children, beggars must continue to be facilitated, given the opportunity to get a permanent job. One solution is a communication strategy between local governments, the civil service police unit implements the local regulation No. 3 of 2010 consistently and firmly. Communication strategy between: Lampung Provincial Social Service, Civil Service Police Unit, religious leaders, community leaders are committed to implementing these regulations. If there is no commitment between the Social Service, the civil service police, and the community then beggars and street children will exist and will tend to increase.



**Fig. 2.** Informan, Disabilitas Beggar (Researcher Documentation)

Leader motivation causes changes in others through interaction with motivation and communication. Park, S. M., & Rainey, H. G. (2012) [17]. communication, interaction and motivation are needed between the social services of the Lampung provincial government, civil service police, religious leaders and community leaders.

Here is picture 2, a disabled beggar. This is a disabled beggar need to be facilitated by the community or the government to continue their lives. For example, given certain skills, to get money, not just begging on the street (Fig. 2).

Opportunity studies are other institutions that support work programs or institutions in collaboration with the Bandar Lampung City government to solve the problem of homeless people and street children. Sinar Jati Foundation. Is an institution that cooperates with the social service of the City of Bandar Lampung. This foundation is a place of rehabilitation for drug addicts and other mental disorders. At the foundation there is a nursing home, traditional medicine. In general, the Bandar Lampung city government supports each other's work programs for each department in the city of Bandar Lampung. Part of the threats are factors that accelerate the increase in homeless people, beggars and street children. Are there other parties who support the existence of homeless people, beggars and street children? The threat that is considered sufficient to increase the quantity of beggars is when the fasting month arrives, namely many newcomers from outside the city of Bandar Lampung who deliberately come to beg. Suhardi Syamsi as Head of the Bandar Lampung City Satpol PP explained that they came from outside Bandar Lampung, but there were also those who lived in Bandar Lampung. Sunaryo Adi Monday, September 21, 2020 [18].

## 5 Conclusion

The communication strategy through swot analysis overcomes the tendency of the sustainability of beggars and street children in Bandar Lampung City as follows: strength

consists of: the government has a local regulation No. 3 of 2010, civil service police who are ready to carry out their duties, community leaders, religious leaders, government leaders. Related agencies such as the Social Service of the City of Lampung Province, the regional zakat agency, the mosque council or other religious institutions. Opportunities consist of: The existence of a shelters fostered and financed by the Bandarlampung City government. This is useful for creating another shelters. Shelters as a means to accommodate, foster, and provide skills for beggars and street children. Weakness is that the local government of the City of Lampung Province is less than optimal in disseminating regional regulations No. 3 of 2010, lack of funding for agencies as implementing local regulations No. 3 of 2010, less firm in implementing local regulations No. 3 of 2010. Threats are beggars and children who come from outside the city of Bandar Lampung, especially when the fasting month arrives.

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