

# ***EFFECT OF JAMBORE BETAWI CULTURE TO CHANGE ATTITUDE OF JAMBORE YOUTH REGIONAL PARTICIPANTS (JPD) PROVINCE DKI JAKARTA IN 2017***

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***ABSTRACT--The Jamboree Pemuda Daerah (JPD) of DKI Jakarta 2017 is one of the concerns of the Government. JPD DKI Jakarta is also used as a Betawi cultural campaign to the young generation. In 2017 as many 424 participants follow the activities of JPD DKI Jakarta 2017 who trained proficiency in berlenong, singing Betawi songs up to the original Betawi dance, one of the red lip dance and yellow siri dance. So that in implementing influence attitude change component (attitude change) according to Alo Liliweri (2011: 166) there are three aspects; cognitive (knowledge, awareness, trust), affective conative, sympathy, appreciation, support), and konatif (commitment to action), through this cultural campaign is expected to change attitudes formed attitude and awareness and positive perceptions of Betawi cultural art. The results of descriptive data obtained by the score of sub-variables Identification of 69.7%, Legitimacy of 77.2%, Participation of 80.7%, Penetration 61.1%, Contribution of 76%. Cognitive by 69.6%, Affective by 68.2%, and Conative by 52.7%. Based on the regression test it was found that the Betawi culture Jamboree activity influenced the attitude change of 0.730. Based on the hypothesis test (t-test), the Betawi cultural Jamboree activity significantly influenced attitude change, and based on the coefficient of determination, it was found that the Betawi culture Jamboree activity influenced the attitude change by 43.3%.***

***Keywords: jamboree youth area, cultural campaign, attitude change***

## **1. Introduction**

Youth is the next generation of nation, a pulse of life

of the nation that must be built and guided as possible so that the future of the nation will be well led. Youth in Law No. 40 of article 1 of 2009 on Youth, explains the notion of youth boundaries, namely Indonesian citizens entering an important period of growth and development aged 16 years up to 30 years. The progress of the nation each year can't be separated from the persistence of the role of youth who are able to play an active role as the front spear in the process of struggle, renewal and development of the nation, in accordance with Law No. 40 of article 19 of 2009 on Youth, which should be a reference of Indonesian youth to be active in maintaining the culture of Indonesia, one of which is regional culture. Along with the development of the times, the flow of globalization and the development of communication technology can no longer be avoided. Everything enters and blends like a world without boundaries.

Coupled with the presence of communication technology that accelerates the acceleration process of globalization. The impact of globalization is the big task or new problem that must be solved by the young generation. The presence of globalization is very influential on the behavior of youth in the love of the culture and the original environment. Rahim (2008) Syam (2015: 55) says that globalization is something new, difficult to reject and not necessarily benefit all. Can be interpreted that the occurrence of globalization is not necessarily bring good benefits for individuals, groups, or nations that experience it. It depends on how each individual can deal with and handle it well. Because in the globalization there is movement in all sectors in life that is social, economic, political, cultural, and others.

Some cases show that global culture is preferred, for example, the Harajuku style, K-Pop, and Halyu Wave culture emerged. Based on Marketing Magazine No.7 (2012: 76) in Wulandari (2015: 5) there is an increasing number of Korean music concerts in Indonesia each year, where in 2011 there are three concerts, in 2012 there are eleven concerts and 2013 there are 12 concerts. Success is not separated from the support of K-Pop music fans or better known as K-Popers (Korean PopLovers). K-Popers is a front line in the success of K-Pop. Indonesia is one of the countries with the biggest K-Pop music fans in the world (Septina, 2014) in Wulandari (2015: 5). This is evidenced by the increasing number of fans who are active in activities related to K-Pop since 2010, thus supporting the implementation of concerts in Indonesia. Not only that, in the virtual world was a lot of emerging fan community forum idol fans (fanbase), namely ASTRO Indonesia Ufc, Koreaboo, Super Junior Indonesia, GOT7 Indonesia, Red Velvet Indonesia, KPOP World INA, and many others.

This is also because the development of Internet media technology is very easy reach, support teens easy to access the contents that exist in the internet. Proven by the results of a survey conducted by UNICEF together with the Ministry of Communications and Information in 2014 on the use and behavior of internet teenagers of Indonesia that there are at least 30 million teenagers in Indonesia who access the internet on a regular basis. If the Indonesian people up to now have 75 million internet users, that means nearly half of them are teenagers and most of those living in urban areas such as Jakarta, Yogyakarta and Banten (Press Release No. 17 / PIH / KOMINFO / 2/2014, accessed on October 31, 2017, at 16:24 pm).

Based on the results of a joint discussion to protect and build the souls of the youth as a spear of the success of the Indonesian nation, so that in 2009 the government passed the Law number 40 on Youth. The purpose of the formation of this Act is to realize the noble youth, healthy, tough, intelligent, independent, and professional, then to build youth youth services needed in the dimension of development in all areas of community life, nation and state based on Pancasila and Law Basis of the Republic of Indonesia Year 1945.

One of the concerns of the Government, especially the Department of Youth and Sports of the Province of DKI Jakarta for the elimination of Betawi culture is manifested in the activities of JPD as a Betawi regional cultural campaign to the young generation. JPD DKI Jakarta Province was first held in 2010 organized by the Office of Youth and Sports of DKI Jakarta Province. The Jakarta Provincial Youth Jamboree in 2017 is the 7th event attended by

youth delegates from five municipal administrative areas of DKI Jakarta, namely Central Jakarta Administration City, West Jakarta Administration City, East Jakarta Administration City, South Jakarta Municipality, City Administration of North Jakarta, and added one District Administration Kepulauan Seribu. JPD DKI Jakarta Province is a form of cultural campaign which is packaged in activities designed to enhance the sense of nationalism in the Betawi culture and participate in improving the skills and creativity towards youth independence.

Interesting things in JPD activities trained participants in the leniency, singing Betawi songs up to dance the original Betawi dance one of the red lip dance and yellow series. This training is very strict in terms of discipline and has been arranged according to the agenda set out in the Jakarta 2015 JPD Directive. The atmosphere of togetherness as in the family was created in this cultural campaign. So that in implementing influence attitude change component (attitude change) according to Alo Liliweri (2011:

166) which explains that the component of attitude in it there are 3 aspects; cognitive (knowledge, awareness, trust), affective (konatif, sympathy, appreciation, support), and konatif (commitment to action), through this cultural campaign is expected to change attitudes formed attitude and awareness and positive perceptions of Betawi cultural art.

From the background of the above problem then, this research is important to be investigated; Firstly, there has been no research on Jamboree for Youth of DKI Jakarta Province, although this activity has been running since 2010 and have a message or purpose that can change the attitude of the youth who follow this activity to be more loving the local culture. Secondly, it becomes a measure of how much effectiveness of JPD activities to be a success parameter of DKI Jakarta Provincial Government to Jamboree activities that have been implemented. Third, it can be an example for other institutions as a strategy to shape or change the character of human resources in it.

## **2. Theoretical Review**

Campaigns as part of public communications (Weiss & Tschirhart, 1994 in Liliweri, 2011: 672) types or forms of public communication campaigns utilize the media to achieve changes in attitudes and behaviors of a large number of individuals who have been targeted by campaigns. Changes in individual attitudes and behaviors are outcomes of campaigns that can simultaneously initiate changes in attitudes and behavior of the wider community. Rice and Atkin (2001) in Liliweri (2011: 675) describe the campaign as a deliberate effort aimed at informing, persuading or motivating behavioral changes from a

particular audience or a wide audience useful for noncommercial benefits from individuals and / or the general public for a specific time and use affordable or appropriate media. From the above definition of the campaign from the experts can be concluded, that the core campaign activities are well-organized activities that have a target audience wide and have a specific purpose for the common interest. The party that can carry out the campaign is the government, a group of non-governmental organizations (NGOs), or non-profit organizations.

### **Campaign Model of Development of Five Functional Stages**

Among Venus in his Campaign Management (2009, 19) explains in more detail the stages of the framework of the five-stage functional development campaign: The identification stage is the stage of creating a campaign identity that can easily be recognized by audiences. Things that are commonly used as a campaign identity include symbols, colors, songs or jingles, uniforms and slogans. We can see in product-oriented campaigns or campaigns devoted to that are distributed free of charge. The fourth stage is penetration. At this stage a candidate, a product or an idea has been present and has a place in the heart of society. Examples such as a campaign activity in it is able to change the attitude of its participants more loving an object intended by the campaign. The last stage is the distribution or can be said stage of proof, at this stage the goal of the campaign has generally been achieved. From the above explanation, a five-stage functional development campaign model will be used to analyze or measure the success of this study, then as a sub variable of the campaign variable.

### **The Nature of Attitude**

Attitude as a set of feelings, beliefs and behavioral tendencies directed towards a particular person, idea, object, or group (Baron and Bryne, 1984: 126 in Liliweri, 2011: 165). Meanwhile, Alo Liliweri in his book Multipurpose Communication There are Multipurpose Meaning (2011: 166) mentions human attitude is composed by three main components, namely:

#### **1. Cognitive**

The cognitive aspect contains what is known about an object, how it is about the object, what is the opinion or view of the object. The cognitive aspect relates to the individual's self-beliefs, theories, expectations, causes, effects of a belief, and the relative perception of a particular object.

#### **2. Affective**

Affective contains what is felt about an object, so the affective component contains emotions. Affection as an affective component shows our feelings, respect or concern for a particular object, such as fear, joy, or anger.

#### **3. Conative**

The conative contains the predisposition to act on the object. So it contains a tendency to act (decide) or act on objects or implement behavior as a goal against objects.

### **3. Research methods**

The method or type of research used is quantitative descriptive research. Descriptive qualitative research by Martono (2010) in Princess (2016: 51), quantitative descriptive research is a research that tries to tell the existing problem solving based on existing data to present data, analyze data and interpret data. This type of research also attempts to describe and interpret objects as they are without the control and manipulation of variables. The population in this study is the population of participants who follow the Youth Jamboree Region of DKI Jakarta Province, on 25-27 August 2017 at Cibubur Campground, East Jakarta. Based on data that the authors can from the Office of Youth and Sports DKI Jakarta, there are 424 participants who follow these activities. In obtaining the questionnaire data, the researcher uses the cluster sampling technique to determine the sample if the object to be studied or the data source is very wide (Sugiyono, 2015: 122), where the writer will examine how big influence of Betawi Culture Jamboree activity the change of attitude of participants of JPD DKI Jakarta 2017, then the sample to obtain the questionnaire data is the people who follow Jamboree Youth Region of DKI Jakarta. The author uses fault tolerance ( $e$ ) of 10% and the number of population in the study was 424 participants who participated in Youth Jamboree activities of DKI Jakarta Province. Here's the calculation of the number of samples based on the Slovin formula. Based on calculations using Slovin formula, the sample of this study amounted to 81 respondents, then determine the sample of each region that has been determined using cluster sampling, as follows:

**TABLE 3.1 Cluster Sampling**

Wilayah	Peserta	Perhitungan Sampling	Bagian Sampel
Jakarta Pusat	80	80 81 = 15,2 424	15
Jakarta Barat	80	80 81 = 15,2 424	15
Jakarta Utara	80	80 81 = 15,2 424	15
Jakarta Timur	80	80 81 = 15,2 424	15
Jakarta Selatan	80	80 81 = 15,2 424	15
Kab. Seribu	24	24 81 = 4,5 424	5
<b>Total Sampel</b>			<b>81</b>

Data collection techniques used in this study is to use questionnaires distributed to the respondents conventionally, and literature study through data collection related to the problem under study. After data collected, the researcher performs data analysis with descriptive analysis technique, and performs data processing with SPSS 23 which consist of hypothesis test, F test calculation, normality test, correlation test, simple regression, and coefficient of determination. After that done withdrawal conclusion.

**4. Research result**

**Respondents Response Recapitulation Concerning Variable Activity of Betawi Culture Jamboree (Variable X)**

**TABLE 4.1 Respondents Response Recapitulation Concerning Variable Activity of Betawi Culture Jamboree (Variable X)**

No	Dimensi	Skor Total	%
1	Identifikasi	847	69.7%
2	Legitimasi	1875	77.2%
3	Partisipatif	980	80.7%
4	Penetrasi	1484	61.1%
5	Distribusi	308	76.0%
Score Total		5494	
Persentase		71.4%	

(Source : *Olahan Penulis, 2017*)

Table 4.1 above illustrates the recapitulation of responses of respondents regarding Betawi Cultural Jamboree Activities. Ideally, the expected score for the respondent's answer to 19 questions is 7695. From the calculation in the table shows the value obtained 5494 or 71.4% of the ideal score of 7695. Thus the Betawi Cultural Jamboree Activity is in the high category. The five functional phases development campaign model becomes the theoretical basis for the X variable testing, namely the Betawi cultural Jamboree, according to Venus (2009: 18) explains that in this model described how the stages of campaign activity must be passed before the activity succeeds or fails to achieve the goal. Stages of the activity include: identification, legitimacy, participation, penetration, and distribution. So that can be interpreted, if the results of the calculation of variables X are in high category, then the process of Betawi cultural Jamboree as a cultural campaign successfully implemented and accepted by participants JPD DKI JAKARTA 2017.

**Respondents Response Recapitulation Concerning Variable Activity of Betawi Culture Jamboree (Variable Y)**

**TABLE 4.2 Respondents Response Recapitulation Concerning Variable Activity of Betawi Culture Jamboree (Variable Y)**

No	Dimensi	Skor Total	%
1	Kognitif	1128	69.6%
2	Afektif	829	68.2%
3	Konatif	853	52.7%
Score Total		2810	
Persentase		63.1%	

(Sumber : *Olahan Penulis, 2017*)

Table 4.2 above illustrates the recapitulation of respondents responses to Attitude Change of Attendance. Ideally, the expected score for the respondent's answer to the 11 questions is 4455. From the calculation in the table shows the value obtained 2810 or 63.1% of the ideal score of 4455. Thus Attitude Change Attitudes are in the medium category. Hovland, Janis, and Kelly (1953) in Liliwari (2011: 165), examined many things in social psychology saying that the main thing in attitude is attitude change. According to Hovland, a change of opinion can result in a change of attitude, and this is highly dependent on the presence or absence of rewards derived from the attitude object. It also means that the acceptance of a new idea is very much dependent on the incentives given by the cominator in the communication process. Similarly, the change in attitude of participants, that the activities of JPD DKI

JAKARTA 2017 has not maximally changed the attitude of participants from cognitive, affective, and conative aspects because the results of these variable responses are in the medium category. Could be due to lack of time activities so that participants can not maximally change his attitude.

#### **Relationship of Cultural Campaign Activity (JPD DKI JAKARTA 2017) with Attitude Change of Attendance**

Relationship of Cultural Jamboree (JPD DKI JAKARTA 2017) with attitude change can be seen from correlation test result that has been done. Based on correlation test results, obtained correlation coefficient value of 0.658. This value explains the relationship between Jamboree Culture of JPD DKI JAKARTA 2017 (X) with the change of participant attitude (Y) is 0,658. Based on the interpretation table of R value, the value of 0.658 belongs to a strong relationship category within the range of the correlation interval (0.60 - 0.7999). So it can be said that there is a strong relationship between Jamboree Culture (JPD DKI JAKARTA 2017) with the change in attitude of participants.

#### **Influence of Cultural Campaign Activity (JPD DKI JAKARTA 2017) to Change of Attitude of Participant**

Based on the results of simple regression test in Table 4.16 obtained regression equation  $Y = 0,570 + 0,730 X$ . The equation states that without the influence of the Betawi Cultural Jamboree Activity then the attitude change variable is worth 0.570. While the regression coefficient of 0.730 states that each addition of one value on the Betawi Cultural Jamboree Activities (X) will give a score increase of 0.730. Based on hypothesis test result,  $t_{count} > t_{table}$  and  $Sig < 0,1$  are  $(7,759) > (1,664)$  and  $0,000 < 0,1$  indicates that the Betawi Culture Jamboree Activity variable influences the participant attitude change so that  $H_0$  is rejected and  $H_1$  be accepted. The model capability measurement describes the dependent variables whose value is between zero and one, can be seen in the coefficient of determination. Determination coefficient value is 43,3% which mean Activity Jamboree Betawi Culture give influence equal to 43,3% to change attitude of participant. While the rest of 56.7% influenced by other factors not observed in this study.

### **5. Conclusion**

Based on the results of research and discussion in the previous chapter on the influence of Betawi Culture Jamboree activities on the change of attitude of participants of JPD DKI JAKARTA 2017, it can be concluded as follows: There is influence of Betawi Cultural Jamboree activity to change attitude of JPD DKI Jakarta 2017 participants. Based on the result of

simple regression test in Table 4:16 obtained regression equation  $Y = 0,570 + 0,730 X$ . The equation stated that without influence from Activity Jamboree Betawi Culture then attitude change variable 0,570 . While the regression coefficient of 0.730 states that each addition of one value on the Betawi Cultural Jamboree Activities (X) will give a score increase of 0.730. Then result of hypothesis test, got result  $t_{count} > t_{table}$  and  $Sig < 0,1$  that is  $(7,759) > (1,664)$  and  $0,000 < 0,1$  stated that variable of Activity Jamboree Betawi Culture influence to change attitude of participant, so  $H_0$  refused and  $H_1$  be accepted. Determination coefficient value is 43,3% which mean Activity Jamboree Betawi Culture give influence equal to 43,3% to change attitude of participant. While the rest of 56.7% influenced by other factors not observed in this study.

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