

Model of Entrepreneurship Empowerment of Ex-prisoners based on Digital Marketing in Prison, Cikarang, West Java

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Abstract: This study aims to produce a model of increasing the capacity of prisoners so that they become entrepreneurs after being free through technological aspects. This research was carried out because the community's stigma towards former prisoners was still negative so that when prisoners were free from prison, it was challenging to become a worker in the industry. This condition makes it necessary to have knowledge and skills for ex-prisoners to become entrepreneurs. Prison as a place of guidance contributes in terms of skills and knowledge, so the role of prisons ranging from upstream to downstream is to start prisoner empowerment from production to marketing, which currently has a vital role in the technological aspects of marketing activities (digital marketing). The concept used in the research relates to digital marketing, entrepreneurship, and community empowerment because the sustainability aspect is needed in empowerment activities, starting from changing the mindset behavioural of prisoners to become entrepreneurs through education about entrepreneurship and digital marketing. This study uses a qualitative approach that seeks to find deep understanding. It seeks to understand the meaning, values, perceptions, and goals in every action and decision in aspects of human life through observation and in-depth interviews. The results of this study are community empowerment models that provide mentoring instruments, as an essential factor in increasing prisoners' development capacity by stimulating and moving in a sustainable field. In the end, the formation of awareness activities of prisoners to become entrepreneurs who produce products from the skills obtained in prisons through the website "Lacika Mart" digital marketing as a means of marketing their products. The model creates prisoners with independence through entrepreneurship to increase the capacity in terms of investment for themselves, which can create competitiveness of superior products produced by the community, both nationally and internationally. Another thing is that it can act as active participation as a change agent in the development of human resources.

1 INTRODUCTION

Based on Law Number 12 article 1 paragraph 5 of 1995 concerning Penitentiary, it is confirmed that prisoners (WBP) are prisoners, correctional students, and correctional clients (Ministry of State Secretariat, 1995). However, there is this problem, which is a problem for Prisoners in Penitentiary, namely from its psychological aspects. The life of an inmate while in prison, makes him face a variety of psychological problems, including loss of family and support and independence in activities. Conditions that cause psychological impacts are much felt by prisoners, especially when undergoing the initial sentence in prison. A prisoner will force himself to be able to survive by trying to adapt to his new

environment, looking for ways to meet each of his basic needs in conditions of full limitations.

Basically, in fostering prisoners, one of them is knowing one's concepts, so that they can change themselves to be positive, no longer commit criminal acts and be able to develop themselves, even though various efforts have been made in guiding prisoners while undergoing criminal acts. However, the psychological impact of imprisonment still appears in the community, namely, negative stereotypes about ex-convicts. So, we need thoughts from upstream to downstream for an ex-convict. Criminally psychologically is a burden for every prisoner, so it is necessary to think about solving various psychological impacts including the first loss of personality, a prisoner during a conviction will lose his personality, self-identity, due to rules

and procedures for living in prison. Second, the loss of personal communication, namely freedom to communicate with anyone, is also restricted. As social people, prisoners need communication with friends, family, or others.

Problems that will arise will lead to the failure of the coaching process as one of the goals of correcting. Penitentiary Institution (LAPAS) Class III Cikarang, Bekasi Regency, can build and be in the same corridor as the community to work together. Fair, transparent, integrity, and reliable Law Enforcement. To fulfil this, since 2015, the Cikarang Class III Prison is determined to improve and develop itself towards modern correctional institutions with high integrity, both in terms of vision and mission and the realization of legal services through human resource capacity and supporting infrastructure facilities. In line with the determination to realize the improvement of law enforcement, Cikarang Class III Prison also collaborates with the Director-General of Corrections and Bekasi District Government and its technical staff to participate in various training in order to increase their knowledge and professionalism and expertise, both for Lapas Officers and Guided Residents Lapas Correctional (WBP). So hopefully, it can grow the culture of law enforcement and services.

However, the obstacle is that when prisoners are free to carry out their sentences, to fulfil their daily needs, they have to work, but the stereotype that occurs is the difficulty of finding a job because of the status of ex-convicts. So that after prisoners are released from prison, there is no activity carried out, this can lead to criminal acts or return to their environment. Therefore, there is a need for fostered citizens of the community to be empowered. It is to increase their capacity to make a creative and skilled and innovative entrepreneur.

The purpose of the ICT Sector Program is mainly to use it to accelerate digital marketing that is utilized by fostered citizens after leaving prison to develop their capacity when they become entrepreneurs who have technological abilities. The long-term strategic plan of Indonesia's development, the role of technology is currently a severe concern in providing benefits for the sustainability of human life so that through technology can provide welfare and increase the capacity of Human Resources. One of the main obstacles to be overcome is the limited quality of the human resources of the people who use ICT as one of the tools that can help develop themselves, a simple concept of ICT that will be applied in the form of an independent community

website that will contain a database of the results of the production of fostered citizens by integrated through the system in the marketing sphere. Based on the background of the problem, the questions in this study are:

What is the Entrepreneurship Empowerment Model for ex-convicts based on digital marketing in Class III Penitentiary, Cikarang, West Java?

2 LITERATURE REVIEW

An inmate decides to bury his identity with little or no interaction. In dealing with their two identities, they form identities that allow them to interact, however carefully, with others. This tactic is increasingly sophisticated impression management (Goffman, 1959), which was created initially to hide its vulnerability, but slowly developed into a more suitable identity in the prison world. New inmates are more adaptable to adjusting to their environment to listen to their conversations carefully and select interactions. New prisoners filter their knowledge of what a tight prison is like, how they talk, move, and act (Mulyana & Solatun, 2013).

The convict's concern that he will have the character he displays is not without reason and because the presentation of his identity as a convict, that person also receives an affirmation that becomes more important considering he is also further away from his friends in the outside world who can reaffirm his identity. Efforts of prisoners to recover their buried identities are part of a change in their perspective (Mulyana & Solatun, 2013). Communication as a process has several other characteristics that help in understanding how communication takes place. First, communication is dynamic. Communication is an activity that continues and is always changing as our perpetrators of communication are constantly influenced by the messages of others, who will experience continuous change. Second, communication is interactive.

Communication occurs between the source and receiver. This communication implies two or more people who bring unique background and experience in every communication event that occurs. Third, communication is irreversible in the sense that once we say something and someone has received and decoded the message. Fourth, communication takes place in a physical context and social context. When interacting with someone, interaction is not isolated but exists in a specific physical environment and particular social dynamics.

The social context determines the social relationship between the source and the receiver. How is the context, the social context will affect communication? Forms of the language used with respect or lack of respect shown to someone, time, mood, speaker, all of these are some of the aspects of communication that are influenced by social context. So that communication is a matrix of complex social actions and interact with each other and occur in a complex social environment. This social environment reflects how people live in a social environment.

2.1 Social Learning Theory

Social learning theory is an extension of traditional behavioural learning theory (behavioristic). This social learning theory was developed by Albert Bandura (1986). This theory accepts most of the principles of behavioural learning theories but gives more emphasis to the effects of cues on behaviour and internal mental processes. So in social learning theory, we will use external reinforcement explanations and internal cognitive explanations to understand how we learn from others. In the view of social learning, "human" is not driven by forces from within and is also not "beaten" by environmental stimuli (Bandura, 1986).

Social learning theory emphasizes that the environments confronted by a person are not random; the environments are often chosen and changed by the person through his behaviour. According to Bandura, as quoted by Soeparman that "most humans learn through selective observation and remember the behaviour of others." The essence of social learning theory is modelling, and this modelling is one of the most critical steps in integrated learning (Soeparman, 1997).

There are two types of learning through observation (observational learning). First, learning through observation can occur through conditions experienced by others or vicarious conditioning. For example, a student sees his friend being praised or reprimanded by his teacher for his actions. Then he imitates doing other deeds whose purpose is the same as wanting to be praised by his teacher. This incident is an example of reinforcement through praise experienced by others or vicarious reinforcement. Second, learning through observation mimics the behaviour of a model even though the model does not: gain reinforcement or attenuation when the observer is watching the model demonstrates something that the observer wants to learn and expects to receive praise or reinforcement

when thoroughly mastering what is learned. The model does not: must be acted upon by someone directly, but we can also use someone cast or visualization as a model Nur Holil (Firdausz & Mas'ud, 2013). In the behavioural approach, some theories try to explain more deeply why social phenomena expressed in the behavioural approach can occur. Some theories include the Social Learning Theory and Social Exchange Theory (Mustafa, 2009).

2.2 Social Exchange Theory

Characters who developed the theory of social exchange include psychologists John Thibaut and Harlod Kelley (1959), sociologist George Homans (1961), Richard Emerson (1962), and Peter Blau (1964). Based on this theory, we enter into an exchange relationship with other people because of which we get a reward. In other words, the exchange relationship with other people will produce a reward for us. Like social learning theory, social exchange theory also sees behaviour and environment as reciprocal. Because our environment is generally composed of other people, other people and we are seen to have behaviours that influence each other. In this relationship, there are elements of reward (reward), sacrifice (cost), and profit (profit). Benefits are all things that are obtained through sacrifice, sacrifices are all things that are avoided, and profits are rewards reduced by sacrifice. So social behaviour consists of exchanging at least between two people based on the calculation of profit and loss. For example, patterns of behaviour at work, romance, marriage, friendship - will only last if all parties involved feel benefited. So a person's behaviour is raised because, based on his calculations, it will benefit himself, and vice versa, if it is detrimental, then the behaviour is not displayed.

The essence of social learning theory and social exchange is a person's social behaviour can only be explained by something that can be observed, not by mentalistic processes (black box). All theories influenced by this perspective emphasize the direct relationship between observed behaviour and the environment (Mustafa, 2009).

3 METHODOLOGY

This study uses a qualitative approach, qualitative research design makes researchers as an integral part of the data, meaning that researchers actively participate in determining the type of data desired.

Deddy Mulyana emphasized that: "The essence of personal research is a basic understanding that the reality examined in this case the reality of communication is multiple, complex, pseudo, dynamic, constructed, holistic and accurate communication is an active, creative, and free will subject capable of controlling the entire communication process rather than vice versa (Mulyana, 2002).

Data collection technique:

- a. Conduct an Interview: To find out the strategy by interviewing with the Head of Prison: Mr Kadek and the Trustees who guide prisoners. The results of the Working Group Mapping (Work Program) consist of 36 Work Programs, including sewing, handicraft, art, cooking.
- b. Conduct Observation: After superior mapping products, in addition to mapping to determine the criteria for participants who will be guided by simultaneously observing the character of the participants and determining the detention period, i.e., in the near term will be free and the determination of ex-convicts who have completed the detention period but are still required report.
- c. FGD Activity: Mapping prisoners' participants through discussions to determine their talents and hopes post-free, with a coach who trains or provides skills.
- d. Literature Study

4 RESULTS AND DISCUSSION

The model of the program of activities carried out to increase the capacity of prisoners after being released from prison. The aim is to improve welfare and the economy. Through the digital marketing-based Entrepreneurship Program, the method of implementing this activity with several stages, namely mapping to identify working groups to carry out mentoring activities according to the target by building awareness of the self-concept of prisoners who have an entrepreneurial spirit, and prototype website creation, and demonstration of making and website management.

Following are the stages of the Capacity Building Program for the community-assisted residents (prisoners):

4.1 Phase I: Identification of Main Products of Community-Driven Community Guidance

Product Mapping Production Results of Penitentiary Assistance Work: At this stage, it is carried out through direct observation in Bekasi Prison and conducting interviews with fostered residents and the Trustees. The results of observes that there are some superior product results, namely: in the form of food, namely bread and handicrafts in the form of batik, souvenirs and paintings, and handicrafts made of straw.



Figure 1: Photo of Bread Production and Calligraphy and Souvenir.

4.2 Phase II: Coaching and Building Awareness about Entrepreneurship

- a. Conducting Workshop activities by providing material about building positive self-concepts, thinking innovatively and creatively, and building an entrepreneurial spirit.
- b. Knowledge of digital marketing
The aim is to provide briefings to build their awareness of self-concepts in order to become entrepreneurs and an introduction to digital marketing. Participants have fostered citizens who will continue to be fostered and sustainable with the same group so that developments and impacts on the future can be evaluated.



Figure 2: Provision of Material about the Concept of Entrepreneurship.

- c. Evaluate the expectations of the community-assisted citizens through a question and answer instrument about self-concept

4.3 Phase III: Creating a Digital Marketing Website “Lacika Mart” Prototype

The final stage of the development model for prisoners who will emerge from prison is to provide the skills, knowledge, and development provided to prisoners, starting from the product packaging produced to the packaging to online marketing activities, with the hope of establishing a website to market online—production line from fostered residents. Examples will be made designs for foster products from fostered citizens who are created in the Digital Marketing Program. The name “Pas Mart” stands for “Lapas Market” or “Lacika” stands for Cikarang Penitentiary, the “Pas Mart” Plan contains information on superior products that are managed by Lapas Cikarang, Bekasi, namely the products of the community-assisted residents (Prisoners) that can be sold buy online to the general public. Then, after prisoners are free, they can continue to make or design online marketing of products produced based on the results of their skills, so that when they are released from prison, prisoners can make money and improve welfare through entrepreneurship, so that negative stereotypes do not become a burden for inmates.

The purpose of the ICT Sector Program is mainly to use it to accelerate digital marketing that is utilized by fostered citizens after leaving prison to develop their capacity when they become

entrepreneurs who have technological abilities. The long-term strategic plan of Indonesia’s current development of technology is quite a serious concern. One of the main obstacles to be overcome is the limited quality of the human resources who use ICT as a tool that can help develop the region, a simple concept of ICT that will be applied in the form of an independent community website that will contain a database of the results of the production of community-guided residents integrated through the system in the marketing sphere.

4.4 Application of Digital Marketing

The results of the production are packaged in attractive packages, then form or build branding of the products produced. Then a website was created in the form of a Star up containing information on Lapas Products, which at this time was promoted through exhibitions, but through digital marketing, it had a broad reach. The name “Pass Mart” means Lapas Market or “Lacika” of LAPAS Cikarang. Transactions can be carried out online. The ex-convicts can build marketing networks online, linking to Pass Mart to promote it. This way, the ex-convicts do not have to worry about their future life after their sentence. their employees can become an entrepreneur with the products studied during detention. The capital to open a business is obtained from the sale during the period of detention. So that the stigma about the contrary, “Former Prisoners” need not be feared by their capacity to increase economic prosperity, for themselves. Following is the workflow of “Lacika Mart.”

4.4.1 Prototype Marketplace Workflow “Lacika Mart”

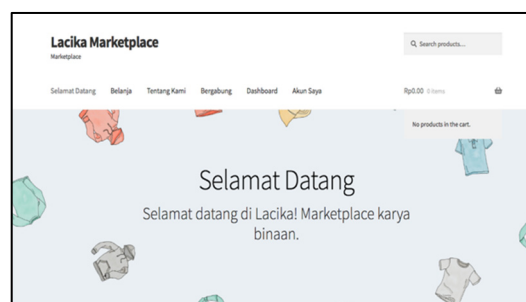


Figure 3: Display Menu and Frontpage Marketplace Lacika.

When opening the Lacika marketplace website, visitors will see the various information about

Lacika along with products that have been approved for sale.

4.4.2 How to Register as a Vendor

In order for the Lacika marketplace to be used by fostered residents, it must first register an account. This account will be represented as a shop that will sell the products of the work built

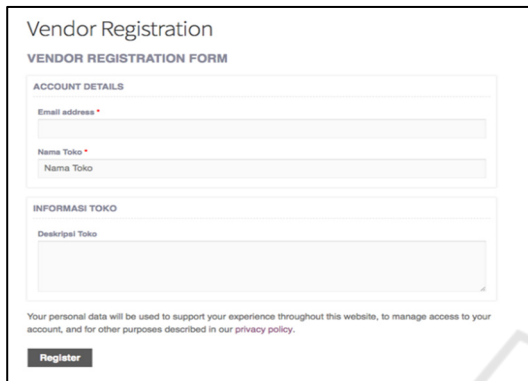


Figure 4: Registration page of Marketplace Lacika.

- Go to the Lacika marketplace website.
- Select the “Join” menu in the main menu section.
- Fill out the vendor registration form that appears with information that matches the store profile that has been created.
- Click the “Register” button.
- The prospected vendor will be directed to a new dashboard page that will be active when the admin approves the registration of the filled-in form.

4.4.3 How to Login

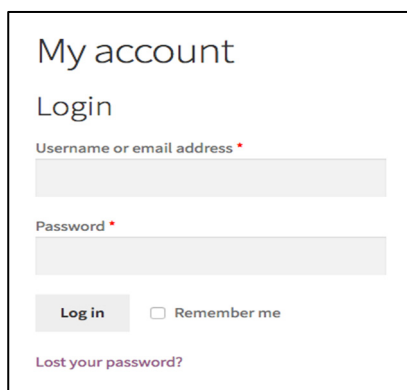


Figure 5: Login page of Marketplace Lacika.

Go to the Lacika marketplace website.

- Select “My Account” on the main menu.
- Enter the Username and Password that have been given.
- Press the enter or the “Login” button.

4.4.4 How to Complete the Product

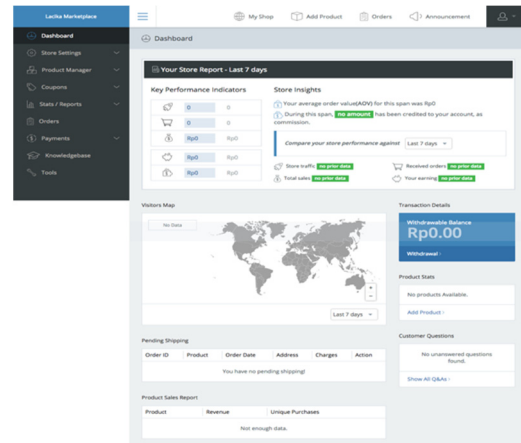


Figure 6: Dashboard page of Marketplace Lacika.

When the admin approves the account submission, then the vendor can enter the store management page via the login column with the username and password that has been given.

The dashboard page for vendors functions is to view statistics and sales progress of products sold by each vendor.

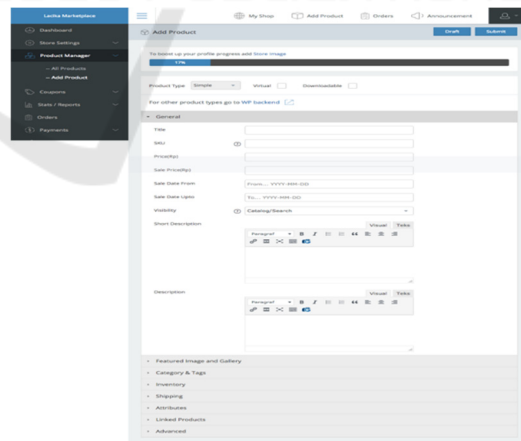


Figure 7: Product manager page of Marketplace Lacika.

Select the menu on the left side of “Product Manager.”

- Then the product form page will appear immediately.
- Fill in product data following the product you want to sell in the marketplace

- c. When enough data is filled in, save it by pressing the “Draft” button.
- d. If the product wants to be launched to the marketplace, then you can immediately press the “Publish” button.

The capacity building of the community-assisted people will be formed by reviewing three indicators, namely in the form of knowledge that is formed through education and workshops on entrepreneurship and digital marketing, skills obtained from potential development training following their talents and interests. Finally, attitude through the religious guidance program aims to form attitudes that are under religious values.

4 CONCLUSIONS

The result of this research is to produce a website for marketing purposes through digital, which is the marketing of the products of Prisoners who have competitiveness so that the general public knows and becomes a business activity.

1. The formation of awareness of the community-assisted people, who have cognitive aspects about being entrepreneurs, have a fighting spirit or have competitiveness and are skilled in community empowerment, namely prisoners who will be free.
2. Increased independence of groups or individuals in building and developing businesses through digital marketing
3. Through the community members becoming more understanding about the potential and packaging of their products, the outcome is the existence of an independent website that can record the potential of the Superior Products of Prisoners, and Former Prisoners, which in turn can become the basis for the formation of an independent and participatory community and the results can be published on the media as a means of socialization to the community.
4. We have skills in applying marketing-based technology with the availability of websites that are following the market place. Website “Pas Mart” or “Lacika” is a media to promote the production of community Guided and Former Prisoners.
5. Perform ongoing or continuous assistance in determining the design of packaging (packaging) both physically through offline and display and content through online marketing (website).

6. They are expanding the establishment of Prison Industries or rehabilitation programs such as on-the-job training for prison inmates to prepare them for the world of work after being released from prison. The main objective of Prison Industries is to help them gain skills, qualifications, and work experience so that after completing their sentence, they can work in the community.
7. Improving Management Prison Industries must also be able to provide funding and profits for the organization organizing activities and continuously support programs that can offer opportunities for self-development for prisoners. Make policies in Prison Industries that aim to develop long-term work strategies for prisoners, strengthen networks with private prison service institutions, the Government, entrepreneurs.

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