

IMPLEMENTATION OF CHILD-FRIENDLY CITY (STUDY OF PARENT IN TAMANSARI PURI BALI'S HOUSING COMPLEX)

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Abstract

In current situation, various cases of violence or criminal acts related to children are certainly very alarming and will adversely affect the future of the child individually. Child Rights International Network (CRIN) is a global research, policy and advocacy organisation. Its work is grounded in the UN Convention on the Rights of the Child and its aim is a world where children's rights are recognised, respected and enforced, and where every rights violation has a remedy. The Children's Rights International Network (CRIN) has published a new guide for advocates seeking legal avenues to protect and defend children's rights. Child-friendly city introduced by Minister of State for the Empowerment of Women and Children in 2005 through Child-friendly city's regulation, they created regulation Number 2/2009 concerning the Municipal Decent City Policy to ensure the children's right in a region are fulfilled. Following up on the national policy, each local government declared the policy about Child-Friendly intended to protect the rights of children adapted to the children's needs. Depok's government has started with child care program since 2010. Depok's government committed to being child-friendly city. Currently, Depok has 16 child-friendly sub-districts which spread in 11 districts in Depok. Refer to that statement; child-friendly city in Depok just reached the communication's stage from the four of Public Relation's Stage, namely fact finding, planning/action plan, communication and evaluation. The purpose of this research to explain more about implementation of child-friendly city (study of parent in Tamansari Puri Bali's Housing Complex). The theory of this research use knowledge, affection, behavior, child-friendly city. The methodology of this research use qualitative method. The preliminary result of this research indicated that implementation of child-friendly city in Tamansari Puri Bali's Housing Complex just reached in knowledge's stage. They have not reached the content of child-friendly city, to able to implementation of child-friendly city, the parent need to depth understanding of child-friendly city.

Keywords: *Child-Friendly City, Implementation, Parent, Rights.*

INTRODUCTION

Child-friendly city is a development system of an administrative area which integrates commitments and resources of the government, society, and business worlds in the fulfillment of children's rights in a planned, comprehensive and sustainable way as per Rumtaning (2014). The concept of "child friendly cities" has been developed to ensure that city governments consistently make decisions in the best interests of children, and that cities are places where children's rights to a healthy, caring, protective, educative, stimulating, non discriminating, inclusive, culturally rich environment are addressed stated by Riggio (2002). In current situation, various cases of violence or criminal acts related to children are certainly very alarming and will adversely affect the future of the child individually. Despite an existing legal and protective rules for the children's right already established, there are still violations or acts that do not pay attention to the right of the children, such as child sexual abuse, trafficking that involving children, child abuse at home, drug abuse that involving children, and many more. Child Rights International Network (CRIN) is a global research, policy and advocacy organisation. Its work is grounded in the UN Convention on the Rights of the Child and its aim is a world where children's rights are recognised, respected and enforced, and where every rights violation has a remedy. The Children's Rights International Network (CRIN) has

published a new guide for advocates seeking legal avenues to protect and defend children's rights. While many authorities can tolerate some traditional campaigning methods, it is usually harder to ignore the law. As part of broader campaigns, the law can be a powerful tool for achieving the changes that children need. Legal advocacy is now being used systematically in a few countries – leading to strong outcomes for children – and it has great potential for wider use. As a broadly outline, The Convention on the Rights of the Children or we called as KHA is detailing the rights of the children grouped into four basic rights: first, the rights to survival (survival rights); second, the rights to develop and grow (development rights); third, the rights to get protection (protection right); and fourth, the rights of participant (participation rights).

Due to that matter, Indonesia's government issued Constitution Number 23/2002 about child's protection and in the further development, Child-friendly city introduced by Ministry of Women Empowerment and Child Protection in 2005. Ministry of Women Empowerment and Child Protection created regulation Number 2/2009 concerning the Municipal Decent City Policy to ensure the right of the children in a region is fulfilled. Following up on the national policy, each local government declared the policy about Child-Friendly intended to protect the rights of children adapted to the children's needs.

Beside that, in order to highly awareness of children, Indonesia's government in same Constitution Number 23/2002 created Indonesia Child Protection Commission or called as KPAI. Refer to data of KPAI, every years increased violations of children's rights.

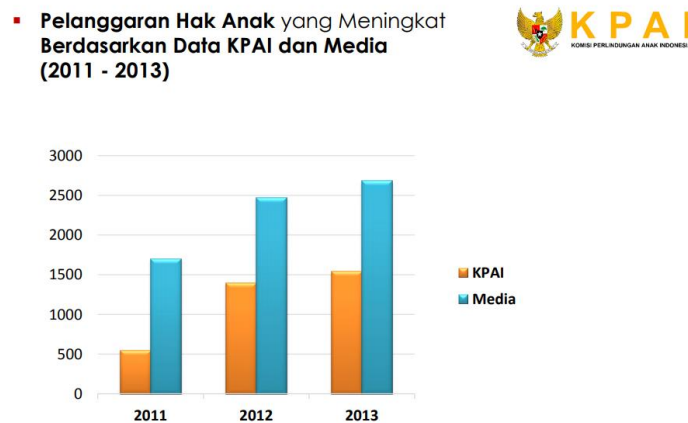


Figure 1 Data about Violence of Children's Right

Source: <https://web.kominfo.go.id/sites/default/files/users/12/SESI%20II%20-%20202.%20paparan-kementerian-2014-nov-bandung-erlinda-REV-fix.pdf>

Pelanggaran Hak Anak (Berdasarkan Pengaduan ke KPAI) Januari 2011- September 2014

JUMLAH PENGADUAN	2011	2012	2013	Sep 2014
Jumlah Total	546	1.400	1.538	1.408
Klaster Pengaduan	2011	2012	2013	Sep 2014
ABH dan Kekerasan	261	487	508	456
Keluarga dan Pengasuhan Alternatif	146	517	497	455
Pendidikan	53	185	133	123
Kesehatan	13	39	120	65
Agama dan Budaya	16	75	78	49
Trafficking dan Eksploitasi	26	22	73	95
Pornografi dan Napza	10	44	51	100
Sosial dan Bencana	13	14	48	24
Hak Sipil dan Kebebasan	8	17	30	41

Figure 2 Data about Numbers of Complaint

Source: <https://web.kominfo.go.id/sites/default/files/users/12/SESI%20II%20-%20202.%20paparan-kementerian-2014-nov-bandung-erlinda-REV-fix.pdf>

Depok's government has started with child care program since 2010. Depok's government committed to being child-friendly city. Child-friendly city become one of an excellent program in Rencana Pembangunan Jangka Menengah Daerah (RPJMD) in Depok for period 2010-2015. In order to develop child-friendly city, Depok has 8 programs, namely: first, child-friendly city as new development paradigm in Depok; second, family as first and important part or basis of child-friendly city's realization; third, clusters of children's rights and obligation decomposed from key elements, there are children, families and municipalities; fourth, the business world has the obligation to produce safe and child-friendly products, not hiring children as laborers, creating educative and positive language ads, allocating corporate social responsibility or we called as CSR budgets for child-friendly city's program in Depok; fifth, journalist's participant through the press and media should be child-friendly; sixth, the government must make child crisis center, start from municipal to sub districts; seventh, 24 hours call center of Sahabat Anak must be provided by the government; eighth, child-friendly's public-health center in sub district, have school bus to accommodate the children to go to school everyday, have school police and school safe zone, have playground and children's creativity per sub district. Those public facilities will be provided by the government gradually.

Currently, Depok has 16 child-friendly sub-districts which spread in 11 districts in Depok and Depok will add it again in the near future. But unfortunately not all citizen of Depok know well all program about child-friendly city that applied by Depok's government.

Tamansari Puri Bali residential areas in Sawangan, Depok is also developed with a concept of residential nuanced Balinese resort, which features the image of Balinese elegance with a blend of modern architecture. Entering the 200-meter long road to the gates of Tamansari Puri Bali, You would begin to feel atmosphere of Bali. There is limestone structure on the right side of the road that is reminiscent of street scenes in Jimbaran. Arriving at the gate entrance, the exotic of Bali can not only be seen from the design of the gate, Garden with lush flowers also ready to welcome every guest who comes or returns home after a day of activities. The landscape of Tamansari Puri Bali is designed in such a way as to resemble the landscape of Bali that is well-known as the most beautiful landscape in the world. Each banjar (cluster) is equipped with parks nuanced Balinese and huts in Bali architecture. In addition, hardscape ornaments are identical to the island of Bali.

a. Formulation of the Problem

As per explanation above, therefore formulation of the problem in this research is how does the child-friendly city regulation implemented by parent in Tamansari Puri Bali Residential?

b. The Purpose of Research

The purpose of this research is how does the child-friendly city regulation implemented by parent in Tamansari Puri Bali Residential.

Literature Review

a. Child-Friendly City

Definition of Child-Friendly City

A child-friendly city is the embodiment of the convention on the rights of the child at the local level, which in practice means that children's rights are reflected in policies, laws, programmes and budgets. In a child friendly city, children are active agents; their voices and opinions are taken into consideration and influence decision making processes (<http://childfriendlycities.org/overview/what-is-a-child-friendly-city/>).

Defining a child-friendly city from a rights perspective UNICEF defines a child-friendly city as a system of local governance which —guarantees the right of every young citizen to:

1. Influence decisions about their city
2. Express their opinion on the city they want
3. Participate in family, community and social life

4. Receive basic services such as health care, education and shelter
 5. Drink safe water and have access to proper sanitation
 6. Be protected from exploitation, violence and abuse
 7. Walk safely in the streets on their own
 8. Meet friends and play
 9. Have green spaces for plants and animals
 10. Live in an unpolluted environment
 11. Participate in cultural and social events
 12. Be an equal citizen of their city with access to every service, regardless of ethnic origin, religion, income, gender or disability.
- (https://www.unicef.org/indonesia/CFC_assessment_in_Indonesia_-_Final_Report.pdf).

Defining a Child-Friendly City from an Environmental Perspective

Research from UK and USA from the 1970s has shown that children, in order to enjoy a developmentally adequate childhood, need to be active users of their living environments.⁵ These ideas led to a whole new field of professional activities by architects and planners involving children and youth through participatory design to create environments such as schools, parks and other public spaces. In the late 1990s, a new wave of research with European children to assess environmental child friendliness suggested that an ideal child friendly environment is one that allows high degrees of independent mobility to children and provides many opportunities for children to interact with different elements, features, places, settings and people in their everyday environment.⁶ New research, for the first time from a developing country, India, has attempted to define childfriendly environments and places from children's perspectives.⁷ The study worked with 10-11 year-old children living in a low-income Muslim community in Delhi to understand what makes places child-friendly for children in the everyday environment of the city. This study concluded that poor Muslim children in Delhi constructed the idea of a —child-friendly city| as a disaggregation of numerous, diverse and often interconnected child-friendly places that allowed children to form emotional and affective bonds with places through exploration and interaction. Child-friendly places were places that offered children some ways of developing different forms of friendship with the environment. Based on these findings, a generic typology of child-friendly places has been proposed that may be commonly found in children's everyday environments in any city, such as streets in front of homes, formal parks and playgrounds, informal open spaces and so on. Any and all of these places can become child-friendly places in a city if children have access to them and are allowed to explore, interact and develop emotional ties with them through continual use.

The child-friendly place types are:

1. Places that children care for (mostly formally designed open spaces)
2. Places that children learn from (social and cultural institutions and a community/neighbourhood that included children in everyday practices of the community)
3. Places that children create through action (streets in front of homes, informal and formal open spaces)
4. Places which children nurture secrets in (informal open spaces peripheral to neighbourhoods, any place where children and their actions can be anonymous) Identifying their environmental preferences, the children of Delhi have clearly indicated that even a low-income settlement can offer places that young people value and where they feel valued. Environments where children feel happy are normally those that contribute to their developmental, psychological, health and educational needs. While it is the responsibility of the government to improve urban environments with sizeable investments, substantial changes can be brought about through participatory processes within local communities.

a. Implementation

Implementation is defined as a specified set of activities designed to put into practice an activity or program of known dimensions. According to this definition, implementation processes are purposeful and are described in sufficient detail such that independent observers can detect the presence and

strength of the "specific set of activities" related to implementation. In addition, the activity or program being implemented is described in sufficient detail so that independent observers can detect its presence and strength.

It is common to read about "implementation" of a program or practice as if it were an accomplished fact when the context of the statement makes it clear that some process (more or less clearly described) had been put in place to *attempt* the implementation of that program or practice. When faced with the realities of human services, implementation outcomes should not be assumed any more than intervention outcomes are assumed.

When thinking about implementation the observer must be aware of two sets of activities (intervention-level activity and implementation-level activity) and two sets of outcomes (intervention outcomes and implementation outcomes).

A formula for successful uses of evidence-based programs in typical human service settings can be characterized as: The formula for success involves multiplication. If any component is weak then the intended outcomes will not be achieved, sustained, or used on a socially significant scale. Like a serum and a syringe, innovations are one thing and implementation is something else entirely different. Doing more research on a serum will not produce a better syringe; doing more research on an innovation will not produce better implementation methods. The Active Implementation Frameworks help define **WHAT** needs to be done (effective interventions), **HOW** to establish what needs to be done in practice and **WHO** will do the work to accomplish positive outcomes in typical human service settings (effective implementation), and **WHERE** effective interventions and effective implementation will thrive (<http://nirn.fpg.unc.edu/learn-implementation/implementation-defined>).

b. Public Relations

Public Relations can be defined many ways. Often, PR can mean different things for different companies. The PRSA (Public Relations Society of America) defines public relations as "a strategic communication process between organizations and their publics." The first word is very important, "strategic." Unfortunately, that aspect of a PR plan can sometimes be underdeveloped due to the everyday race to get things done. An underdeveloped strategy can limit the effectiveness of a PR plan and reduce the return on your investment.

The RACE model can be used to help you develop a strategic PR plan. RACE is an acronym standing for Research, Action planning, Communication, and Evaluation. Research is an important step in the beginning stages of any type of marketing campaign. Some good things to know in the initial stage of a PR plan include target audiences, demographics, what those audiences like, how they like to communicate, and where they go to get information. This could be TV, newspapers, magazines, social media, etc. The next step is action planning. Here, a strategic plan is developed from the research that determines what information to communicate and the best ways to reach the desired audiences with that information. The information needs to be newsworthy. It needs to be able to capture the attention of the desired audiences and contain content that they can find value in. A truly strategic plan aligns the communication not only with the goals of the PR plan, but also with the core values, mission, and vision of the company.

The third step in the RACE model is communication. This involves getting the information and content developed in your action plan to the appropriate and most effective media outlets. Media contacts and contact lists can be very valuable resources in this step to help you distribute information efficiently. The final step is evaluation. It is important to track the results of your PR campaign and analyze its effectiveness. Determining a ROI is a good way to evaluate the effectiveness of your plan. To do this, you must monitor all the press generated by your campaign, estimate a value for that press, and compare the value of the PR to the expenses associated with generating that PR.

The RACE model can be a helpful guide for developing a strategic PR plan. However, it is important to keep in mind that PR is a dynamic process. It requires constant attention and focus. For the best results, all four of the steps in the RACE model need to be executed continuously and simultaneously (<http://ecallis.com/new-season-brings-new-pr-opportunities/>).

An effective public relations effort is the result of mutual understanding between an organization and its publics. The development of this understanding can be regarded as a four-step process:

1. **Research:** an initial fact-finding stage defines the problem areas and differentiates between publics.
2. **Action Plan:** once the facts have been gathered from the various publics, decisions must be made regarding their importance and potential impact on the organization. After these decisions are made, strategies must be developed to enable the organization to achieve its goals.
3. **Communication:** strategies are implemented as new organizational policies and/or projects. Messages are then constructed to reach target publics.
4. **Evaluation:** once a public relations campaign is developed and implemented, it should be followed by an evaluation of its effectiveness in meeting the criteria that were set. The results of the evaluation are used both to assess the effectiveness of the effort and to plan future action.

These four steps are essential to any effective public relations campaign. They are not, however, four independent functions. Each step overlaps the others; if any one of them is neglected, the entire process will be affected.

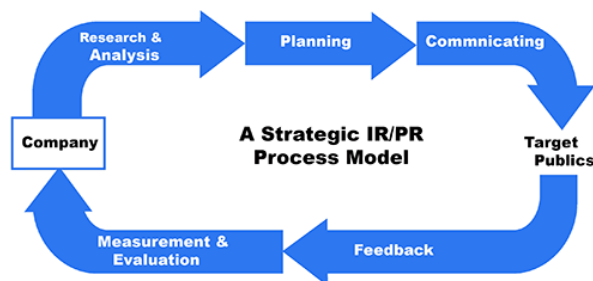


Figure 3 A Strategic PR Process Model

Source: <http://ecallis.com/new-season-brings-new-pr-opportunities/>

RESEARCH METODOLOGY

Qualitative is about an emphasis on the process and a meaning that is not being tested or measured exactly in term of quantity, the numbers, intensity or frequency. Qualitative's researcher is emphasizing the nature of realty in social construction, intimate relations between researchers and what they learned, situational obstacles that forming inquiry.

Data Collection Technique

Data collection technique in this research used three techniques, namely in depth interview, documentation and data validity. These three techniques can complementary information or necessity of data to process analyze implementation of Child-Friendly City. This data collection technique in this research can be divided through primary data and secondary data as per below :

In this researched based on the acquisition's method and data source so that divided into :

1. Primary Data

Data collected by non-participant observation, observation interpreted as an activity to observe directly without any a mediator an object to see closely the activity to the object. This technique demanding observation of researchers either directly or indirectly towards an object's research and in-depth interview is data collection's method or information by directly via face to face with the informant in order to gain the complete data and in depth. This interview done by intensive and highly frequent (repeatedly) In this research, the researcher interviewed Head of Posyandu Tamansari Puri Bali, Sawangan Depok, Ms. Nanda as key informant, 3 (three) mother (s), one from Banjar Tabanan, one from Banjar Taman Ayun and one from Banjar Bedugul.

2. Secondary Data

Secondary data is data that collected from the book, written material or from result of previous research that relevant with the purpose of research also Indonesia's government issued Constitution Number 23/2002 about child's protection and in the further development, Child-friendly city introduced by Ministry of Women Empowerment and Child Protection in 2005. Ministry of Women Empowerment and Child Protection created regulation Number 2/2009 concerning the Municipal Decent City Policy to ensure the right of the children in a region is fulfilled.

Data Analysis

Data analysis process started with all available's data from various sources, such as in depth interview, field observation, and literature study. In qualitative's method, data can be collected from various sources by using various data collection technique (triangulation data). Triangulation Data validates the data and research by cross verifying the same information. This triangulation of data strengthens the research paper because the data has increased credibility and validity.

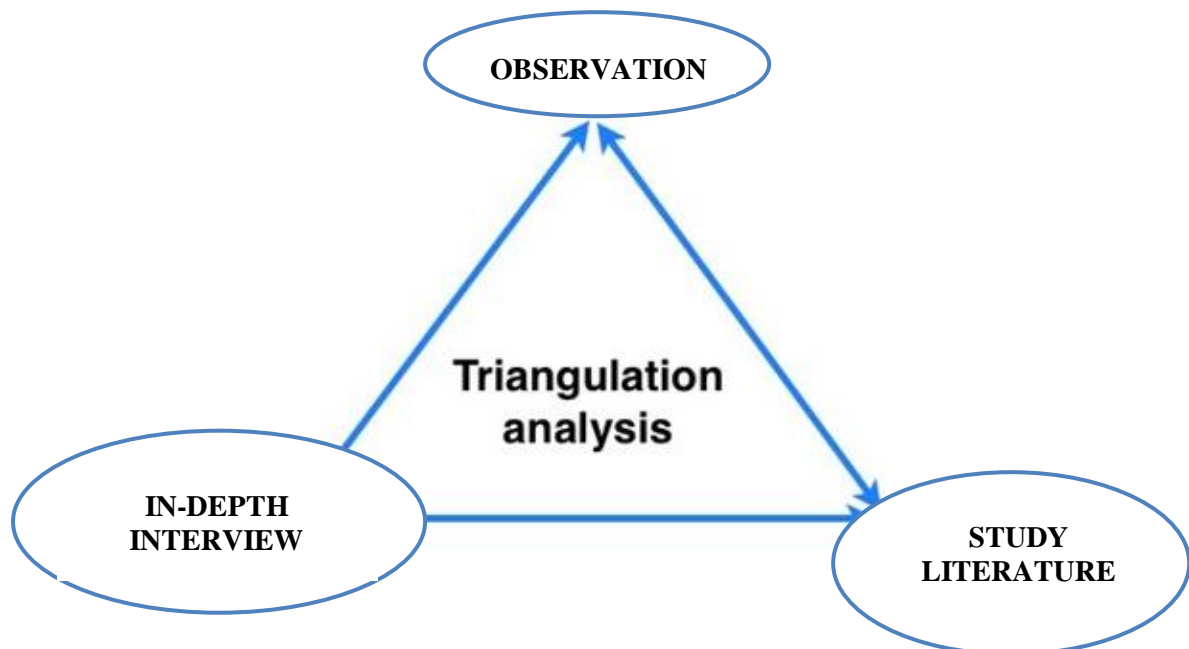


Figure 4 Triangulation Analysis

Implementation of Child-Friendly City

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Refer to the cases above, Indonesia's government issued Constitution Number 23/2002 about child's protection and in the further development, Child-friendly city introduced by Ministry of Women Empowerment and Child Protection in 2005. Ministry of Women Empowerment and Child Protection created regulation Number 2/2009 concerning the Municipal Decent City Policy to ensure

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The result of this research is based on four steps of Public Relations, namely Research: an initial fact-finding stage defines the problem areas and differentiates between publics. Action Plan : once the facts have been gathered from the various publics, decisions must be made regarding their importance and potential impact on the organization. After these decisions are made, strategies must be developed to enable the organization to achieve its goals. Communication : strategies are implemented as new organizational policies and/or projects. Messages are then constructed to reach target publics. Evaluation : once a public relations campaign is developed and implemented, it should be followed by an evaluation of its effectiveness in meeting the criteria that were set. The results of the evaluation are used both to assess the effectiveness of the effort and to plan future action. Refer to that statement; child-friendly city in Depok especially in Tamansari Puri Bali Residential just reached the communication's stage from the four of Public Relation's Stage.

It means that there is still no evaluation from government about Child-Friendly City Program. Evaluation in four steps of Public Relations stated once a public relations campaign is developed and implemented, it should be followed by an evaluation of its effectiveness the criteria that were set. But as per interviewed to key informant and informants, they were heard about Child-Friendly City but they did not know the detail program of Child Friendly City issued by the Government. The parent should get the more information to increase their knowledge about Child Friendly City in Depok especially in Tamansari Puri Bali Residential.

CONCLUSION

A child friendly city is the embodiment of the convention on the rights of the child at the local level, which in practice means that children's rights are reflected in policies, laws, programmes and budgets. In a child friendly city, children are active agents; their voices and opinions are taken into consideration and influence decision making processes. Based on four steps of Public Relations, namely Research, Action Plan, Communication and Research. Refer to that statement; child-friendly

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